

tion of all to provide a better informed citizenry."

Elden Smith, CTSC president, adding his thanks to those of Dr. DuBridge, welcomed Mr. Kluge to "our community as a good, useful citizen" and told him, "You can't realize how important this is, to have a first contribution of this amount."

Denver station to survey audience

One of the largest audience preference surveys ever conducted by a radio station, involving 500,000 individual questionnaires, gets under way this morning (July 15) when KBTR Denver starts a three-month campaign to find out just what kind of programming Denver listeners really want. At the end of the 90-day period, KBTR will revise its program format in accordance with listener desires, Larry Buskett, general manager, said last week on the eve of the "Operation: Public Opinion" campaign.

The poll will include 300,000 program preference questionnaires mailed to individual homes, another 100,000 distributed by service stations of the Frontier Oil Co. of Denver and a final 100,000 enclosed in Royal Crown Cola cartons. Coincidentally with the survey, KBTR is also starting a promotion campaign with prizes ranging from \$5 in cash to a jackpot prize of "His" and "Hers" automobiles to be given to respondents of questionnaires chosen at random. Survey and contest will be advertised with heavy on-air promotion, cards on Royal Crown trucks, newspaper and outdoor ads and personal appearances of KBTR executives at meetings of service clubs and other organizations.

The entire campaign, Mr. Buskett said, is in keeping with the directive of the FCC that radio stations should seek out the program needs of their communities and serve them to the best of their ability.

Jahncke installed at Pioneers' meeting

New officers of the Broadcast Pioneers were installed at the annual membership meeting in New York last Wednesday (July 10). Ernest Lee Jahncke Jr., NBC, is president of the organization.

Other officers who will serve until July 1, 1964 are Robert L. Burton, Broadcast Music Inc., first vice president; Joseph Baudino, Westinghouse Broadcasting Co. and Ben Grauer, NBC, vice presidents; Raymond Guy, consultant, secretary and Robert J. Higgins, BMI, treasurer. New directors are Robert Coe, ABC; Walter M. Erickson, Gray and Rogers; Arthur Hull Hayes, CBS; Paul Mowrey, consultant,



John W. Kluge (c), Metromedia board chairman and president, presents the \$250,000 check to Dr. Lee A. DuBridge (l), president of California Institute

of Technology, and Elden Smith (r), president of Community Television of Southern California, at a brief ceremony last week.

and Ward L. Quaal, WGN Chicago.

Two amendments were made to the Broadcast Pioneers constitution. One provides that persons who are officers of the organization may also be members of the board of directors. The second amendment makes eligible for membership in the Pioneers those persons who have had 20 years of association with the radio industry or have had an association with the TV industry prior to Aug. 1, 1953.

Chicago Tribune pays \$18 million for papers

Purchase of two Florida newspapers by the *Chicago Tribune* has been announced.

The Tribune Co. has bought the *Fort Lauderdale News* and the *Pompano Beach Sun-Sentinel* for a reported \$18 million. The *News* has a daily paid circulation of 76,108; the *Sun-Sentinel*, 23,114.

The *Chicago Tribune* (which owns WGN-AM-TV Chicago and KDAL-AM-TV Duluth, Minn.) also has cross-ownership interests with the *New York Daily News* (WPIX-TV New York). It also owns a community antenna system in Houghton, Mich.

FCC commercial limit plan in school subject

Sixty-seven broadcasting executives were scheduled to gather in Boston yesterday (July 14) for the fourth annual executive development seminar at the Harvard Business School, sponsored

by the National Association of Broadcasters.

During the two-week "school," the broadcasters will be asked to solve the case of "Mr. Harley's Letter," dealing with the FCC's proposal to limit the commercial time on radio and TV stations. This case was developed especially for this year's seminar because of the current controversy centering around the commission rulemaking (see page 40).

The key radio-TV executives will attempt to solve actual cases developed from broadcasting and nonbroadcasting business situations. Broadcasting cases will include "KAKO Radio," dealing with competitive radio programming; "KIXI-TV," a case involving sales problems and budgeting; "Staff Development at WPAR," involving the management of personnel, and "Jabe Radio," an analysis of a station manager's performance.

John Daly, veteran radio-TV newsmen and quizmaster, will deliver the "commencement" address. Dr. J. Sterling Livingston is academic director of the seminar and Dean Richard Chapin is administrative director. Jim Hulbert, manager of the NAB department of broadcast management, will supervise the sessions for the NAB.

Media reports...

Back to ABC - WHOO Orlando, Fla., has been reunited with the ABC Radio Network after being independent for the past four years. WHOO is fulltime on 990 kc, 10 kw day and 5 kw night.

WDOB becomes WMGO - WMGO Can-