

for buyers and sellers of radio advertising

VOL. 3—NO. 12

**U.S.**

# RADIO

DECEMBER

1959

35 CENTS



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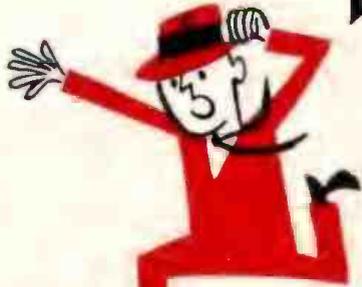
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James F. Davidson  
Franklin Radio Sales  
and Radio Promoting  
in Radio Entertainers

## Don't miss the bus



### GET ON **W·I·T·H** TO MOVE YOUR PRODUCT IN BALTIMORE!

This bus poster is part of W·I·T·H's continuing advertising and promotion campaign



Baltimore Powerhouse of action and personality . . .  
W·I·T·H ! . . . out-promoting, out-merchandising, outselling  
every other station in Baltimore! W·I·T·H goes to the end of  
the line for every advertiser—lowest cost per thousand with 80%  
market coverage . . . and a bus-load of merchandising!

- Community Club Awards
- Spotlight Drugs
- Chain Store Plans
- Best Buys Food Displays

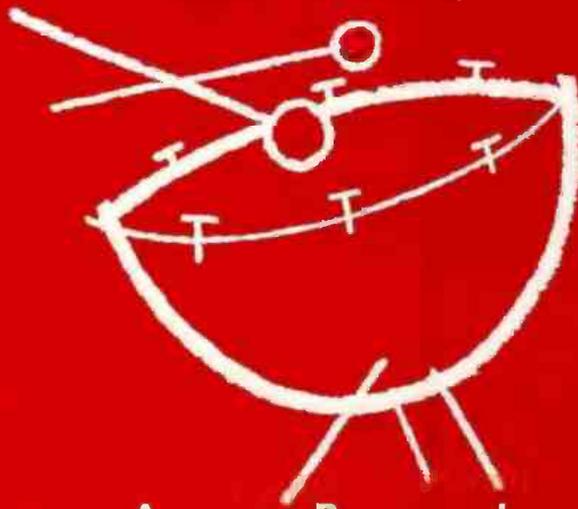
The complete sell . . . only on



# W·I·T·H

Radio  
Baltimore

Tom Tinsley, President, R. C. Embry, Vice Pres. . . . NATIONAL REPRESENTATIVES: Select Station Representatives in New York, Boston, Philadelphia, Baltimore, Washington; Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, New Orleans; Daren F. McGavren Co. in Chicago, St. Louis, Detroit and on West Coast; Ohio Stations Representatives in Cleveland



R A D I O

# *San Diego's Fine Music Station*

5000 WATTS • 1130 KC

**THE GORDON BROADCASTING COMPANY**

**SHERWOOD R. GORDON, PRESIDENT • PHILIP MELTZER, GENERAL MANAGER**

**STUDIOS IN U.S. NATIONAL BANK BUILDING • SAN DIEGO, CALIFORNIA**

**TELEPHONE BELMONT 2-2041**

**REPRESENTED BY DAREN F. MCGAVREN**

**Affiliated with 5,000 watt KBUZ Radio, Phoenix, Arizona**

*America's First Family of Fine Music Stations*

*every  
second  
counts!*

*Local  
advertisers  
are the  
first to  
"know what  
time it is,"  
when it  
comes to  
the selling  
power of a  
radio station  
— they're the  
first to feel  
the results.*

*And local  
advertisers  
are turning to  
WMAQ Radio  
in a big way  
these days.*

*So much so,  
that local sales  
for the first  
three quarters  
of 1959  
are up 37%  
over the  
previous year*

*— and  
local sales  
for the first  
nine months  
of '59 set  
a new  
sales record  
each month.*

*For big results,  
and  
no time lost,  
put your  
confidence in,  
and your  
sales message on*

**WMAQ**

*NBC Owned  
670 in Chicago*

*Sold by  
NBC Spot Sales*



# Georgia High School editors attend First Annual WSB Radio-TV News Broadcasting Conference



A look toward the future of electronic journalism and a close-up acquaintance with all facets of radio and tv news broadcasting. Those were the rewards of an eager group of teenage school paper editors and faculty advisors who attended the First Annual WSB Radio-TV News Broadcasting Conference in November.

Offering a creative contest with a year's college tuition scholarship as first prize, the conference was sponsored by the stations in association with the University of Georgia School of Journalism. It was the first ever held by an individual broadcaster in conjunction with a major university.

Participants observed and discussed broadcast news techniques, heard personal messages from NBC Radio newsmen from all points of

the globe. They viewed a specially-prepared closed-circuit television report by David Brinkley, who held a stimulating question-answer period.

As an annual event the High School Conference will rank high among WSB's many other endeavors in the public interest.

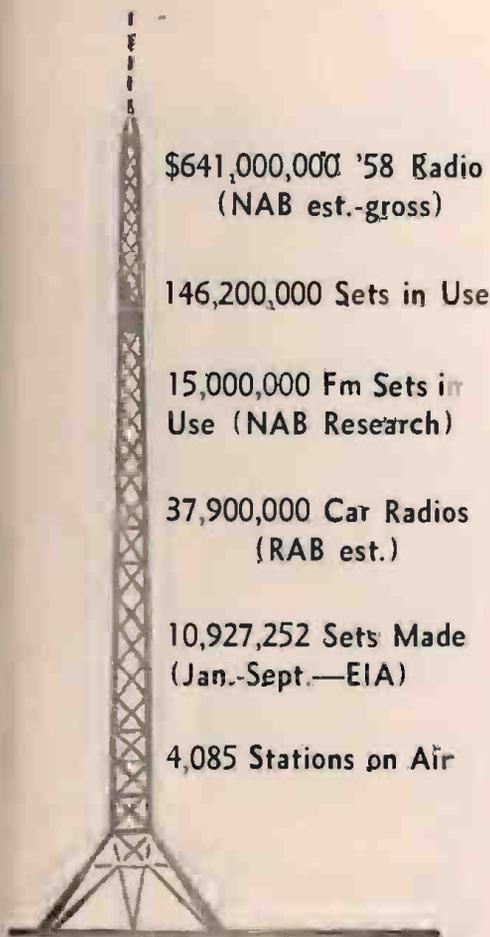
ATLANTA'S

## WSB RADIO WSB-TV

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.



## Radio's Barometer



**Spot:** Dollar expenditures for October national spot business on the Intermountain Network set a record for any single month's billing since the network was formed 10 years ago, IMN president, Lynn L. Meyer, reports. Increase for October's billing is reported as 42.5 percent over October 1958. Mr. Meyer states that sales for the first 10 months of 1959 show an increase of 31.4 percent over comparable 1958 figures.

**Network:** Net sales representing \$4.25 million in new business, which came in over a two-week period, are reported by Matthew J. Culligan, executive vice president in charge of NBC Radio. CBS Radio has contracted for over \$2.25 million in new business, according to George J. Arkedis, vice president in charge of network sales. Highlights of the purchases include 52-week buys by A. E. Staley Manufacturing Co. and Maremont Automotive Products Inc. (see *Report from Networks*, p. 65).

**Local:** Increases in billings have been reported by four stations—WRCA New York, KCBS San Francisco, WLIB New York and KXOA Sacramento. WRCA rang up its best sales month of the year in October, according to NBC Vice President William N. Davidson. Combined billings for October jumped 18 percent over the same month in 1958. October was also a record-breaker for KCBS, with billings for the month topping the station's previous highs for both one-week and four-week periods by 2.3 and two percent, respectively. Sales at WLIB for the first nine months showed an increase of 30 percent over the same period of 1958, Harry Novik, president and general manager, reports. Sales figures for the first 10 months of 1959 show that business at KXOA soared 43 percent over last year's totals.

**Stations:** The number of am and fm stations on the air at the end of October totaled 4,085, an increase of 22 (11 am and 11 fm) over the previous month:

	Commercial AM	Commercial FM
Stations on the air	3,428	657
Applications pending	487	77
Under construction	97	159

**Sets:** Total radio production in September was 1,981,208, including 717,501 auto receivers, according to Electronic Industries Association. Nine-month cumulative radio output came to 10,927,252, including 4,151,846 auto sets. Total radio sales in September, excluding car radios, was 928,457 units; nine-month total was 5,285,878. The number of fm sets made in September totaled 76,942, more than double the figure for September 1958; nine-month cumulative fm production was 367,804 sets.

# 1st



according  
to all  
surveys  
**PULSE · HOOPER  
TRENDEX**



Norfolk - Newport News - Portsmouth  
and Hampton, Virginia

Represented Nationally by  
**JOHN BLAIR & COMPANY**

for buyers and sellers of radio advertising

# U.S. RADIO

DECEMBER - 1959

VOL. 3 - NO. 12

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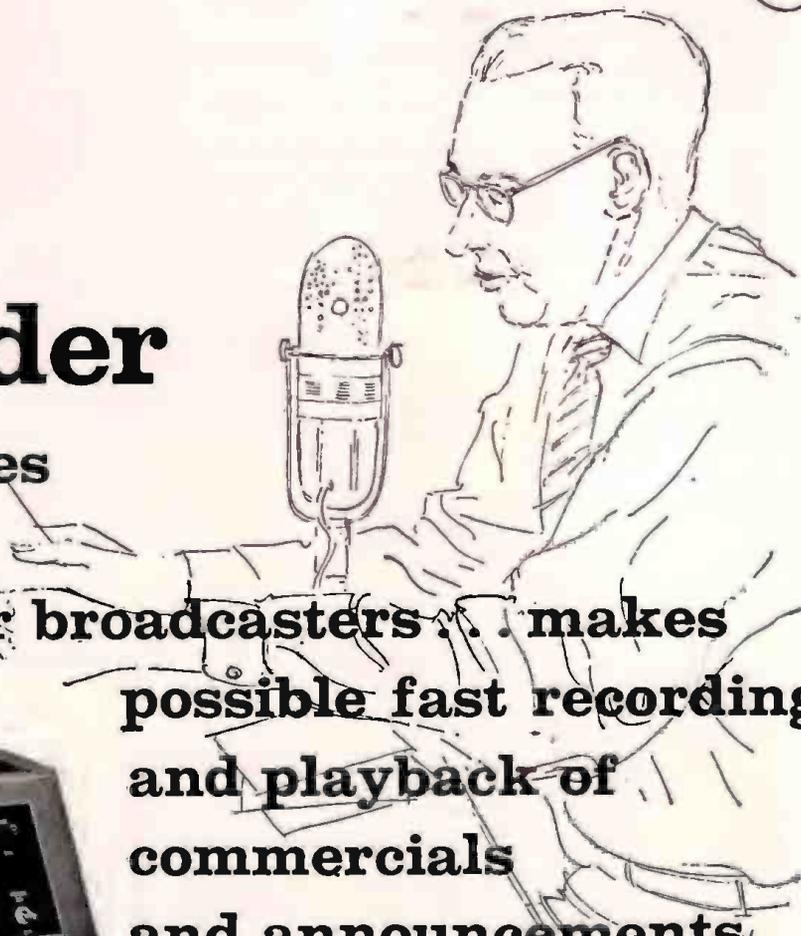


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# new RCA magnetic disc recorder

combines advantages  
of tape and disc!

A great new tool for broadcasters... makes  
possible fast recording  
and playback of  
commercials  
and announcements



The Magnetic Disc—  
extremely rugged, not easily  
damaged, and with a  
life expectancy equal to or  
greater than tape. Information  
already recorded can be  
erased easily, permitting  
re-use of disc.

Type BQ-51A/BA-51A  
Magnetic Disc Recorder and  
Recording Amplifier

This new Disc Recorder, a completely self-contained unit, meets the broadcaster's requirements for fast recording and playback of commercials and announcements. Extremely simple in operation, it minimizes the skill required to produce a professional recording. Grooves for recording are molded into the blank disc. No cutting mechanisms, optical devices and heated styli are needed; the same equipment serves for recording and playback. All of the advantages of magnetic tape recording are retained in the magnetic discs, yet winding, splicing, cueing and other tape handling problems are eliminated.

A recording time of 70 seconds is obtained from each side of the magnetic disc, which includes 10 seconds for "cue-in" and "trip-out" cue tones.

The magnetic head used in the system consists of two C-shaped laminations made of a material that is extremely hard physically, but with very high permeability. A newly designed tone arm which accommodates standard MI-11874-4 (1 mil) and 11874-5 (2.5 mil) pickups also can be handled by means of a plug-in socket arrangement. It can be used for reproducing standard transcriptions and phonograph records up to 12 inches in diameter at 33 $\frac{1}{3}$  or 45 rpm.

**Magnetic Recording Head.**  
The magnetic pole pieces which  
do the recording protrude through  
the narrow slot (see arrow).



*The Magnetic Disc Recorder can be the first of the building blocks in preparing for automatic programming. For complete information on the Disc Recorder and companion units, call your RCA Broadcast Representative or write RCA, Dept. B-337, Bldg. 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.*



™(s)®

## RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, NEW JERSEY

# Our Sincere

★ Seattle  
KIRO

Boise ★  
KBOI

Fargo ★  
WDAY



**PETERS, GRIFFIN, WOODWARD, INC.**  
*Pioneer Radio and Television Station Representatives*

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • BOSTON  
ATLANTA • DALLAS • FT. WORTH • SAN FRANCISCO

★ Denver  
KHOV

"A deep bow of thanks to the radio stations who have selected us to represent them starting this year. Our promise to advertisers and agencies -- that we will give you the most timely, comprehensive, and the best data -- on these markets and stations, plus the others we proudly represent."

*Robert W. Tucker*  
Vice President - Radio

Los Angeles  
KPOP

San Diego  
XEAK

Honolulu  
KGMB-KHBC

San Antonio ★  
KENS

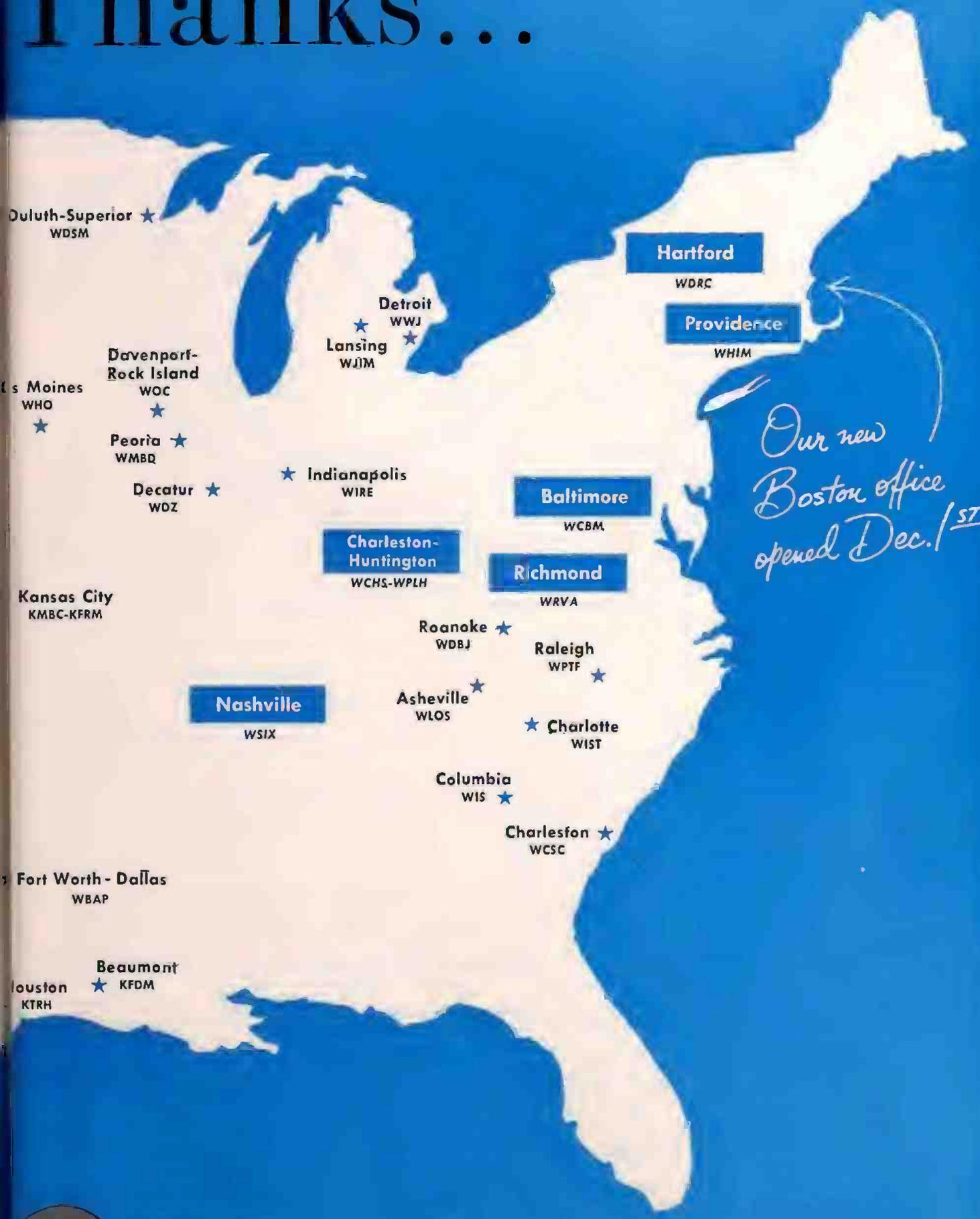
Corpus Christi ★  
KRY5

*Pioneer Station Representatives Since 1932*

**PETERS, GRIFFIN,**

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD

# Thanks...



*Our new  
Boston office  
opened Dec. 1<sup>ST</sup>*

Duluth-Superior ★  
WDSM

Des Moines ★  
WHO

Davenport-Rock Island ★  
WOC

Peoria ★  
WMBR

Decatur ★  
WDZ

Kansas City  
KMBC-KFRM

**Nashville**  
WSIX

Fort Worth - Dallas  
WBAP

Houston ★  
KTRH

Beaumont ★  
KFDM

Lansing ★  
WJIM

Detroit ★  
WWJ

★ Indianapolis  
WIRE

**Charleston-Huntington**  
WCHS-WPLH

Roanoke ★  
WDBJ

Asheville ★  
WLOS

Columbia ★  
WIS

Charleston ★  
WCSC

**Baltimore**  
WCBM

**Richmond**  
WRVA

Raleigh ★  
WPTF

★ Charlotte  
WIST

**Hartford**  
WDRG

**Providence**  
WHIM

**WOODWARD, INC.**

BOSTON • ATLANTA • DALLAS • FT. WORTH • SAN FRANCISCO

[www.americanradiohistory.com](http://www.americanradiohistory.com)



**WGN's on top  
with Chicago's most  
popular cop!**

A recent Pulse survey showed that more than 56% of all Chicago listeners had heard the WGN Trafficopter with Chicago Police Officer Leonard Baldy! The most talked-about feature on Chicago radio,

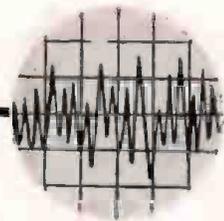
the WGN Trafficopter provides a vital award winning service of safety and news. It is just one more reason why more people listen to WGN than any other Chicago station.

**WGN-RADIO**



*Symbol of Responsibility in Broadcasting*

*The Greatest Sound in Radio—441 North Michigan Avenue—Chicago 11, Illinois*



## San Francisco Stations May Set Welcomed Trend

In a move of unity designed to "present aggressively the story of radio as a vital advertising medium," 13 am radio stations in the San Francisco-Oakland Bay area have formed the San Francisco Radio Association. Said to be the first organization in the Bay Area to get the united support of station management, it will attempt to alert clients and agencies throughout the United States on the radio market potential of what is described as the "sixth largest metropolitan area in the country." President of the new group is William D. Shaw, KJBS.

## Housewife, a Radio Fan, Plays Big Role In Car Buys

The American housewife, who research states is a loyal radio fan, continues to show that she is becoming more and more the deciding factor in family purchasing decisions. Further proof of this trend is a survey conducted by BBDO Inc., New York. Called "The Female Influence in Automotive Purchases," the results show that eight out of 10 women surveyed drive—90 percent of them at least once a week. Women joined their husbands in making four of six basic choices in the selection of a new car. Agencies and clients may find it interesting to note that housewives spend over four-and-one-half hours a day listening to radio (see *Housewives Listen, Too*, October 1959).

## Stations Look Forward To National Radio Month

With the selection of May as National Radio Month for 1960, co-sponsored by the National Association of Broadcasters and the Radio Advertising Bureau Inc., special contests and other events are in the planning stages. Stations will be supplied with promotion kits and other material.

## Storer Quality Control Seeks to Maintain Standards

In a move which may be the forerunner of similar steps, the Storer Broadcasting Co. is instituting a plan called "quality control" of programming content for all of its stations. As described by George B. Storer, president, the quality control groups will continuously monitor all programs broadcast over the stations, and be responsible directly to the vice presidents in charge of radio and tv programming at the Storer home office. It is the intention of the plan to maintain established company and industry programming standards. No direct contact will be permitted between the control groups and local station management.

## RAB Finds That 60-Second Spots Are Still Most Used

The latest analysis of radio announcements by the Radio Advertising Bureau Inc., covering the third quarter of 1959, confirms the fact that the one-minute commercial is the most frequently used time segment. More than six out of 10 radio spots were 60-second announcements during July, August and September. Commercials running four to eight seconds were the second most popular length. Of the more than 53,000 radio programs in the RAB sample, more than 50 percent were five minutes in length.

## Radio's 'Personal Involvement' Is Key to Latest PGW Sell

Continuing with its radio sales development program, Peters, Griffin, Woodward Inc., has taken the wraps off its latest spot radio presentation called Personal Involvement. Relying on tape, with no visual aids, the presentation utilizes programming excerpts from PGW-represented stations across the country. Objective is to show how each station orients and identifies itself with the needs and desires of the people in its community.



## Time Buyers Delight!

What type of program or adjacency best fits your sales message? You name it; WPTF has it. Balanced programming in the Nation's 28th Radio Market makes it easier to buy time intelligently.

Put "compatible radio" to work on your next campaign. Schedule WPTF and see why time buyers call it their kind of station.



# WPTF

**50,000 WATTS 680 KC**

*NBC Affiliate for Raleigh-Durham and Eastern North Carolina*

R. H. Mason, General Manager  
Gus Youngsteadt, Sales Manager

**PETERS, GRIFFIN, WOODWARD, INC.**  
*National Representatives*

## time buys



**Robert Bosch Corp.,**  
Blaupunkt Car Radio Div.  
Agency: *Dunay, Hirsch & Lewis Inc., New York*  
Product: FM CAR RADIOS

Keeping it in the family, fm is being used to describe and demonstrate the virtues of fm car radios. Keeping pace with its distribution, the firm is currently rolling in high in 10 markets, primarily located in the East and Midwest. With each campaign running for a minimum of 13 weeks, the schedule calls for 20 to 30 one-minute spots concentrated in the 6 to 11 p.m. time period. Murray Hirsch is timebuyer.

**Bourjois Inc.**  
Agency: *Lawrence C. Gumbinner Inc., New York*  
Product: EVENING IN PARIS FRAGRANCE

Currently wafting over the airwaves of two Hawaiian stations is a three-week Christmas campaign, consisting of one-minute announcements. A total of 28 spots are being aired. Anita Wasserman is timebuyer.

**Canada Dry Corp.**  
Agency: *J. M. Mathes Inc., New York*  
Product: SOFT BEVERAGES

Selling in the holiday spirit is this drink that's being advertised in a campaign now underway and set to go through Christmas. Much is at the discretion of the local bottlers, who are buying from 20 to as many as 250 spots a week in different areas of the country. Spots are 10, 20, 30 and 60 seconds in length.

**Ceribelli Inc.**  
Agency: *The Ellington Co., New York*  
Product: BRIOSCHI

Radio is again tops in 1960 plans with about 75 percent of its budget going into the listener's medium. Next campaign flight is scheduled for February, will run for five or six weeks; 30- and 60-second spots will be heard in about 30 markets. Announcements are scheduled throughout the day for women, with spots also geared to automobile time. Mary Dowling is the timebuyer. This firm has had success with radio in meeting competition from some of the giants in its field.

**Chock Full O'Nuts Corp.**  
Agency: *Grey Advertising Inc., New York*  
Product: CHOCK FULL O'NUTS

Relying on radio to sell its coffee, the firm goes into the new year with the bulk of its budget in 60-second spots throughout the Northeast. Radio ads will be supplemented only by print, according to a schedule running through July. Herb Werman is timebuyer.

**Consolidated Cigar Sales Co.**  
Agency: *Ervin Wasey, Ruthrauff & Ryan Inc., New York*  
Product: HARVESTER CIGARS

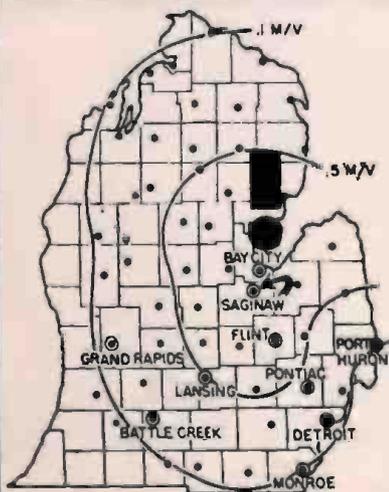
Wreathed in holiday cheer, the smoke is adding its gift list suggestions to a schedule of ID's which run till Christmas. The campaign, some of which is untouched by the season, however, is running now in seven markets in the north central part of the country. Vince DeLuca is chief timebuyer.

**NAIL  
DOWN THE  
BEST  
OF ALL THE  
REST  
OF MICHIGAN**

**W K N X  
SAGINAW**

The number one Pulse rated station  
in the Saginaw - Bay City Area the  
5th year in a row.

●  
Outstate Michigan's most powerful  
station - serving a giant market of  
more than 1,000,000 radio listeners.



**W K N X  
10,000 WATTS**

time buys

Continental Wax Corp.  
Agency: *Product Services Inc.,*  
*New York*

A patina of radio will be added to the floor wax company's advertising campaign in January, with an increase of 10 to 15 markets over its previous schedule. The firm used network radio during the summer, was inactive in spot during the past fall, is expecting to resume a "usual" measure of the sound medium for pre-spring cleaning months of 1960, but frequencies are still being determined. Doris Gould is time-buyer.

Dorann Foods Inc.  
Agency: *The Zlowe Co. Inc.,*  
*New York*

Product: DORANN'S FROZEN  
POTATO PRODUCTS

Success of its "One-Minute Variety Show" in the New York area may take the frozen potatoes to other markets. It's possible the 60-second spot will be going to a few chosen markets along the eastern seaboard. Timebuyer is Pauline Mann.

Dorann Foods Inc.  
Agency: *The Zlowe Co. Inc.,*  
*New York*

Product: DORANN'S FROZEN  
PIZZA

After a seasonal rest, the firm will again begin its pizza spots with the arrival of the new year. Schedules through June for a few selected markets in the East are a possibility. Timebuyer is Pauline Mann.

The Drackett Co.  
Agency: *Young & Rubicam Inc.,*  
*New York*

Product: WINDEX

Testing to see the effect on sales,

(Cont'd on p. 14)

**1<sup>st</sup>**  
in

**SAN ANTONIO**

FOR **EVERY**  
QUARTER-HOUR  
SEGMENT

**6 a.m. to 6 p.m.**

... as compiled by

**PULSE**

for

**SAN ANTONIO**

SEPTEMBER, 1959

and **FIRST** in  
**HOOPER, too!**

morning and afternoon

REPRESENTATIVE:  
**KATZ AGENCY**

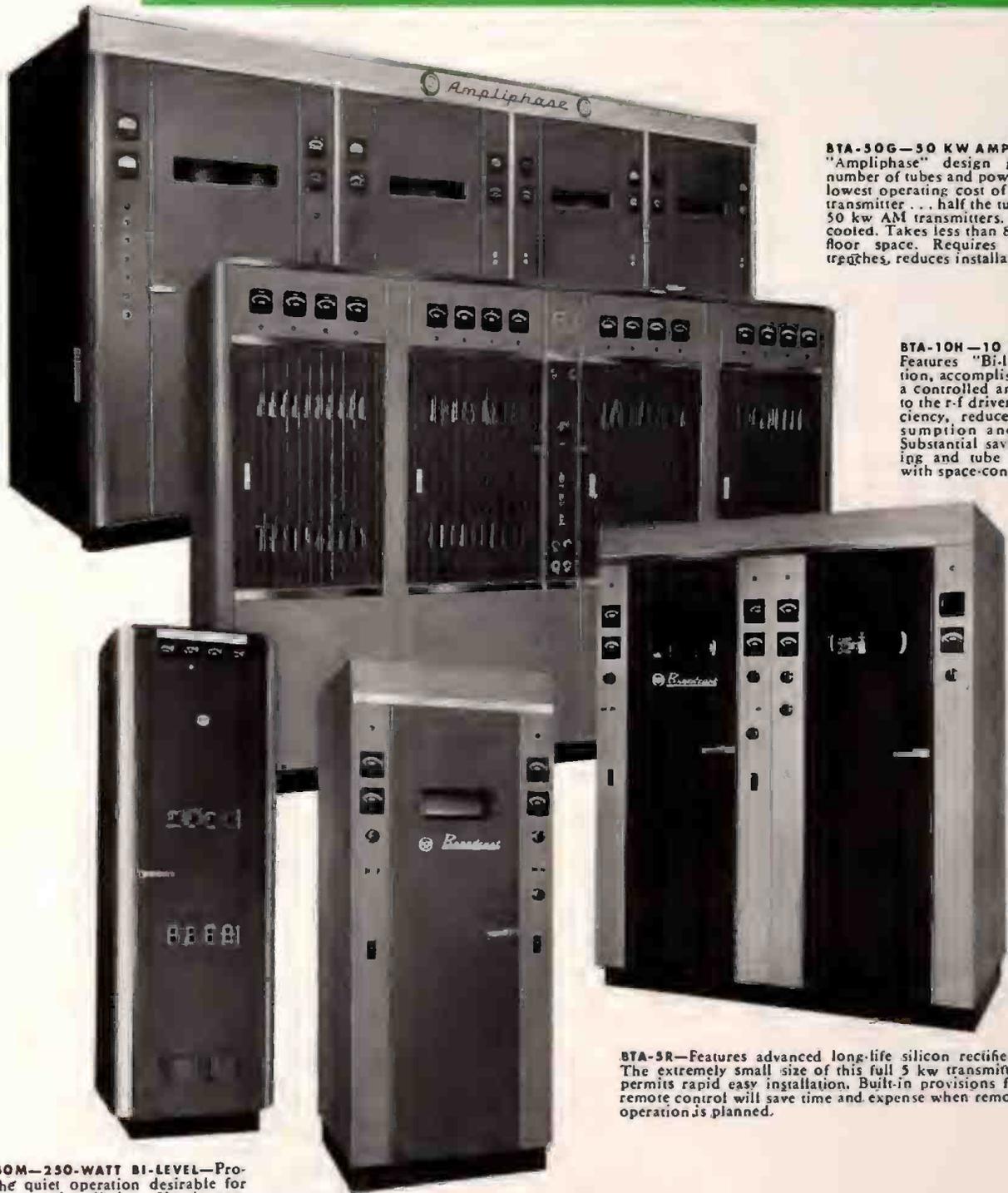
5000 Watts • 860 KC

**KONO**  
Radio

JACK ROTH, Mgr.

SAN ANTONIO, TEXAS

# the truth about...



**BTA-50G—50 KW AMPLIPHASE**—The "Ampliphase" design greatly reduces number of tubes and power costs, assures lowest operating cost of any 50 kw AM transmitter . . . half the tube cost of older 50 kw AM transmitters. Completely air-cooled. Takes less than 80 square feet of floor space. Requires no under-floor trenches, reduces installation costs.

**BTA-10H—10 KW BI-LEVEL**—Features "Bi-level" modulation, accomplished by adding a controlled amount of audio to the r-f driver, increases efficiency, reduces power consumption and distortion. Substantial savings in operating and tube costs combine with space-conserving design.

**BTA-250M—250-WATT BI-LEVEL**—Provides the quiet operation desirable for control room installation. Simple one-control tuning. Distortion-free "Bi-level" modulation, excellent frequency response. Uses only 10 tubes of three tube types. An ideal "economy package."

**BTA-500/1R**—Low power consumption and high-fidelity performance are features of these 500 and 1000-watt transmitters. Ideal for remote control, with all provisions designed-in. Color has been added, and now these units are available with red, green, blue, or gray doors to enhance any installation.

**BTA-5R**—Features advanced long-life silicon rectifiers. The extremely small size of this full 5 kw transmitter permits rapid easy installation. Built-in provisions for remote control will save time and expense when remote operation is planned.

**REMOTE CONTROL EQUIPMENT**—RCA Remote Control Equipment provides facilities with provisions for remote control of transmitter operation. Features include: remote control of filament voltage, remote control of line voltage, remote control of emergency transmitter operation, remote control of emergency transmitter reset, remote control of emergency transmitter reset manual override breaker, remote control of emergency transmitter reset manual override breaker, remote control of emergency transmitter reset manual override breaker, remote control of emergency transmitter reset manual override breaker.

# RCA AM transmitters

**SINCE 1929** RCA broadcast transmitters have been widely acknowledged as *the* best. During this period they have been the transmitters most often chosen by those stations which wanted, and could afford, the very best. Thus they early became, and have remained, the standard to which all others are compared.

Unfortunately, some stations have believed that they could not afford such quality—no matter how much they wanted it. Today any station can “afford” one of these top-quality transmitters. In fact, it is hard for us to see how a station can afford *not* to buy one.

Why is this so? Simply because today RCA transmitters cost only a very little more than the lowest-priced (sometimes no more). And the small extra original cost (if any) is more than made up for by these two *facts*:

**1. RCA transmitters are generally less expensive to operate.** This is so because in almost every power class RCA transmitters either use less power, or have lower tube cost (in some cases both).

**2. RCA transmitters almost always have higher resale value.** This becomes very important when you go to higher power, or if you should decide to sell your station.

What is the moral? Simply this: don't jump to the conclusion you can't afford RCA. We believe you can, and we would like an opportunity to prove it. Call our nearest *AM Specialist* (see list). He will be glad to go over your situation with you, give you the benefit of his (and RCA's) broadcast equipment knowledge, and leave with you a complete and fair proposition. With such *facts* at hand you can make a correct decision. There's absolutely no obligation. You owe it to your station to find out. Act now!

See Your Nearest  
RCA Broadcast Sales  
Representative

ATLANTA 3, GA.  
1121 Rhodes-Haverty Bldg.  
Jackson 4-7703

BOSTON 16, MASS.  
200 Berkeley St., Hubbard 2-1700

CAMDEN 2, N. J.  
Front & Cooper Streets  
Woodlawn 3-8000

CHICAGO 54, ILL.  
1186 Merchandise Mart Plaza  
Delaware 7-0700

CLEVELAND 15, OHIO  
1600 Keith Bldg., Cherry 1-3450

DALLAS 35, TEXAS  
7901 Empire Freeway  
Fleetwood 2-3911

HOLLYWOOD 28, CALIF.  
1560 N. Vine St., Hollywood 9-2154

KANSAS CITY 6, MO.  
1006 Grand Ave., Harrison 1-6480

NEW YORK 20, N. Y.  
36 W. 49th Street, Judson 6-3800

SAN FRANCISCO 2, CALIF.  
420 Taylor Street, Ordway 3-8027

SEATTLE 4, WASH.  
2250 First Ave., South, Main 2-8350

WASHINGTON 6, D. C.  
1625 K Street, N. W., District 7-1260

Typical AM Tower



RADIO CORPORATION of AMERICA  
BROADCAST AND TELEVISION EQUIPMENT  
CAMDEN, N. J.

(Cont'd from p. 11)

the firm is currently advertising in six markets throughout the country. These are Oklahoma City, Atlanta, Memphis, Syracuse, Seattle and Birmingham. Ten-second spots are scheduled throughout the day for several weeks. Frequency is fairly heavy. If results are satisfying, there's a possibility that other markets will be tapped. Donald Proctor is the timebuyer.

**Lanvin Parfums Inc.**

Agency: *Cohen, Dowd & Aleshire Inc., New York*

Product: LANVIN PERFUME

In a move which may have significance in reference to future radio plans, a test campaign on two San Francisco stations is now underway. Scheduled for a four-week run, the

schedule calls for the use of 20 to 30 spots a week. The announcements are divided between 20-second, 30-second and one-minute lengths. Les Blumenthal is the account executive; Walter Reed is the timebuyer.

**Thomas J. Lipton Inc.**

Agency: *Sullivan, Stauffer, Colwell & Bayles Inc., New York*

Product: LIPTON TEA

A southern exposure for this product is brewing up interest in hot and iced tea *both*, as a winter beverage. An aerial campaign now underway will run for 17 weeks in 15 markets, covering Louisiana, Alabama, Mississippi and Florida. From 20 to 75 minutes and 20's are being used per market in time periods between 6:30

a.m. and 6:30 p.m. Bob Anderson is timebuyer.

**Liggett & Myers Tobacco Co.**

Agency: *McCann-Erickson Inc., New York*

Product: DUKE CIGARETTES

Now at full strength, Duke's radio campaign has expanded to another 30 markets to bring its total roster to 75 markets. Since the product launched its sound barrage in September, it has been adding 10 to 12 additional markets per week on the average. Schedules continue for four weeks in each market, using minutes primarily, as well as 20's and ID's, Gini Conway is timebuyer. In addition to Duke cigarettes' use of spot radio, most tobacco brands are currently using radio heavily.

# KFMB

*Selling the San Diego radio market*

KFMB

A TRANSCONTINENT STATION

**John Morrell & Co.**

Agency: *John W. Shaw Advertising Inc., Chicago*

Product: RED HEART DOG FOOD

Fido will be given a thorough airing with a heavy national spot campaign which will run through October 1960. A total of 50 markets will be the targets of the program, with approximately 62 stations carrying the messages. Utilizing musical jingles, the announcements are in one-minute and 10-second lengths. Schedules call for 15 spots a week in some markets, and 25 weekly exposures in heavier markets. June Nelson is timebuyer.

**Motion Picture Association of America**

Product: MOTION PICTURES

Riding the wave of optimism brought on by increased box office action, the motion picture industry expects to spend more than \$70 million on advertising and promotion budgets during 1960. Linked to moviemakers' increased use of radio in 1959, it is expected that radio will be given serious consideration when specific picture budgets are formalized.

**The Nestlé Co., Inc.**

Agency: *William Estly Inc., New York*

Product: NESCAFÉ

Set to sell a lot of coffee, the firm has purchased time in 100 markets throughout the country, using 20- and 60-second spots. Length of the

campaign is tentative, possibly from two to four months. Frequency ranges from 20 to 120 times a week. About 40 markets are set for a heavy schedule of weekly spots; 60 markets will not be continuous, but will be run in flights. Timebuyer is Phil McGibbons.

**Richfield Oil Corp.**

Agency: *Hixson & Jorgensen Inc., Los Angeles*

Product: RICHFIELD OIL

For the 28th year, Richfield Oil will present its news program, the *Richfield Reporter*, beginning in January. The show will be heard on about 30 stations of the CBS Radio Pacific Network.

(Cont'd on p. 16)

A DIRECT BUY LINE for your product or service in one of America's fastest growing markets, KFMB Radio is one sure way to move ahead in San Diego.

In America's 19th market, people are working, playing and buying at breakneck speed. And KFMB reflects their healthy, vibrant sounds.

Your Petry radio man can tell you more about the KFMB sound and how you can get a direct buy line to the biggest radio audiences in the better part of Southern California.

**CBS • 540 KC • SAN DIEGO**





**... maturity**

a. state of judgement, an approach . . .  
 an attitude of confidence  
 in reasoning power,  
 based on experience.

Maturity . . . a  
 stage of dependability,  
 reliable as to its claims . . .  
 consistent in its delivery.



**BARTELL FAMILY RADIO**

six stations in  
 six major cities . . .  
 consistent . . .  
 mature.



**time buys**

(Cont'd from p. 15)

**Red L Foods Corp.**

Agency: *Smith/Greenland Co.*  
*New York*

Product: RED L

On the heels of its recent successful radio run, the firm is making spring plans for radio. Nothing definite as yet, but use of radio in certain markets is very likely. Les Towne is timebuyer. This agency, which specializes in food accounts, has pioneered in effective ways to use radio for these clients (see *Can Food Advertisers Use Radio Diet?* September 1959). One innovation that has worked for Smith/Greenland is concentrating all the week's announcements on Thursday—in this way implanting the brand label for end-of-the-week shopping. Among the agency's biggest radio users are Roman Pizza, Milady's Blintzes and Seabrook Vegetables.

**Standard Security Life Insurance Co.**

Agency: *Mogul, Williams & Saylor Inc., New York*

The policy of this newly established company is to sell in a direct-to-the-customer manner. During the next six months this is expected to entail a growing volume of radio, following up on a test currently being run in New York City and already projected for state coverage. At present the advertising is primarily direct mail. Total test budget is \$250,000. Joyce Peters is timebuyer.

**Tetley Tea Co.**

Agency: *Ogilvy, Benson & Mather Inc., New York*

Product: TEA

Raising its cup to the new year, the tea-taster company has put the kettle on for a 13-week radio schedule to start the first week in January in about 75 markets. Frequencies of minutes and ID's will vary according to the market, ranging from 15 to 80 announcements a week. Arthur Topol is timebuyer. . . .



## What Started as a Snowball Has Turned Into an Avalanche

The tidal wave of accusations and incriminations, set in motion by the Harris subcommittee's quiz show investigations, is fast spilling over into all facets of radio and television programming and commercial practices. Chief fear expressed in industry circles is that the current situation may bring about the passage of legislation which will place radio in a tight girdle of censorship and control. Proof that these fears are based on a premise sturdier than mere conjecture is the public hearings and activities by the Federal Communications Commission.

FCC officials state that "the commission is reviewing the extent of its authority, in the light of the censorship prohibitions in the Communications Act and court decisions reversing its attempts to regulate certain types of programs, including lotteries and give-away programs, to determine what action, if any, it can or should take, or whether it should recommend remedial legislation to Congress."

## Programming and Advertising Get Their Pulses Taken

In outlining the areas which will be floodlighted by the probe, the commission reports that it will "determine the policies, practices, mechanics and surveillance by networks, stations and others in the acquisition, ownership, production, distribution, selection, sale and licensing of programs . . . also the selection, presentation and supervision of broadcast advertising material."

By next January 4, all stations are expected to return answers to a special FCC questionnaire relating to the area of payola. The two-part inquiry is seeking to determine: (1) If stations have accepted anything resembling payola and (2) if any internal controls have been established that provide information concerning remuneration, other than that paid by the station, to individuals "in connection with participation in the preparation and presentation of programs" broadcast by the station.

Another important phase of the study is a close look into the need for any tightening of the commission's procedures to check on the performance of its broadcast licensees in programming and advertising. Perhaps the most ominous aspect of the probe is the study to see if the "commission's authority under the Communications Act of 1934 . . . is adequate."

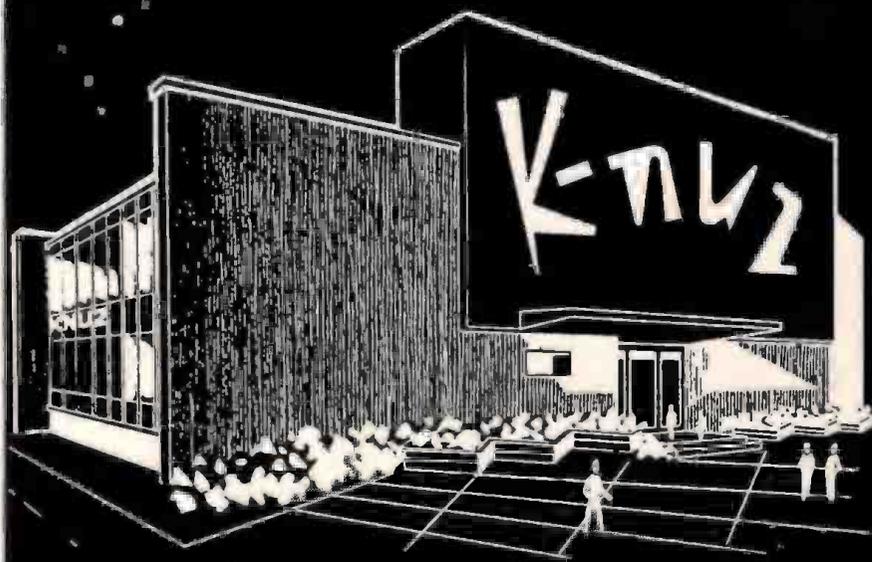
## Question: Has the FCC Authority to Take Action?

There appear to be differences of opinion in broadcasting and government quarters as to whether or not the commission has the authority or power to pass upon such practices as unauthorized mention of products, payola among others, on network shows. Under the present set-up, the FCC only licenses individual stations.

The networks and stations themselves have been taking steps to "clean house," prior to the FCC hearings. Most of the emphasis has been concentrated on disc jockeys and the programming of popular music shows. Heavy press coverage has been given to payola, and the influence exerted by record companies, publishers and distributors.

(Cont'd on p. 18)

# LOOK what K-NUZ is getting for Christmas



A brand-new home for Houston's Top-Rated  
Radio Station... the Southwest's Newest,  
Most Modern Radio Facilities!

**MUSIC! NEWS! EQUIPMENT AND FACILITIES!**  
... KNUZ is the Pacesetter for Houston.

Kay-News  
**K-NUZ**  
Radio Center

Houston's 24-Hour  
Music and News

National Reps.:

**THE KATZ AGENCY, INC.**

- NEW YORK
- ST. LOUIS
- CHICAGO
- SAN FRANCISCO
- DETROIT
- LOS ANGELES
- ATLANTA
- DALLAS

IN HOUSTON, CALL OAVE MORRIS  
JACKSON 3-2581

The American Broadcasting Co. has ordered its disc jockeys to "divest themselves of all interests in the recording, music publishing and allied fields." The National Broadcasting Co. was one of the first to report the setting up of a special internal body to police network activities. Columbia Broadcasting System has been giving serious, top-level consideration to the "magazine" concept of programming.

### Payola Seen as Playing Declining Role in Radio

Many disc jockeys and record people are saying that the payola situation is much less a factor today than it was six or seven years ago. A leading record company executive explains that with the advent of "Top 40" programming, the disc jockey no longer has retained control over what he plays on the air. His ability to "make a hit," therefore, has become limited.

Another agency which is putting the broadcasting industry on the examining table is the Federal Trade Commission. The FTC is specifically interested in determining whether there has been an "abuse of the public confidence by the false advertising claims made over the airways."

### Justice Department Plays Its Role in Federal Quiz

FTC Chairman Earl Kintner is actively working with industry leaders, the FCC and the Justice Department in evolving a plan which will permanently iron out the wrinkles now showing in the broadcasting pictures. The Justice Department has been brought in on the orders of President Eisenhower. Its objective is to ascertain the need for any new laws in order to prevent a recurrence of the existing problems.

Capitol observers are divided in their opinions on the end results of the current investigation. However, the job of keeping its affairs completely within the jurisdiction of the broadcast industry will depend, in large part, on how well radio leaders present their case to Government officials.

the

# Silver Mike



THIS MONTH:

## R. DAVID KIMBLE

Senior Account Executive  
Grey Advertising Inc., New York

### *Goodwill Ambassador For Sound Medium*

Radio, as is the case in every other industry, can always make use of the services of a goodwill ambassador. This mantle falls easily on the shoulders of Dave Kimble, senior account executive at Grey Advertising Inc., New York. Mr. Kimble is an active and effective spokesman for radio both inside and outside the industry.

A typical example of Mr. Kimble's approach to a job is his efforts this fall as chairman of the Time Buying & Selling Seminar of the Radio & Television Executives Society of New York. Having lined up a roster of speakers who represent some of the freshest and most imaginative thinking in the industry, Mr. Kimble is helping to generate interest in the aural medium.

Still another facet of Mr. Kimble's intense interest in all phases of industry growth is fm radio. He believes that fm is "a real sleeper medium, just about ready to wake up and go places." Mr. Kimble insists that "there is a fine art to 'narrow-casting'—as opposed to am broadcasting—and the fm broadcasters successful in this art will cash in on the new trend in advertising to aim more and more specifically for particular—and buying—audiences."

He is convinced that fm presents

two distinct opportunities for advertisers:

For the seller of luxury products, and for the seller of any new product, since fm listeners are the "trend-setters."

Mr. Kimble got his start as a promotion writer for NBC in Chicago 13 years ago. After four years at that post, he switched to CBS as promotion manager for WBBM Chicago. In 1952, Mr. Kimble headed for New York, and became the national promotion director for the Radio Advertising Bureau. He remained with RAB until 1956, and then moved on to become an associate account executive at Grey.

### **Business Development**

In addition to directing the NBC advertising and promotion programs at Grey, Mr. Kimble is also secretary of the Grey Business Development Committee.

A graduate of Knox College, Mr. Kimble also attended the Chicago Theological Seminary at the University of Chicago. He is married, and lives in Crestwood, N. Y. He and Mrs. Kimble, who prior to her marriage was promotion manager for WIND Chicago, are the parents of five children. • • •

# IMN-PAC

WITH THE

## Inter Mountain Network

PRODUCT-MEDIA-AGENCY  
THE IDEAL COMBINATION

A Great Advertising Agency

William Esty Co.

Buys A Great Advertising  
Medium

(INTERMOUNTAIN  
NETWORK)

To Sell 2 Great Products

PACQUIN'S SILK N<sup>o</sup> SATIN  
and BEN-GAY

for

Thomas Leeming Co.



YOU too  
will get  
the **GREATEST**  
**SALES** results  
when you use —

*Intermountain  
Network*

The Nation's Most Successful Regional Network  
HEADQUARTERS • SALT LAKE CITY • DENVER  
Contact Your Avery-Knodel Man

**MORE  
REACH  
in the  
DETROIT  
AREA!**

**with  
50,000  
WATT  
POWER**

**Means  
MORE  
PEOPLE  
REACH FOR  
YOUR  
PRODUCT!**



**GUARDIAN BLDG., DETROIT**

J. E. CAMPEAU, President

ROBERT E. EASTMAN & CO., INC.  
Nat'l Radio Rep.

## For the Record

We are attempting to bring our marketing files completely up-to-date on the subject of the Negro market.

In order to make sure that we haven't missed anything of importance, we would appreciate it greatly if you would be good enough to send us two sets of photostats or prints on everything you have published in this area.

W. M. Holden  
Vice President  
Noble-Dury & Associates  
Nashville, Tenn.

## Second Helping

A few months ago you featured an article on fm (*Will the Cash Register Ring for FM?* July 1959). I saved the magazine in order to have the article handy; but, somehow or other, the issue got away from me.

I would appreciate it very much if you would send me an extra copy.

Robert B. McConnell  
Vice President & General Manager  
WISH Indianapolis, Ind.

## Canadian Postage

Through the public relations office of our Canadian Association of Broadcasters, we learned that you had an article entitled *The Change Down on the Farm*, June 1959.

We are a farm station, and I would be most happy if we could obtain a copy of this article.

Dennis Barkman  
Manager  
CFAM Altoona, Manitoba, Can.

## Enthusiastic

The facts in (the October 1959 issue) are worth a full year's subscription . . . Please put my name on your subscription list and send U. S. RADIO to my home. We get a copy at the station, but I want one at home. Put me in for two years.

I would appreciate it if you would let me know . . . what reprints of *Housewives Listen, Too* and *Ladies' Day Fare* cost in various quantities. We can use both to very good advantage.

L. R. Breneman  
Local Sales Manager  
WHER Memphis, Tenn.

## Small Agency Salute

Naturally, I am very grateful to U. S. RADIO for awarding me November's Silver Mike.

More important than the personal gratification, however, is the fact that you have recognized the efforts of what we in the trade generally refer to as a "smaller agency." This to my mind is highly significant for there are many small agencies daily performing in an efficient, creative and competent manner, and obtaining outstanding results for their clients. This fact is all too often overlooked in the normal sense of excitement generated by the big shops.

Joe Gans  
President  
Joe Gans & Co.  
New York, N. Y.

## Information, Please

Has anything on the change in Negro radio (November 1958) been done by your publication for the current year? (See Negro radio supplement, this issue.) Will you please send me a copy of the issue in which this material appears?

As a Negro with practical experience in radio, I am interested in ways in which this medium can be better used to serve the needs of its specialized audiences.

Thelmo T. Gorham  
School of Journalism  
University of Minnesota  
Minneapolis, Minn.

What a whale of a difference a couple of years make . . . Now you have a solidly established, well-respected—and widely read—book. You should all be proud.

Maurie Webster  
Vice President & General Manager  
KCBS San Francisco

Would you please send us a reprint of the article *Radio: The Way to a Food Shopper's Heart*, January 1959.

Karl G. Monhardt  
Ellis Advertising Co.  
Buffalo, N. Y.

for buyers and sellers of radio advertising

U.S.

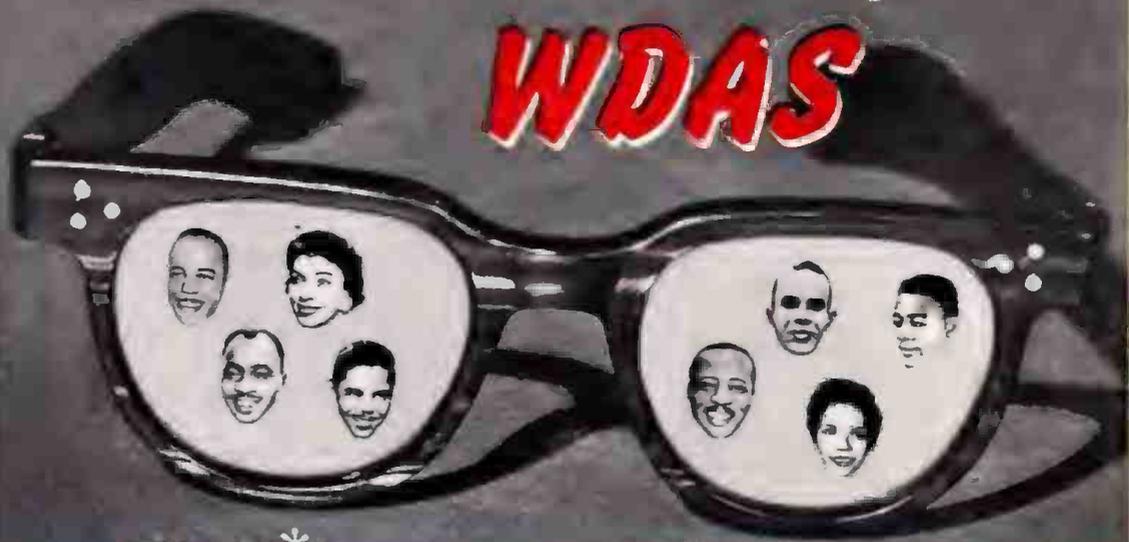
# RADIO

Negro  
Radio  
Supplement



the only way to reach the total  
Negro market in Philadelphia is

## WDAS



THE **20/20** <sup>\*</sup> **PERSONALITY STATION** <sup>\*\*</sup> <sup>\*\*\*</sup>

- \* Negro population . . . 20% of huge Delaware Valley Market!
- \*\* WDAS-AM . . . 20 times more power than nearest competition!
- \*\*\* 20-plus hours daily Negro Programming . . . 10 top personalities!

Since the advent of Negro Radio as a major force in modern broadcasting, WDAS has been Philadelphia's top Negro station. \*\*\*The Negro market served by WDAS is now over 650,000, and constitutes the most rapidly growing population segment in the Delaware Valley. \*\*\*WDAS is *first* in ALL Negro rating services (Pulse, Trendex, Hooper) \*\*\*In Philadelphia, only WDAS offers *and delivers* TOTAL MERCHANDISING . . . real service, not just lip service.

For complete details contact  
**BERNARD HOWARD CO.**  
20 E. 46th Street  
New York 17, N. Y.  
Chicago • San Francisco  
Los Angeles • Atlanta



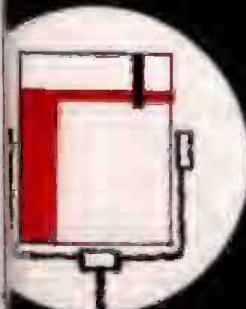
PHILA. 15 POWER NEGRO STATION

NOW 3,000 WATTS

SECOND  
ANNUAL  
SUPPLEMENT

Negro  
Radio

DECEMBER  
1959



# negro motimagicians!

The OK Group • WBOK • WLOK • WYOK • WXOK • KAOK • KYOK • WBOK • WLOK • WGOK • WXC  
YOK • KAOY ...

Who Knows Most About 37,000 Negroes In Lake Charles? We Do At **KAOK!**

Cash in on this \$61,000,000 Negro market potential.

We Can Show You How! Write or Call our Rep. Bernard Howard New York

**the OK Group**  
325 BARDONNE ST NEW ORLEANS, LA

WBOK • WLOK • WYOK • WXOK • KAOK • KYOK • WBOK • WLOK • WGOK • WXC  
YOK • KAOY ...

The OK Group • WBOK • WLOK • WYOK • WXOK • KAOK • KYOK • WBOK • WLOK • WGOK • WXC  
YOK • KAOY ...

Who Knows Most About 250,000 Negroes In Houston? We Do At **KYOK!**

Cash in on this \$275,000,000 Negro market potential.

We Can Show You How! Write or Call our Rep. Bernard Howard New York

**the OK Group**  
325 BARDONNE ST NEW ORLEANS, LA

WBOK • WLOK • WYOK • WXOK • KAOK • KYOK • WBOK • WLOK • WGOK • WXC  
YOK • KAOY ...

The OK Group • WBOK • WLOK • WYOK • WXOK • KAOK • KYOK • WBOK • WLOK • WGOK • WXC  
YOK • KAOY ...

Who Knows Most About 100,000 Negroes In Baton Rouge? We Do At **WXOK!**

Cash in on this \$113,000,000 Negro market potential.

We Can Show You How! Write or Call our Rep. Bernard Howard New York

**the OK Group**  
325 BARDONNE ST NEW ORLEANS, LA

WBOK • WLOK • WYOK • WXOK • KAOK • KYOK • WBOK • WLOK • WGOK • WXC  
YOK • KAOY ...

The OK Group • WBOK • WLOK • WYOK • WXOK • KAOK • KYOK • WBOK • WLOK • WGOK • WXC  
YOK • KAOY ...

Who Knows Most About the 286,000 Negroes In New Orleans? We Do At **WBOK!**

Cash in on this \$297,000,000 Negro market potential.

We Can Show You How! Write or Call our Rep. Bernard Howard New York

**the OK Group**  
325 BARDONNE ST NEW ORLEANS, LA

WBOK • WLOK • WYOK • WXOK • KAOK • KYOK • WBOK • WLOK • WGOK • WXC  
YOK • KAOY ...

The OK Group • WBOK • WLOK • WYOK • WXOK • KAOK • KYOK • WBOK • WLOK • WGOK • WXC  
YOK • KAOY ...

Who Knows Most About 123,000 Negroes In Mobile? We Do At **WGOK!**

Cash in on this \$113,000,000 Negro market potential.

We Can Show You How! Write or Call our Rep. Bernard Howard New York

**the OK Group**  
325 BARDONNE ST NEW ORLEANS, LA

WBOK • WLOK • WYOK • WXOK • KAOK • KYOK • WBOK • WLOK • WGOK • WXC  
YOK • KAOY ...

The OK Group • WBOK • WLOK • WYOK • WXOK • KAOK • KYOK • WBOK • WLOK • WGOK • WXC  
YOK • KAOY ...

Who Knows Most About 241,000 Negroes In Memphis? We Do At **WLOK!**

Cash in on this \$227,000,000 Negro market potential.

We Can Show You How! Write or Call our Rep. Bernard Howard New York

**the OK Group**  
325 BARDONNE ST NEW ORLEANS, LA

WBOK • WLOK • WYOK • WXOK • KAOK • KYOK • WBOK • WLOK • WGOK • WXC  
YOK • KAOY ...

*Nobody . . . . . but Nobody has more facts on Negro motivation and the magic formula for sales to Negroes than*



REPS. BERNARD HOWARD & CO.

Buy the  
**GEORGIA NEGRO GROUP**

Key Metropolitan Markets\*

**SAVANNAH · COLUMBUS · MACON**  
**WSOK                      WCLS                      WIBB**

*\*And earn a combination discount:  
5% allowed for purchase of 2 stations — 10% allowed for purchase of all 3*

**40%      38%      43%**

**OF METRO AREA**

or 74,000 of 185,000 people is the Negro market in booming Chatham County (U. S. Census Bureau). To reach this group turn to WSOK, the only Negro air-staffed, Negro-beamed station in Savannah. In less than a year of broadcasting, well over 300 accounts have chosen WSOK to sell their products. Why don't you?

1230 K. C.      250 Watts  
Full time service

**OF METRO AREA**

is Negro population in Columbus, nation's 9th heaviest metropolitan Negro concentration. (SPONSOR) WCLS, Columbus' only all-Negro station with all Negro personalities, has high Pulse rating of 52%, mornings and 50% afternoons, Monday through Friday. Get low cost per listener with quick response for sales, sales, sales.

1000 Watts      1580 K. C.  
Clear Channel

**OF METRO AREA**

is Negro population in the Macon area and WIBB is in its 12th year of Negro programming in this thriving Southern city with 1000 watts and a good signal to reach all middle Georgia towns. WIBB originated Negro programming in Macon over ten years ago and has top-rated Negro personalities. Buy WIBB for top sales in Macon.

1000 Watts      1280 K. C.

All Stations represented by: **Dora-Clayton Agency, Inc., Southeast**  
**Bernard Howard and Company, Inc. Nationally**

# Negro Radio Zeroes In

**U. S. Radio survey of Negro stations shows upswing in business and acceptance. Stepped-up research efforts are urged as stations press for greater national use**

 Negro radio has reached this level of maturity: Its concept has gained the degree of advertiser acceptance that it can no longer be sold solely on an emotional basis. Although business is good, it must provide the research and documentation to woo new advertisers into the field, especially national clients.

Like other media, and certainly its brothers in the radio business, specialized Negro radio must pro-

vide the answers that national agencies and advertisers are seeking.

These answers take many forms. In the way of research, there are new concepts like motivational research and attitude studies; there are traditional techniques like listening habits, market research and success stories.

In another direction, agencies want to be shown how Negro-appeal stations are reaching and holding this audience, compared with gen-

eral-appeal stations. This takes the form of the why's and how's of effective programming, and especially community relations and news.

According to responses to a U. S. RADIO survey, stations that are serving the more than 18 million American Negroes are doing well.

The *average* station that programs 100 percent of the time to the Negro audience has 71.25 percent of its time sold this year compared with 64.19 percent a year ago, replies indicate. The average number of national accounts has jumped to 31 this year compared with 26 a year ago. (Survey includes stations that range from those with little business to those that have most of their time sold out.)

The questionnaire survey shows that the *average* station that programs between 50 and 99 percent of the time to the Negro audience is 75 percent sold out this year compared with 68 percent last year. The average number of national customers is 24 compared with 21 last year.

The *average* station that programs less than 50 percent of its time to the Negro population has this programming 48 percent sold out this year compared with 42 percent last year. The number of national accounts averages 13 compared with 10 a year ago.

● **According to survey replies, the average fulltime Negro station has:**

71.25 percent of available time sold this year compared with 64.19 percent a year ago. Average number of national accounts is 31 compared with 26 a year ago.

● **Average station that programs to Negro audience between 50 and 99 percent of the time:**

75 percent of time sold this year compared with 68 percent a year ago. National accounts have jumped to 24 from 21.

● **Average station that programs less than 50 percent of time to Negro audience:**

48 percent of Negro time is sold compared with 42 percent last year. National clients are up to 13 this year, from 10 a year ago.

# On National Advertising



As with most radio, the major portion of the Negro station's business is local. National business, however, as can be seen by the foregoing statistics, is on the upswing.

But the national client wants to know more about this specialized medium.

Illustrating the growing importance at the national level of Negro radio—and Negro media in general—is this view by Clarence Holte, marketing supervisor, ethnic groups, BBDO Inc., New York.

"Negro media within the last 15 years have become big business. The field is now a diversified one with the success of radio and magazines which have carved out their respective audiences. Unlike the situations before World War II, when commercial communications with Negro audiences exclusively was limited to readers of Negro newspapers, it is now possible to communicate with these consumers in every economic, social and cultural level through proper selection and combination of media."

"Negro radio is a local selling force that is unique," says Tom Sims, Mr. Holte's assistant.

"It is reaching a selected segment of the population. An advertiser must keep in mind his sales goals and ask himself whether or

not his ultimate volume would not be greater if he employed this specialized medium.

"However, independent research is needed," he continues. "Among other things, this research should show to what extent Negro radio has the coverage and penetration to reach this market when compared with the general appeal stations.

"A direct Negro medium has greater impact. The personal selling of radio, of course, is a strong force. The great advantages of Negro radio are in the personality and the exploitation of that personality. Also, this medium speaks in the same idiom that its listeners do. The special programming, community relations and merchandising are all factors that weigh in favor of Negro radio."

On the subject of programming, Mr. Sims has this word: "Let's not forget that, percentagewise, the largest group of Negroes are still in the lower income categories. The middle and upper income levels, although growing, represent very small minorities.

"Negro radio programming is designed to reach the biggest segment of this total specialized audience."

He advises stations, however, that in their programming and other activities they "parallel the growth of

the Negro market as to improvements in education, tastes, income levels and social position."

As Negro radio presses for greater employment by national users, it has started to gather the necessary facts, and distribute them to offices on Ad Rows.

This past year, particularly, has seen some of the more solid efforts in documenting and establishing Negro radio's reason for being.

An example is the motivational study on the differences in consumer buying habits of Negro shoppers. It was conducted by Dr. Henry A. Bullock of Texas Southern University and contributed to by the OK Group of six Negro stations. Another study along these lines is one done by the Urban Life Institute of Tulane University, New Orleans.

The complete manuscripts of these projects will not be released until late 1960, but Jules Paglin, president of the OK Group, has had access to the studies and has been making presentations to agencies and advertisers across the country on the economic and social motivations of the American Negro.

In a report to U. S. RADIO, Mr. Paglin outlines some of the broad findings of the surveys. For a variety of reasons, he declares, the Negro family is traditionally influenced by the



Personalities of KGFJ Hollywood turn out for Negro Shriners' convention. Miss Bronze California, Mittie Lawrence, lends her support.

maternal side.

"This matriarchal domination of the mother and grandmother in the Negro family is a basic pattern that has great influence upon the lives of the whole people and their consumer buying.

"In the purchase of food, drugs, household furniture and appliances, and most clothing, this matriarchal domination is an important factor in the sale of goods," Mr. Paglin continues.

This influence on the Negro family, he states, has prompted his stations to present female spiritual personality programs.

"Programming to the Negro matriarch is more than just the preferred music. It also includes an intensive study of the copy angles and approaches. An understanding of the language and idioms of the Negroes in each market—their buying words and phrases and their buying habits are all part of this intensive study that has been going on."

Mr. Paglin further declares that, "Buying traffic times may not be the best times for reaching these women for your products." He suggests that the best times to sell food and drug items to these buyers are when they are not doing other things.

On the subject of medicinal products, Mr. Paglin states, "Since the



Tommy Gibbs (l), president, Weirton Records, Ann Arbor, Mich., and Fred Barr, WWRL New York, present recording contract to director of Mt. Zion Male Chorus, one of the winners in the station's Negro gospel singing contest.



E. Rodney Jones of KXLW St. Louis gives off-air as well as on-air support for advertisers.



An example of the many merchandising displays located at food stores used by WDAS Philadelphia as part of its support for regular advertisers.

Dr. Haley Bell (r), owner of WCHB Inkster, Mich., receives a key to the city of Detroit from city councilman William Patrick Jr. Award was for WCHB's effort to raise funds for the Clinton, Tenn., high school fund. Station broadcast all day from a local church.



grandmother exercises such an important force in the Negro family, it has been noted that she is in many cases the total family advisor on health. Negroes generally have a great concern for their health and this may have come about because of the relatively little medical facility available to them. Thus, Negroes spend but 3.7 percent of their annual incomes on medical care against 5.3 percent for the whites. These people, therefore, are the most self-medicated people in the country generally."

The final two points on buying habits Mr. Paglin makes are that the Negro has loyalty to brands that he comes to rely upon, and that he is inclined to buy quality products. "The Negro man's preference for Stetson hats and Florsheim shoes is not one of emulation, but rather a preference created in the knowledge that these products last longer."

One of the main reasons for the growing success of Negro radio is that it is the only medium that offers him identification by having advertising messages delivered by a member of his own race. This point is made clear by Dr. Bullock, whose study encompasses 150 Negro and 50 white families in Houston. The average Negro, if he had \$25,000 to spend on advertising, would put the major share—43 percent or \$10,830—in radio, the study shows.

The basic requirement that agencies expect of Negro radio research is that it be conducted by an independent party, BBDO's Mr. Sims declares. To that end, there are many acceptable sources—independent research firms (in addition to Pulse and Hooper who do special listening surveys), colleges and schools, and marketing and research consultants.

An example of a research project by an independent firm is one conducted for KSAN San Francisco by Far West Surveys. The study covers both market and media research of the Bay Area's Negro consumers. It includes the familiar brand preference studies of food, beverages, household products, toiletries, cars and appliances, among others. It covers statistical data on the Negro family, including such facts as family income (38.4 percent earn between \$300 and \$400 a month), occupations (24.2 percent are skilled labor) and type of residence (41.3 percent own a home).

The KSAN-Far West Surveys study probes the pattern of radio listening. It finds that 51.3 percent of those surveyed listen to radio one to three hours a day; another 21 percent listen between four and six hours a day. Far West interviewed 584 Negro consumers (440 women and 144 men).

College conducted surveys can also

provide the needed documentation. Two similar surveys illustrate what can be done. One is a survey of Little Rock, Ark., by Philander Smith College, submitted by KOKY Little Rock; the other is a study of Jackson, Miss., by Jackson State College, submitted by WOKJ Jackson. Both stations are part of the John McLendon Ebony Group.

The Little Rock study shows that of 600 Negro families interviewed, 52.3 percent have incomes of \$4,000 or more. As for employment, 91.8 percent are working; 83.8 percent on a fulltime basis. Brand preferences by various categories are comprehensively covered. On the subject of media, Philander Smith College finds that 88.5 percent of the families are radio listeners, compared with 81.8 percent who are newspaper subscribers and 39.5 percent who attend movies.

The Jackson, Miss., study (copyrighted in 1958) covers the same basic areas. It confirms the pattern of Negro economics and listening habits, but at the same time shows the specific differences that vary by markets.

Of the 600 Jackson Negro families interviewed, 95 percent are employed; 80.2 percent on a fulltime basis. Media habits show the loyalty to radio—90 percent of those surveyed are radio listeners, 77 percent



Jules Paglin (r), president of the OK Group, and Stanley Ray, vice president, examine Negro motivation study by Dr. H. A. Bullock. Survey was shown to agencies across the country.

First annual WEBB Baltimore, Md., scholarship, worth \$250 and an opportunity to learn radio at the station, is presented to Morgan State College student James Spriggs by Leon Back, president of WEBB. Present are college faculty and the following station executives: Samuel Feldman (second from l), executive vice president; Wiley Daniels Jr., (second from r), program director, and Claude 'Buddy' Young (r), assistant general manager. Station is active in local affairs.





are newspaper subscribers and 32 percent are movie attenders.

Independent market research consultants also are helping Negro radio stations turn up the necessary data for agencies.

One illustration is a market study of Gary, Ind., conducted for WWCA by Samuel Fitzsimmons, research specialist. Source for almost all the figures is the U. S. Department of Commerce, Bureau of the Census. In this case, Mr. Fitzsimmons has taken the Census information, has ferreted out the appropriate data and has prepared charts and graphs to illustrate the local Negro story. For example, the study shows that in 1920 the Gary Negro market represented 9.6 percent of the total population compared with 36.1 percent in 1956. Among other Gary market data that is illustrated in chart and graph form are median school years completed by persons 25 years and

over, distribution of income for Negroes over 14 years of age and the Negro labor force for 1950 and 1956.

### Community Acceptance

There is basically one thing that gives Negro radio its separate identity—and that is community acceptance.

This is achieved through programming to special tastes, according to income, educational levels and cultural values. Just as important is the community service activity by Negro stations and their news coverage.

Community service activity takes many forms. One that has gained approval of the Federal Government is a business clinic for Negro citizens established by WGIV Charlotte, N. C., in cooperation with the U. S. Small Business Administration. First in 1958 and again in 1959, WGIV sent its department heads to act as instructors for these six-week courses, held at Carver College.

The clinics use study materials of the SBA. Topics covered include such things as human relations for small business owners, attracting customers to a small store, personal selling, advertising, among others.

Another activity focusing attention on Negro purchasing power is the forthcoming annual commercial exposition sponsored by WDIA Memphis. To be held at the Mem-



Bill Powell (r) of WAMO Pittsburgh receives a certificate of merit for his youth work at 'Hill City,' a local organization for the young.

phis Municipal Auditorium next February 18 to 21, the exposition will serve to highlight the consumer power of Negroes in the mid-south area. Among the product categories that will be exhibited at this "Family Fair" are food, drug, home and auto.

In the area of public service, WEBB Baltimore, Md., continues to have success with its Buddy Young's Safety Buddy Club aimed chiefly at protecting the moppets from automobile accidents. Membership cards, buttons and safety guides are all part of the activity. Also this year for the first time, the station instituted a scholarship award of \$250 and an opportunity to learn all phases of radio broadcasting at WEBB. A student at Morgan State College won the first annual prize.

A description of how program-

## WMOZ

1000 watts at 960 KW  
Nondirectional  
FIRST NEGRO STATION  
IN MARKET

## FIRST

Top Ratings in Pulse  
for past five years.  
First in merchandising  
and promotion assistance.

## MOBILE, ALA.

Negro Population  
248,800

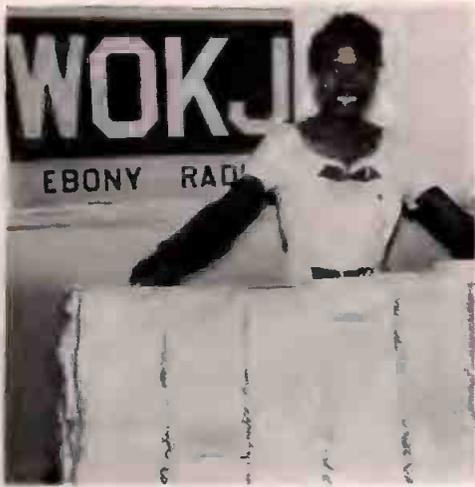
Negro Retail Sales  
\$169,570,000

Within 0.5 mv  
Contour

National Representative BOB DORE & ASSOC.  
Southeast Representative DORA-CLAYTON



The WDIA Memphis float in the 1959 Cotton Makers Jubilee features the station's Little League baseball team. In 1959, station reports it outfitted 100 Negro teams.



Miss Ineva May, voted 'Teacher of the Year' in a contest by WOKJ Jackson, Miss., views 39,630 postcards that elected her the winner.

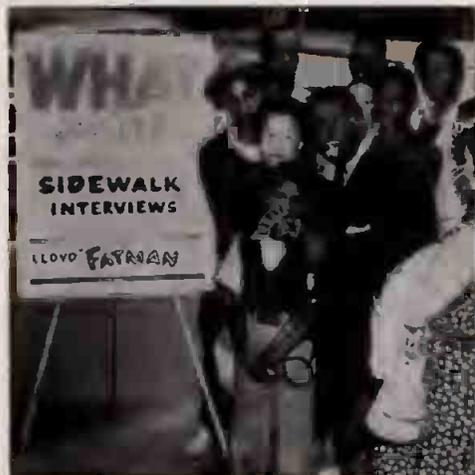
ming is tied into establishing acceptance with the Negro community is supplied by KGFJ Los Angeles;

"Programming for the Negro audience is not merely a matter of broadcasting rock and roll music enced by a Negro personality, but rather planned programming appeal encompassing all phases of life of the Negro group. Because social life for this group has limitations, the church, the club and the fraternity are relatively much more important to the Negro than to any other segment.

"Therefore, community service is directed to the Negro community—announcements are made gratis for social clubs, benefits, churches and charity functions."

In news coverage, too, the emphasis is not only on local Negro affairs, but also national, entertainment and sports news of Negro interest.

One example of the way news is handled is explained by WDAS Philadelphia: "Our newscasts are



Sidewalk Interviews has been a regular feature of WHAT Philadelphia since 1954. The taped broadcasts are aired twice daily by station.

# DETROIT'S 143,000 NEGRO FAMILIES

EARNING AN AVERAGE OF

# \$5,800 ANNUALLY

PREFER

# WCHB

BECAUSE OF:

- Race Pride in WCHB's Negro Ownership
- 100% Negro programming
- Local Negro News and AP Wire Service
- Full Coverage of All Negro Projects
- Top Radio Personalities:

## George White

The only exclusive modern jazz disc jockey in this part of the country. George White knows the music, knows the artist and is a musician himself. Ratings are high!

## Joe Howard

A sure fire hit with listeners and a proven salesman, Joe Howard sparks his shows with witty chatter, good Rhythm and Blues music, and his own special brand of individualism.

## Larry Dixon

"The Velvet Voice—the people's choice," Larry Dixon brings personality plus to his shows. Larry answers requests and is without a doubt the teenager's favorite in Detroitland.

## Milt Nixon

Milt's selection of gospel, spiritual recordings, special features and sincere delivery all build a large, receptive and loyal audience for his religious programs.

## Trudy Haynes

Charming and personable Trudy Haynes' "Teenie Weenie Show" is the most popular kiddie show in the area. She also has a blue ribbon homemakers' program.

## Doug Lacy

Sunday afternoons are made pleasant for WCHB's many listeners through Doug Lacy's adept handling of the relaxing "Music for Sunday" show.

# WCHB

## KEEPS ITS LISTENERS ALL DAY LONG

• DETROITLAND'S VOICE OF PROGRESS •

WCHB

(Established 1955)

## Independent Negro

Bell Broadcasting Company, 32790 Henry Ruff Rd., Inkster, Mich. Crestwood 8-1440.

### PERSONNEL

President—Dr. Haley Bell.  
Vice-Pres. & Sec'y—Dr. Wendell F. Cox.  
General Manager—Frank M. Seymour.  
Program Director—George E. White.

### REPRESENTATIVES

Bob Dore Associates.  
Dora-Clayton Agency (South).

### FACILITIES

1,000 w.; 1440 kc. days. Directional.  
Operating schedule: 5:00 a.m. to local sunset. EST.  
Transmitter: Inkster, Mich.

### TIME RATES

Rates effective March 15, 1958.

Gen'l Rates	1 hr.	1/2 hr.	1 1/2 hr.	5 min.	1 min.
520 times	142.00	87.00	58.00	29.00	13.00
312 times	155.00	93.00	62.00	31.00	14.00
260 times	163.00	98.00	66.00	33.00	15.00
156 times	171.00	103.00	69.00	35.00	16.00
104 times	179.00	109.00	72.00	36.00	17.00
52 times	187.00	112.00	75.00	38.00	18.00
26 times	195.00	116.00	78.00	39.00	19.00
13 times	203.00	122.00	81.00	41.00	20.00
1 time	210.00	126.00	84.00	43.00	21.00

30 second spots 60% of frequency minute rates.

### IMPACT ANNOUNCEMENT PACKAGES (Minimum 4 weeks schedule)

	Per week
5 one-minute announcements.....	75.00
10 one-minute announcements.....	130.00
15 one-minute announcements.....	180.00
20 one-minute announcements.....	220.00

30 second spots 75% of Impact Package Rates.  
Package announcements are flat weekly rates, not combinable with other announcement schedules to earn additional discounts and are Run-of-Schedule.

### SPECIAL FEATURES

Entire schedule programmed to Negro market.  
News Service—AP and a full-time local Negro news department.  
Time Signals and Weather Reports—rates on request.  
Copy must be submitted 48 hours in advance.  
Library Service—Thesaurus.



DETROIT  
HAS  
625,000  
NEGROES  
WHO SPEND  
OVER  
\$700,00,000  
ANNUALLY

1000  
WATTS

WCHB

1440  
KC

National Representatives  
Bob Dore Associates  
Dora-Clayton (South)



limited to one 5-minute newscast each hour, programmed at seven minutes of the hour. We employ two newsmen and they are instructed to handle news in the following manner: Local news of the Negro community as a lead; civil rights and segregation issues (nationally); news

of Negro interest nationally; news of the entertainment world; sports, and world-wide and national wrap-up.

"This format, however, is junked when items of national interest warrant lead attention. The average listener, of course, is more interested

in local news and especially in hearing names and addresses."

Similarly, WAMO Pittsburgh emphasizes the role of local news. "Police and fire stations in Negro areas are covered on a regular 'beat' and contacts are maintained in City Hall to feed us news of importance to the Negro community. News of church groups and other organizations is highlighted."

The link with the community is shown by WWRL New York. During the newspaper strike in New York this past year, WWRL had a reporter deliver newscasts between shows at the Apollo Theater in Harlem.

Musical programming is developed to meet the special tastes of this specialized medium. For the most part (see listing, p. 31), Negro radio features gospel music and rhythm and blues.

"Primarily our music is gospel and spiritual, rhythm and blues, and Negro artists popular," says WMFS Chattanooga. "This was decided upon after the social science division of Howard School interviewed 500 Negro families in this market in 1958. The survey showed that our Negro audience preferred this music and in that order. Only one percent said they liked western, four percent classical and one percent other music."

In serving the special tastes of their listeners with familiar personalities, Negro radio is gaining increasing acceptance. . . .

**COVERAGE  
THAT  
COUNTS!**

The Vital  
**LOS ANGELES  
NEGRO MARKET**

of more than  
**600,000**  
is yours on

**FIRST & ONLY**

KGFJ'S "Weather Girl"  
MISS BRONZE CALIFORNIA

**ALL-NEGRO APPEAL  
STATION IN SO. CALIF.**

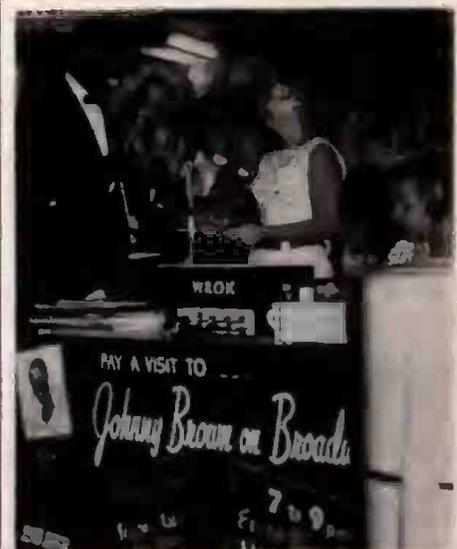
**FIRST IN PULSE\*** \*LOS ANGELES NEGRO MARKET, APRIL, 1959

**FIRST IN** NEGRO COMMUNITY ACTIVITIES

**DIAL 1230 — 24 HOURS A DAY!**

6314 Sunset Blvd. — Los Angeles 28, Calif.  
**PHONE: HOLLYWOOD 4-0201**

National Reprs New York, Chicago, Atlanta • Bernard Howard & Co.  
San Francisco ✶ Robert R. Allen Co.



Johnny Brown, personality of WROK Rockford, Ill., broadcasts show from local store.

## Negro Station Key

The following information is taken from questionnaires returned by 114 stations that replied to the U. S. RADIO survey. The programming information is reported in the same terminology used by the stations. All questions were designed to cover only the aspects of Negro programming:

Station	Wkly. Hrs. Negro Pgrm.	% Wkly. Schedule	Types Music Played	News Coverage	No. of D.J.'s	No. of News-men
<b>ALABAMA</b>						
WAUD Auburn	20	16	Negro appeal	General	1	1
WBCA Bay Minette	1 1/2	1	Gospel	None	None	None
WENN Birmingham	90	100	Negro popular, blues, gospel	Local human interest and news stories; personal interviews, tapes	4	1
WJLD Birmingham	132	100	Rhythm & blues, gospel & religious, popular, jazz	Wire service, local church news	5	4
WJOI Florence	38	38	Not reported	Not reported	5	3
WOWL Florence	7	8	Spiritual, rhythm & blues	Negro affairs, meetings	5	2
WGOK Mobile	84	100	Rhythm & blues, gospel, spiritual	Local; national wire	4	1
WMOZ Mobile	84	100	Rhythm & blues, spiritual	Beeper reports from Negro weekly paper, Mobile Beacon; daily national & local news	4	None
WMLS Sylacauga	6	6	Spiritual, rhythm & blues	Not reported	2	1
WTUG Tuscaloosa	96	100	Rock & roll, blues, jazz, popular, spiritual & gospel	Wire service	6	1
<b>ARKANSAS</b>						
KFFA Helena	30	28	Popular, rock & roll, spiritual	Local news	4	1
KOKY Little Rock	90	100	Popular, blues, religious	Strong local; national wire	5	2
<b>CALIFORNIA</b>						
KRE Berkeley	12	9	Gospel, choir	Events of Negro churches & organizations	1	1
KGST Fresno	10	10	Blues & Negro artists; rhythm & blues	Local news	3	1
KGER Long Beach	12	8	Spiritual, Negro popular	Church & club; news in general	8	4
KGJ Los Angeles	164	100	Balanced program	General national news; local Negro news	1	1
KVON Napa	2	2	Church program	None	None	None
KTIM San Rafael	7	8	Gospel	None	4	4
<b>DELAWARE</b>						
WILM Wilmington	14	10	Rhythm & blues, rock & roll	Local Negro community	1	None
<b>DISTRICT OF COLUMBIA</b>						
WOOK Washington	168	100	Not reported	Not reported	Not reported	Not reported
WUST Washington	70	100	Majority of music is based on Negro-appeal record sales from two top area retail outlets	National wire service	4	3
<b>FLORIDA</b>						
WROD Daytona Beach	2	1 1/2	All live—religious, classical, popular	Basically local & regional	None	None
WFTL Ft. Lauderdale	10	8	Spiritual, rock & roll	General local & national	1	2
WFEC Miami	Not reported	100	Rhythm & blues, spiritual	Local interest	5	1
WMBM Miami Beach	93	100	Spiritual, gospel, rhythm & blues, popular	Local Negro interests	5	None
WBOP Pensacola	100	100	Rhythm & blues, gospel, jazz; popular & standards by Negro artists	Wire service; civic, church, community	3	3

[Negro Stations Cont'd on p. 32]



**NEGRO**  
Community Programming



**SPANISH/PUERTO RICAN**  
Programming



of Whirl-Wind sales action

# WWRL

**NEW YORK DE 5-1600**

\*10:00AM-5:30PM

\*\*5:30PM-10:00AM

**ONLY STATION  
PROGRAMMING  
TO PITTSBURGH'S**

**250,000 HIGH INCOME  
POPULATION NEGRO MARKET**

**WAMO  
PITTSBURGH, PA.**



**SIR WALTER  
RALEIGH**



**PORKY  
CHEDWICK**



**BILL  
POWELL**



**CHARLES  
GORDON  
News Director**



**WALT  
JONES  
Merchandising  
Manager**

**WAMO**

**PITTSBURGH 860 KC**

**BERNARD HOWARD  
NAT'L. REP.**

**NEGRO STATIONS (Cont'd from p. 31)**

Station	Wkly. Hrs. Negro Pgrm.	% Wkly. Schedule	Types Music Played	News Coverage	No. of D.J.'s	No. of News-men
WTRR Sanford.	14	13	Rhythm & blues, spiritual	Not reported	None	None
WTMP Tampa	93	100	Spiritual, gospel, rhythm & blues, popular	Local Negro interests	4	None
<b>GEORGIA</b>						
WDEC Americus	8	9	Negro artists, spiritual & folk; some rock & roll	News items featured in Negro programs	3	1
WAOK Atlanta	157	100	Hit records, gospel, blues; live talent shows	Heavy club & community news	7	1
WAUG Augusta	50	50	Gospel & spiritual, rhythm & blues	Local news	2	None
WCLS Columbus	84	100	Listener taste	Local news & events; national wire	6	3
WDAK Columbus	14	8	Religious, rock & roll	Heavy local news using mobiles	5	2
WCEH Hawkinsville	8 1/2	10	Rhythm & blues, spiritual	Not reported	3	2
WCRY Macon	72	100	Rhythm & blues, spiritual	Wire service	3	None
WIBB Macon	84	100	Rock & roll, rhythm & blues, hymns, classical, jazz, gospel	Local community interest	5	5
WACL Waycross	10	7.7	Rhythm & blues, rock & roll, spiritual	Local mobile news, general news spotted in Negro-appeal program.	4	2
<b>ILLINOIS</b>						
WBEE Chicago	100	100	Rhythm & blues, spiritual	Local, national, international	4	3
WTAQ La Grange	12	10	Religious, popular	Local news of coverage area	1	5
WROK Rockford	12	10	Standards, popular, jazz	Not reported	7	2
<b>INDIANA</b>						
WWCA Gary	18	15	Rhythm & blues, spiritual	No special Negro news program.	1	4
<b>KENTUCKY</b>						
WLOU Louisville	98	100	Spiritual, gospel, rhythm & blues, popular	Local Negro interest	5	None
WMLF Pineville	11	10	Gospel, rock & roll, Negro-appeal hits	News of Negro community	3	1
<b>LOUISIANA</b>						
WXOK Baton Rouge	91	100	Rhythm & blues, spiritual	Mostly local & national	4	1
KAOK Lake Charles	19	15	Spiritual, blues	School & church activities; sports events	1	None
KNOC Natchitoches	21	16	Rock & roll, rhythm & blues, live quartet	Schools, sports & community events	4	2
WBOK New Orleans	84	100	Spiritual, rhythm & blues	Not reported	5	1
WYLD New Orleans	133	100	Spiritual, gospel, rhythm & blues, popular	Local Negro interests	5	None
KANB Shreveport	84	100	Spiritual, gospel, blues	General	4	1
KOKA Shreveport	90	100	Rhythm & blues, religious	Negro interest	5	1
<b>MARYLAND</b>						
WANN Annapolis	84	100	Rhythm & blues, spiritual, religious	Negro community news	4	1
WEBB Baltimore	100	100	Rhythm & blues, popular Negro artists, spiritual	Heavy public service	4	Not reported
WITH Baltimore	22	13	Not reported	Bulletins from Afro-American newspaper	2	4
WSID Baltimore	84	100	Not reported	Not reported	Not reported	Not reported
<b>MICHIGAN</b>						
WCHB Inkster	100	100	Rhythm & blues, rock & roll, jazz, religious, popular, show, semi-classical	Local & national Negro news; wire service	5	1
WMUS Muskegon	6	5	Jazz, rock & roll	None	5	1

Station	Wkly. Hrs. Negro Prgm.	% Wkly. Schedule	Types Music Played	News Coverage	No. of D.J.'s	No. of News-men
WSJM St. Joseph	5	3.4	Rhythm & blues, rock & roll	Not reported	6	2
<b>MISSISSIPPI</b>						
WROX Clarksdale	30	22.5	Rhythm & blues	Local Negro news	2	1
WGVM Greenville	30	33.3	Rhythm & blues, rock & roll, sacred	Racial, regional, national	5	None
WOKJ Jackson	90	100	Rhythm & blues, religious, popular, jazz	Complete local news; national wire service	5	2
WQIC Meridian	74	100	Rhythm & blues, popular, religious	Local news; national wire service	4	2
<b>MISSOURI</b>						
KFAL Fulton	1	1.2	Live Negro performance	General news	4	2
KATZ St. Louis	138	100	Rhythm & blues, rock & roll, spiritual, gospel, jazz	Wire service	6	None
KXLW St. Louis	106	100	Rhythm & blues, rock & roll, jazz, popular, gospel	General & Negro community	4	1
<b>NEW JERSEY</b>						
WHBI Newark	23	100	Gospel	Straight news, commentary	6	3
WNJR Newark	140	100	Rhythm & blues, rock & roll, spirituals	General news, local events	7	1
<b>NEW YORK</b>						
WLIB New York	93	93	Rhythm & blues, spiritual, popular, jazz with Billy Taylor	Heavy national & local emphasis; tape interviews	5	3
WWRL New York	43½	26	Rhythm & blues, jazz, spiritual, gospel	Negro interest news; general news; beeper interviews	9	3
<b>NORTH CAROLINA</b>						
WCGC Belmont	25	15	Spiritual, gospel, rock & roll	Not reported	3	2
WWIF Canton	7	7	Rock & roll, rhythm & blues, spiritual	General national & local news; local Negro interest	1	None
WGIV Charlotte	54	64	Popular, blues, hit tunes, rhythm & blues	National, local community news	4	2
WSRC Durham	92	100	Popular, standards, spiritual, gospel, rock & roll	Local Negro news, national wire	4	1
WCDJ Edenton	4	3	Rock & roll, rhythm & blues, gospel	Church news	4	2
WFAI Fayetteville	12	10	Variety, rock & roll, folk, hymns, jazz	Local Negro news only	1	1
WFMC Goldsboro	13	18	Rhythm & blues, popular, spiritual	Primarily local news	1	1
WGBG Greensboro	12	9	All types	All types, emphasis on local sports	4	1
WHNC Henderson	31	23	Rock & roll, hymns	School & local news	2	3
WELS Kinston	10	12	Selected by Negro d.j.	General approach to news, plus news of Negro community activities	1	1
WHIT New Bern	6	21	Rock & roll, popular, spiritual	Religious, local sports	1	1
WRAL Raleigh	14	10	Top 100 tunes, spiritual	General news, plus Negro community activities	5	2
WREV Reidsville	11	10	Rhythm & blues, spiritual	General	6	3
WCEC Rocky Mount	9	10	Rock & roll, gospel	Local & area Negro news, sports	5	2
WGTM Wilson	13½	11	Gospel, popular, rock & roll	Negro community, church & civic activities; sports	4	2
WAAA Winston-Salem	12½	10	Rhythm & blues, gospel, spiritual, popular	Local news only	4	1
<b>OHIO</b>						
WCIN Cincinnati	78	100	Spiritual, gospel, rhythm & blues, popular	Local Negro community	5	None
WJMO Cleveland	168	100	Spiritual, rhythm & blues, jazz	All news, mainly of interest to the Negro	6	2

(Negro Stations Cont'd on p. 34)

IN 1950

30%

IN 1956

63%

AND IN 1959

93%

radio time devoted to

## NEGRO PROGRAMMING

### WLIB

Has more Negro listeners than any other New York radio station—network or independent (PULSE)

### WLIB

Only New York radio station with studios in Harlem

### WLIB

First New York station broadcasting Negro community news and special events on a regularly scheduled basis—every hour on the half hour.

### WLIB

The only radio station in New York with completely diversified programming—news, commentary, classical music, gospel, rhythm blues, jazz, homemaker show and public service programs.

**WLIB**

HARLEM RADIO CENTER • 2070 SEVENTH AVE., N. Y. 27  
MO 6-1800

**1190 ON YOUR DIAL**

# WANN

with 10,000 Watts

is metropolitan

Baltimore's most powerful  
Negro Program Station!

With WANN you'll get the metropolitan Baltimore Negro market AND the rich, responsive Negro Market of the entire Chesapeake Bay area! WANN, with 10,000 watts is the most powerful and largest Negro Program Station in the East!

—WRITE FOR MARKET DATA—

# WANN

Maryland's Capital  
Station  
ESTABLISHED  
IN 1947  
1190 On Your Dial  
10,000 WATTS

P.O. Box 631, Annapolis, Maryland  
Telephone: COLonial 3-2500

JOHN E. PEARSON CO.  
405 Park Ave., New York 22, N. Y.

## KNOK

DALLAS-FORT WORTH

is the LARGEST  
NEGRO MARKET

in the SOUTH

SERVED by

ONE

Negro Station

Stu Hepburn, Pres.  
Rep—Stars National  
South—Dora Clayton



## NEGRO STATIONS (Cont'd from p. 33)

Station	Wkly. Hrs. Negro Prgm.	% Wkly. Schedule	Types Music Played	News Coverage	No. of D.J.'s	No. of News-men
WVCO Columbus	10	12	Good music, mostly Negro artists; jazz	Religious & social; NAACP	1	1
WJEH Gallipolis	3	4	Rhythm & blues	General	1	None
WTOD Toledo	4	2	Popular, rock & roll, spiritual	General	1	1
<b>OKLAHOMA</b>						
KOKL Okmulgee	17	18	Rock & roll	General	4	1
<b>PENNSYLVANIA</b>						
WDAS Philadelphia	123	100	Rock & roll, rhythm & blues with personality emphasis, spiritual, jazz	Strong national & local coverage for Negro market	8	2
WHAT Philadelphia	163	100	Gospel, spiritual, rhythm & blues, rock & roll	Mostly local Negro community news	12	2
WAMO Pittsburgh	100	100	Rhythm & blues, jazz, spiritual, gospel	Local news of Negro interest	4	2
<b>SOUTH CAROLINA</b>						
WANS Anderson	23	20	Gospel, rock & roll	Negro football games	1	2
WBSC Bennettsville	14	9	Rhythm & blues, spiritual, rock & roll	General, except for Negro community announcements	5	1
WPAL Charleston	84	100	Religious, popular, rhythm & blues, classical, rock & roll	None	5	None
WESQ Greenville	12	16	Rock & roll, spiritual	General local, national wire	4	2
<b>TENNESSEE</b>						
WMFS Chattanooga	93	100	Gospel, spiritual, rhythm & blues, Negro artist popular	General local news	3	1
WJAK Jackson	84	100	Popular, rhythm & blues, spiritual, jazz	General national wire; local news of Negro community	4	1
WDIA Memphis	140	100	Rhythm & blues, gospel, jazz	Straight news stressing local & regional Negro interests	9	4
WLOK Memphis	100	100	Rhythm & blues, spiritual, blues, popular	National wire	4	None
WLAC Nashville	34	20	Rhythm & blues, spiritual	Not reported	3	2
WVOL Nashville	93	100	Spiritual, gospel, rhythm & blues, popular	Local Negro interests	6	None
<b>TEXAS</b>						
KNOK Fort Worth	100	100	Blues, gospel, spiritual	Local Negro community news has priority; also national, international, state	5	1
KGBC Galveston	21	16	Middle-of-the-road Negro entertainers; rhythm & blues	All news	1	3
KCOH Houston	100	100	Not reported	Not reported	6	Not reported
KYOK Houston	130	100	Rhythm & blues, spiritual, gospel	National wire	7	None
KMHT Marshall	23	20	Spiritual, rhythm & blues, rock & roll	Extensive local news	3	2
KZEY Tyler	13 1/2	100	Gospel, spiritual, blues, rock & roll, jazz	National & local news of Negro interest	4	2
<b>VIRGINIA</b>						
WFLO Farmville	7	10	Rhythm & blues	Announcements of Negro interest	2	1
WBRG Lynchburg	20	20	Spiritual, rhythm & blues	General	4	2
WYOU Newport News	84	100	Not reported	Not reported	Not reported	Not reported
WRAP Norfolk	147	100	Rhythm & blues, spiritual	General	6	2
WANT Richmond	84	100	Rhythm & blues, spiritual	National wire	3	3

# Negro Radio Proves Itself to Moviemaker



**Here's how this specialized medium meant box office success for 'Tamango' film. Using 23 Negro stations, radio 'spearheaded' the promotion**

 If a motion picture isn't quick on the draw (box office, that is) its fate is usually similar to that of the countless thousands of unfortunates who have been biting celluloid dust since "The Great Train Robbery."

In most instances the film distributor and theatre operator have a mere week to 10 days in which to penetrate the area, and create a "market" for the picture. Since each film has a different appeal, a differ-

ent combination of marketing tools must be employed each time.

Radio is becoming one of the most effective and regularly used pieces of equipment in the motion picture distributor's "tool kit." Within the past year Negro radio, too, has been proving its ability to help create and deliver an audience at the theatre box office.

"We made heavy use of Negro radio when we opened our film, *Tamango*, in Detroit this summer."

William O'Hare, director of advertising and publicity for Valiant Films Corp., New York, states. "As a result of our experiences there we decided to channel 40 percent of our total radio budget for the film into Negro radio. And after we saw the grosses in the 11 key markets in which we used Negro radio, we very definitely decided to give this medium serious consideration in all our future plans."

Although other media were em-



Hal Jackson (I.) of WLIB New York interviews two members of the theatre audience who had just seen the film *Tamango*. The taped interviews were used to successfully help promote film in the market.

ployed, Mr. O'Hare explains, radio was used to "spearhead" the campaign in each Negro market. "Our reason for leaning so heavily on radio was simple," he says. "The stations are on the air 12 to 24 hours a day. This gives us the opportunity to get our message across repeatedly. Since we have such a short span of time in which to make an impact in a market, this type of saturation is invaluable." He is also enthusiastic about the cooperation and promotional support he got from the Negro stations.

"Our Detroit campaign," Mr. O'Hare points out, "set the tone for the rest of our engagements. We premiered *Tamango* in that city this past summer, since the warm weather months are now the best in the film business. The picture was an action drama starring Dorothy Dandridge and the German star Curt Jurgens. It was booked into the Fox Theatre, a first-class, 5,000-seat house. For one week prior to the opening we used 30 to 40 spots a week on WCHB and WJLB, and repeated the campaign through the first week of *Tamango's* opening.

"Working closely with WCHB," Mr. O'Hare continues, "we arranged for a special pre-opening showing of the picture for the leaders of the Negro community in Detroit. Since the theme of the film, a ship captain's romance with a Negro girl, had created some controversy when it played in Europe, WCHB decided to tape audience comments in the lobby. These two-to-four-minute interviews were used on the air during the first week of the picture's official opening."

Mr. O'Hare also describes how WCHB made use of its community sound truck to support the ad program. The truck is used by the station daily to cover the streets of the Negro sections of Detroit. Usual fare is music and reports on items of topical interest. One or two of WCHB's d.j.'s usually are on board the truck. Starting a few days before the opening of the picture, the sound truck played some of the taped interviews made at the preview showing, transcriptions provided by Valiant Films, and the d.j.'s prepared copy of their own designed to stimulate interest in the film.

"In addition to that support," Mr. O'Hare remarks, "the station also coined a phrase, 'Tamango Is the Greatest,' which was then used on WCHB shows throughout the day."

*Tamango* played the Fox Theatre for three weeks, and as Mr. O'Hare explains, only a major film production usually generates enough action at the box office to warrant three weeks of play at a 5,000-seat house. He was most emphatic in giving a large share of the credit for the successful Detroit engagement to the efforts of Negro radio.

Having established a successful format in Detroit, Valiant Films used the same approach in other major markets. In Philadelphia, WDAS worked closely with the distributor in organizing the special preview showing for local Negro community leaders, and aired taped lobby interviews. WHAT also supported the spot campaign which it carried, by having some of its station personalities insert interesting facts about the film and its leading players throughout the schedule. The box office story at Philadelphia had a "happy ending," with another healthy three-week run resulting.

### Fiercely Competitive

Coming into the fiercely competitive New York area, *Tamango* was booked into the Capitol Theatre in the heart of Manhattan's theatre belt. Still following the formula, Mr. O'Hare started his campaign on WLIB, WWRL and WOV. The preview showing of the film and the lobby interviews were worked out in cooperation with WLIB. The station added its own little twist to the interviews by conducting Mr. and Mrs. discussions. Co-producers of the film, Pete Jaeger and Sig Shore, discussed the picture in an interview from the station's studios. WLIB's roster of d.j.'s also supported the picture on the air and at the community appearances. WWRL and WOV also backed up the campaign.

"*Tamango* played 17 days at the Capitol," Mr. O'Hare reports, "and when the picture opened in 77 RKO

# W-E-B-B's BIGGEST SERVICE - IS PUBLIC SERVICE!

and other neighborhood theatres, we repeated the campaign. The grosses on the picture were 25 to 30 percent higher than the average, and we know that Negro radio played an important role in selling those extra tickets."

## Extra Boost

Mr. O'Hare illustrates how in city after city, the Negro stations "got the job done." In Pittsburgh, WAMO personalities gave the film an extra boost both on and off the air, and helped create enough interest to sustain a three-week run, instead of the usual one. WNJR in Newark, N. J., was an effective "ball carrier" in that territory. The story was the same in Baltimore, with WEBB and WSID working directly with the New Albert Theatre.

"Before the picture completed its initial engagements around the country," Mr. O'Hare says, "we used a total of 23 Negro radio stations. Of course, we used Negro newspapers, but the ratio was three-to-one in favor of radio. Our spots ran 20, 30 and 60 seconds, and we made no attempt to prepare special copy for the Negro market. Most of the time buys were on disc jockey and gospel programs, and we concentrated our spots during the 6 to 8 a.m. and 4 to 6:30 p.m. time periods."

A typical one-minute commercial used part of the film's soundtrack to incite interest:

SOUND: Theme music

ANCR: DOROTHY DANDRIDGE

ANCR 2: Exotic...

ANCR: Dynamic...

ANCR: In the most controversial role of her career...

ANCR 2: TAMANGO is based on the book they said could never be filmed!

ANCR: TAMANGO is as bold and daring as the casting itself.

ANCR 2: From the soundtrack of TAMANGO, Dorothy Dandridge and Curt Jurgens.

DANDRIDGE: I'm telling the truth to a white man for the first time in my life.

(See p. 38)

**MARYLAND TUBERCULOSIS ASSOCIATION**  
400 SAINT PAUL STREET  
BALTIMORE 3, MARYLAND  
Telephone 3-2881

Dear Willey:  
We have some news which we think will interest all the good persons who have come for a chest X-ray was in the neighborhood. The majority of the answers were in one word: WEBB.

Sincerely,  
Walter N. Jones, Director  
136 Information

**PROVIDENT HOSPITAL AND FREE DISPENSARY**  
1514 DIVISION STREET BALTIMORE 17, MARYLAND

Mr. Samuel Feldman  
Radio Station WEBB  
3112 West North Avenue  
Baltimore 26, Maryland

Dear Mr. Feldman:  
The recent appeal for nurses for Provident Hospital put on the air by WEBB proved to be very successful. It reached the ears of many people interested in Provident and as a result we received many calls about employment opportunities in our Nursing Department.

The community service that WEBB is providing will help to make Baltimore a better place to live. work and play. I'm sure that others feel as I do that WEBB is an important part of our community and wish the best for the organization.

Thodore D. Parkkin,  
Nurse-in-Charge

**Original letters on file at W-E-B-B for your inspection**

**1360 on the dial W-E-B-B**  
BALTIMORE 16, MARYLAND

JURGENS: You're the only woman I want to live with.

DANDRIDGE: I've always hated your hands on me; hated that bed.

JURGENS: I'll give up everything if you'll stay with me.

ANCR: Yes... You heard it... the shocking love that sparked the most incredible adventure ever filmed.

ANCR 2: These are the stars of TAMANGO, Dorothy Dandridge and Curt Jurgens.

ANCR: In love scenes never before dared on the screen.

ANCR 2: In CinemaScope and Color. Don't miss TAMANGO.

## Short Spots

The shorter spots employed by Valiant Films used a copy theme very similar to the one-minute commercials. Objective of the 20- and 30-second spots was to present hard-hitting copy that would quickly make an impact on the listener. Here is an example of a 20-second message:

SOUND: THEME MUSIC

ANCR: Dorothy Dandridge, Curt Jurgens...

ANCR 2: In TAMANGO

ANCR: A film as bold and daring as the casting itself!

SOUNDTRACK:

DANDRIDGE: I'm telling the truth to a white man for the first time in my life.

JURGENS: You're the only woman I want to live with.

DANDRIDGE: I've always hated your hands on me; hated that bed.

JURGENS: I'll give up everything if you'll stay with me.

ANCR: Dorothy Dandridge, Curt Jurgens...

ANCR 2: In love scenes never before dared on the screen.

ANCR: In TAMANGO.



*Tamango* premiered at the Fox Theatre, Detroit. A special preview showing of the film was held for leaders of the Negro community prior to the opening. Hosts at the preview were the film's co-producers, Sig Shore (center) and Pete Jaeger (r.). WCHB Detroit taped interviews in the lobby. Use of radio for promotion of *Tamango* was tested first in this city.

In business for six years as distributors and co-producers of motion pictures, Valiant Films Corp. has released 40 commercial films. Radio has been used as an important advertising and exploitation medium for 39 of these releases. "Our experience has been," Mr. O'Hare declares, "that radio is one of the quickest and best methods we have been able to find to get our message across—if it is employed properly. Proper use, as far as we are concerned, is a campaign which runs for at least one week to 10 days prior to the opening of the picture, and immediately following the opening. It also means using a minimum of 30 to 40 spots a week."

## Two New Films

Valiant Films is currently making plans for the release of two new films, "Terror Is a Man," and "Sword and the Cross." Mr. O'Hare explains that although neither film has a Negro theme, "the results we obtained from the major campaign

we put on for *Tamango* on Negro radio stations has convinced us that this is a very important market for us. We had used Negro radio on a very limited scale previously, but you can be sure that this medium will be getting serious consideration when we complete our plans for these two pictures, and for many more of our future releases."

## Happy Partnership

Although the use of Negro radio by Valiant Films was one of the most concentrated campaigns conducted recently, it is not an isolated case. A number of film companies, such as MGM, United Artists and Universal-International, have all turned to Negro radio as one of their selling outlets. As the film industry continues to show its renewed strength and vigor, and as Negro stations continue to prove that they hit an important market, the happy partnership of using sound to sell sight should continue on an upward curve. • • •



## THE HOUSE THAT NEGRO RADIO BUILT

This is WHAT. More than just a radio station, this broadcasting showcase has become a Community Center to Negro Philadelphia...another dimension of WHAT's dynamic service to one of America's largest (nearly 600,000) and fastest growing Markets.

**AND FROM THIS BUILDING COMES THE STRONGEST FORCE THAT YOU CAN BUY TO SELL NEGRO PHILADELPHIA.**

### PERSONALITIES

We have eight of the best darn air salesmen and women in Philadelphia radio. Each, a terrific showman and entertainer, and dedicated to an adult, able-to-buy audience.

### MERCHANDISING

This Fall WHAT released its new 30 page brochure "MERCHANDISING BY THE POINT SYSTEM." It details 15 special services available to advertisers in proportion to their budget . . . For every dollar invested in time, advertiser earns merchandising points that may be used to "buy" desired services. Here are just a few:

#### DISPLAYS IN . . .

- 150 Acme Markets (exclusive)
- 70 Food Fair Stores
- 20 Best Markets
- 75 Independents (exclusive)
- 20 Sun Ray Drug Stores (exclusive)

Demonstrations, sampling, couponing in above stores. Outdoor, full color painted wall spectaculars. Trade mailings, consumer and trade ads, new product distribution assistance, consumer surveys, store checks, and all the help our full-time Merchandising-Promotion crew can give you. Write for brochure.

**HAVE YOU ESTABLISHED AN "EXCLUSIVE NEGRO MARKET FRANCHISE" FOR YOUR PRODUCTS? EVERY WEEK MORE AND MORE ADVERTISERS ARE DISCOVERING THE NEGRO BONANZA IN PHILADELPHIA.**



Trinity 8-1500

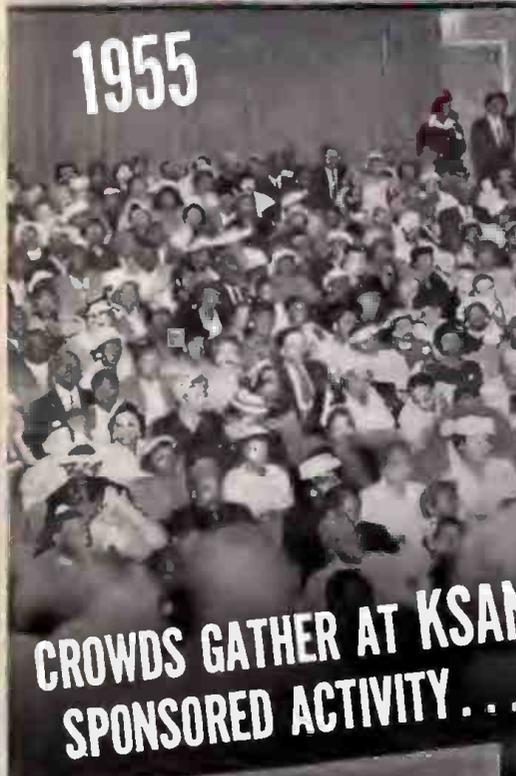
Represented Nationally by John E. Pearson Company—New York • Chicago • Atlanta • Dallas • Los Angeles • San Francisco

HISTORY OF THE

# KSAN

POSITION IN THE RICH SAN FRANCISCO-OAKLAND NEGRO MARKET.

1955



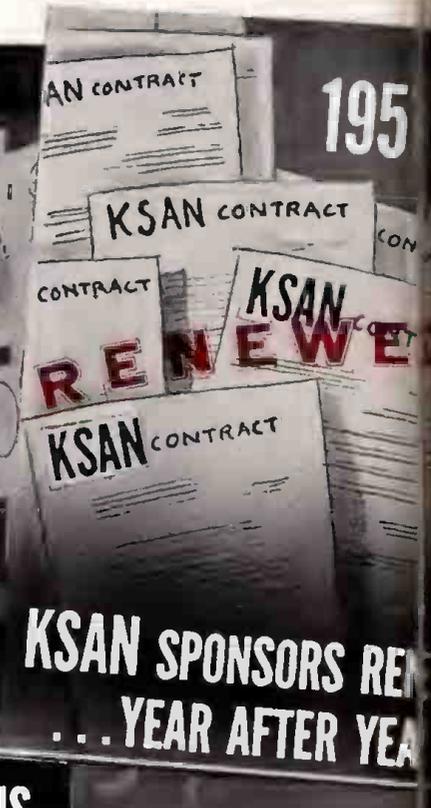
CROWDS GATHER AT KSAN SPONSORED ACTIVITY...

1956



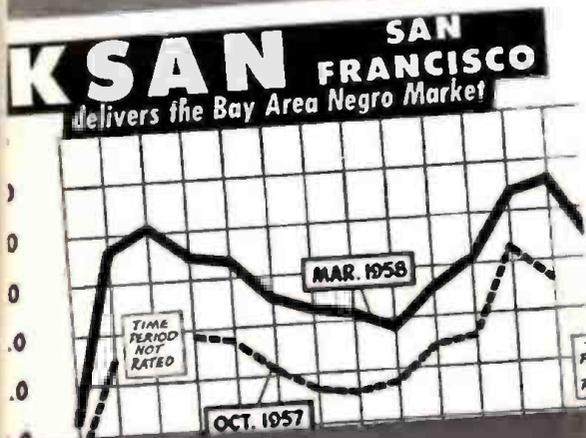
LEADERS LAUD KSAN COMMUNITY PARTICIPATIONS

1957



KSAN SPONSORS RE... YEAR AFTER YEAR

1958



... SURVEYS SHOW GREAT AUDIENCE GAINS

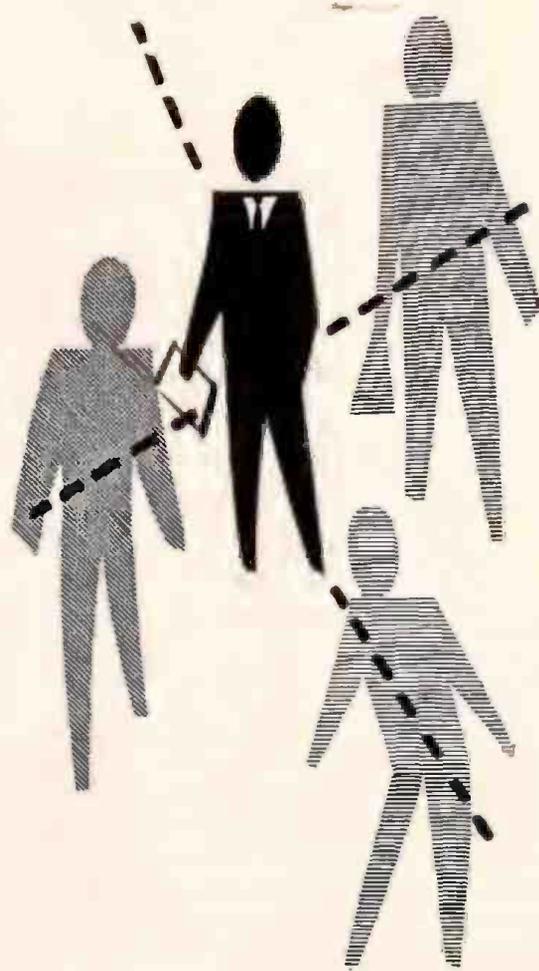
WRITE **KSAN**  
1111 MARKET ST.  
S.F. FOR YOUR COPY  
OF THE 1958  
MARKET STUDY  
"THE NEGRO  
CONSUMER."

35 1958  
36  
KSAN  
PULSE SHOWS KSAN WITH  
36% SHARE OF AUDIENCE  
IN A RICH MARKET OF  
OVER 285,000 ...

USE HISTORY FOR YOUR YARD STICK — NOT HEARSAY.  
USE KSAN FOR COVERAGE OF THE RICH BAY AREA NEGRO MARKET

# The Promotion Beat

**Today's promotion director finds his job expanding in all directions**



It's no secret that in modern-day radio the art of promotion has become a sharply-honed tool of communication. Station management has come to rely, with mounting emphasis, on the promotion function to clear the path to the doors of listeners and advertisers.

In communicating the station's image and activities to both these groups, the promotion man's job continues to grow more complex.

His activities can range from publicity to merchandising. The core of these functions were probed at the fourth annual Broadcasters Promotion Association convention in Philadelphia which, as pointed out in U. S. RADIO's November issue, treated the subject in a planned and comprehensive manner.

The adjacent survey illustrates the scope and some of the job responsibilities attached to the promotion function, such as audience, sales and national promotion. They were conducted in conjunction with the BPA

meeting by Henry J. Kaufman of Henry J. Kaufman Advertising Inc., Washington, D. C., and Jack Williams, sales promotion manager of WBZ Boston.

Some agency advice on the ticklist problem of merchandising was also passed out by two admen.

Tom MacDonald, vice president and director of merchandising at Guild, Bascom & Bonfigli Inc., San Francisco, offered three main points upon which stations should base their assistance to agencies and clients:

- Tell the local trade about the campaign.
- Interpret the campaign (new product, first time on radio, biggest ad campaign, etc.).
- Solicit help and cooperation from trade (shelf stocking).

Mr. MacDonald emphasized that stations should sell themselves first as a media buy. "Merchandising is only good when it is used to implement the best advertising buy."

Hal Smith, program promotion and merchandising manager of Needham, Louis & Brorby Inc., Chicago, urged broadcasting to do a better job of merchandising because "print activity is very strong."

He suggested that in submitting reports to agencies, stations should not translate cumulative merchandising activity in mythical dollar figures that are meaningless. Instead, he stated, stations should present their accomplishments in terms of actual performance (i.e., one newspaper ad with 100,000 circulation).

The controversy was stirred over whether stations should conduct merchandising contests on behalf of agencies and clients.

The two views on sponsor merchandising contests boil down to this: One side holds that such contests lead to unfair pressure on a station promotion director to give preferential treatment to a given advertiser. The opposite view believes that as long as merchandising reports

# promotion

are filed with the agency anyway, why not submit them as contest candidates.

At any rate, NL&B's Mr. Smith suggested that the BPA take a stand on the matter so that agencies and account people can be guided as to whether they can expect stations to cooperate in such a venture.

On the subject of trade advertising, R. David Kimble, account executive, Grey Advertising Inc., New York, emphasized five guideposts to trade paper advertising: "Spend enough money to do the job, or forget it; run often enough, or the buyer's going to forget you; run big enough, use enough space to tell your story; say something, have a story to tell; make good ads."

Mr. Kimble revealed that he took a survey of trade paper readership. His sample? The advertising agency membership of the Radio & Television Executives Society—"a small but rather select group." Using a mail questionnaire, he received a 41 percent return.

Among the things the survey showed were that 25 percent read most of the ads, and 50 percent read at least some of them, Mr. Kimble stated. Only 25 percent of those surveyed said they read few of the ads, and nobody said he reads none at all.

What creates attention for a particular ad? About 64 percent, according to Mr. Kimble, said "familiarity through repetition in a campaign." The same number reported an "interesting illustration."

About 60 percent indicated that "overall quality" was the reason they noticed an ad, and "provocative headline" was next with 55 percent, Mr. Kimble declared. The size of the ad was a readership factor for 32 percent of the respondents.

Among the elements that scored high in trade ad content, according to the agency people surveyed by Mr. Kimble, were: First, programming information; second, success stories and qualitative audience data; third, station coverage data, and fourth, advertiser acceptance, market statistics and rating information. Other factors that received noticeable response were community acceptance, merchandising assistance, and power facilities. • • •



Following convention, broadcasters of Avery-Knodel Inc. represented stations met in New York: Standing (l to r), J. F. Wade, Avery-Knodel; H. E. Darton, WHBF Rock Island, Ill.; L. H. Avery, Avery-Knodel; J. Andrews, WMAZ Macon, Ga.; J. J. Tormey, Avery-Knodel; E. Lawson and J. W. Owen, Avery-Knodel; D. Le-Masurier, KDAL Duluth; P. S. Schloeder, Avery-Knodel. Seated, F. G. Neuberth, Avery-Knodel; Mrs. Tim Elliot, WICE Providence, R. I.; F. Bryson, WTOG Savannah; Jane Cox, Avery-Knodel; G. Harmon, WINN Louisville; D. Hirth, Avery-Knodel.



Station men of H-R Representatives: Standing (l to r), D. Holcomb, WGBI Scranton; J. Alspaugh, M. Goldberg and F. Headley, H-R; G. Hallberg, WNAC Boston; M. Schaffer (rear), WAVY Norfolk; D. Witherspoon (front), WRAL Raleigh; R. Scott, WOI Des Moines; F. Reinlieb, WAST Albany, N. Y.; J. Lightner, WREX-TV Rockford, Ill.; H. Meeks, WMAL-TV Washington, D. C.; L. Anderson, WKBH La-Crosse, Wis.; T. Bachman, KXTV Sacramento. Seated, S. Fayer, WTOL Toledo; Avery Gibson, H-R; Ruth Schlanger, WKAL Rome, N. Y.; Phyllis Doherty, WNAC.



Promotion managers of Transcontinent Television Corp. gather to conduct their first annual meeting following BPA convention: Standing (l to r), G. Stevens, TTC; L. W. Smith, WROC Rochester, N. Y.; G. Sperry, WNEP-TV Scranton. Seated: C. Hutaff, WGR Buffalo, N. Y.; P. Jackson, KFMB San Diego; G. Hellmann, TTC.

# Promotion Planning

This survey by Henry J. Kaufman of Henry J. Kaufman & Associates, Washington, D. C., provides an indication of how promotion plans and decisions are arrived at. The study involves a mail questionnaire to radio promotion managers, with 32 responses as a base (numbers in parenthesis are actual responses):

1. Are you given an annual promotion budget?
- |     | % of Total |      |
|-----|------------|------|
| Yes | 56.3       | (18) |
| No  | 43.7       | (14) |
2. In your last fiscal year what percentage of your gross national billings did you spend on national trade promotions?
- |              | % of Total |      |
|--------------|------------|------|
| Less than 1% | 3.1        | (1)  |
| 1%           | 21.9       | (7)  |
| 2%           | 12.5       | (4)  |
| 3%           | 15.6       | (5)  |
| 17%          | 3.1        | (1)  |
| None         | 3.1        | (1)  |
| No Answer    | 40.7       | (13) |
3. Are your national trade promotion plans approved for a period of:
- |                    | % of Total |      |
|--------------------|------------|------|
| 1 year             | 53.1       | (17) |
| 6 months           | 12.5       | (4)  |
| 3 months           | 12.5       | (4)  |
| Less than 3 months | 15.6       | (5)  |
| No Response        | 6.3        | (2)  |

4. Who prepares the following for approval?
- TRADE PROMOTION PLANS**
- |                   | % of Total |      |
|-------------------|------------|------|
| Ad Agency         | 6.3        | (2)  |
| Staff             | 68.7       | (22) |
| Ad Agency & Staff | 25.0       | (8)  |
- LAYOUT AND COPY**
- |                   | % of Total |      |
|-------------------|------------|------|
| Ad Agency         | 46.9       | (15) |
| Staff             | 28.1       | (9)  |
| Ad Agency & Staff | 25.0       | (8)  |
- MEDIA**
- |                   | % of Total |      |
|-------------------|------------|------|
| Ad Agency         | 25.0       | (8)  |
| Staff             | 53.1       | (17) |
| Ad Agency & Staff | 21.9       | (7)  |

5. Please indicate below the person in your organization who participates actively in decisions concerning objectives, planning, themes, media selection, etc.
- |                         | % of Total |       |
|-------------------------|------------|-------|
| Promotion Manager       | 87.5       | (28)* |
| General Manager         | 68.7       | (22)  |
| Sales Manager           | 53.1       | (17)  |
| Ad Agency               | 46.9       | (15)  |
| National Representative | 12.5       | (4)   |
| Other                   | 9.4        | (3)   |

6. What percentage of your total promotional budget is allocated to:
- AUDIENCE PROMOTION**
- |             | % of Total |     |
|-------------|------------|-----|
| 5-9%        | 9.4        | (3) |
| 10-19       | 15.6       | (5) |
| 20-29       | 6.3        | (2) |
| 30-39       | 6.3        | (2) |
| 40-49       | 9.4        | (3) |
| 50-59       | 9.4        | (3) |
| 60-69       | 6.3        | (2) |
| 70-79       | 6.3        | (2) |
| 80-89       | —          | —   |
| 90-100      | 3.1        | (1) |
| No Response | 28.1       | (9) |

## NATIONAL SPOT PROMOTION

	% of Total	
5-9%	15.6	(5)
10-19	12.5	(4)
20-29	9.4	(3)
30-39	6.3	(2)
40-49	—	—
50-59	6.3	(2)
60-69	3.1	(1)
70-79	6.3	(2)
80-89	3.1	(1)
90-100	—	—
No Response	37.4	(12)

## SALES PROMOTION MATERIAL

	% of Total	
5-9%	6.3	(2)
10-19	9.4	(3)
20-29	25.0	(8)
30-39	15.6	(5)
40-49	6.3	(2)
50-59	9.4	(3)
60-69	3.1	(1)
70-79	—	—
80-89	—	—
90-100	—	—
No Response	25.0	(8)

7. Please number in order the most important objectives of your current advertising:

	% of Total	
Ratings—Audience	43.7	(14)*
Image Building	37.4	(12)
Market Building & Recognition	31.3	(10)
Sales	21.9	(7)
Programming	9.4	(3)
Coverage	9.4	(3)
Quality	6.3	(2)

The following received one response: Representation, inquiry, success stories, leadership, advertising effectiveness, national, establish personalities, prestige, to sell radio as supplement to tv (3.1% each).

8. To accomplish these objectives, what does your advertising stress?

	% of Total	
Leadership	68.7	(22)*
Market Characteristics	56.3	(18)
Coverage	50.0	(16)
Programming Policy	50.0	(16)
Special Personalities	46.9	(15)
Results	46.9	(15)
Ratings	43.8	(14)
Cost per 1,000	40.7	(13)
Special Programs	37.4	(12)
Testimonials	28.1	(9)

9. What, to you, constitutes evidence of your advertising's effectiveness?

	% of Total	
Increased sales	65.6	(21)*
Comments agency — advertiser	59.4	(19)
National "reps" reactions	56.3	(18)
Other	—	—

\*More than one reply given

(See p. 44)

## Sales Promotion! !

What jobs belong to a station's sales promotion manager? Here's what 69 sales managers (out of a total sample of 100) think. These 100 possible jobs were included in the survey taken by Jack Williams, sales promotion manager of WBZ Boston,

1. Gather material for and produce fact sheets on programs. ....	89.86% (62)	50. Handle public appearances for sponsored show talent. ....	44.93% (31)
2. Gather material for and produce fact sheets on market. ....	88.41% (61)	51. Devise publicity stunts for sponsors. . .	44.93% (31)
3. Maintain files: station, market data. . .	86.96% (60)	52. Report to client on mail response for particular show. ....	44.93% (31)
4. Prepare brochures for mailing to clients-agencies. ....	86.96% (60)	53. Prepare basic salesmen's handbook. ....	43.48% (30)
5. Keep station mailing lists up to date. . .	86.96% (60)	54. Order salesmen's name cards. ....	43.48% (30)
6. Prepare newspaper advertisements for sponsored shows. ....	84.06% (58)	55. Develop sales promotional audio tape presentations. ....	43.48% (30)
7. Produce and mail fliers to retailers. . .	84.06% (58)	56. Develop sales promotional video tape presentations. ....	42.03% (29)
8. Prepare air promo. sponsored shows. . .	81.16% (56)	57. Prepare rating analysis for proposal. . .	40.58% (28)
9. Prepare "other" advertising for sponsored shows (i.e. laundry stuffers). . . .	81.16% (56)	58. Supervise station hospitality suite. . . .	40.58% (28)
10. Write activity report (promotional) for sponsor. ....	79.71% (55)	59. Decorate station halls, lobby. ....	40.58% (28)
11. Attend in-station sales meetings. ....	78.26% (54)	60. Judge client contests. ....	39.13% (27)
12. Prepare outdoor advertising for sponsored shows. ....	78.26% (54)	61. Prepare brochures for mailing to client's employees. ....	39.13% (27)
13. Handle exhibits at trade shows. ....	76.81% (53)	62. Handle audience mail for client offers. . .	39.13% (27)
14. Personalize station ad reprints for mailing to station-clients. ....	76.81% (53)	63. Produce gimmicks for distribution by clients. ....	37.68% (26)
15. Prepare station mail response maps. . .	76.81% (53)	64. Sample employees with client products. . .	37.68% (26)
16. Schedule trade advertisements after plan has been approved. ....	73.91% (51)	65. Handle subscription to rating services. . .	36.23% (25)
17. Schedule direct mail campaigns after plan has been approved. ....	73.91% (51)	66. Write letters to VIP's on behalf of station clients. ....	36.23% (25)
18. Develop sales promotional flip card presentations. ....	72.46% (50)	67. Conduct survey for client program. . . .	34.78% (24)
19. Prepare newsletter, fact sheets for mailing to clients-agencies. ....	72.46% (50)	68. Decide what merchandising assistance a client will receive. ....	34.78% (24)
20. Create station trade advertisements. . .	71.01% (49)	69. Handle listener-viewer calls and mail. . .	34.78% (24)
21. Prepare, mail program schedules. ....	71.01% (49)	70. Schedule announcements for trade deal advertisers. ....	31.88% (22)
22. Develop sales promo. slide presen. . . .	69.57% (48)	71. Prepare rating analysis of client sched. . .	31.88% (22)
23. Handle sponsored program publicity for area newspapers. ....	69.57% (48)	72. Plan meetings with client agency. ....	30.43% (21)
24. Handle station audience promotion (no client mentions). ....	69.57% (48)	73. Entertain local clients and prospects. . .	30.43% (21)
25. Develop, submit budget for trade adv. . .	69.57% (48)	74. Copy for air promo. of client products. . .	30.43% (21)
26. Produce and distribute point-of-sale posters, shelf-talkers. ....	68.12% (47)	75. Conduct tours of station. ....	30.43% (21)
27. Develop new mailing lists for stations. . .	66.67% (46)	76. Handle clients' closed-circuit meets. . . .	30.43% (21)
28. Develop sales promo. film presen. . . .	65.22% (45)	77. Conduct presentations at client salesmen's meetings. ....	30.43% (21)
29. Write articles for grocery, drug pubs. . .	65.22% (45)	78. Send telegrams to clients reminding them of schedule. ....	28.99% (20)
30. Reprint and mail trade magazine articles to clients-agencies. ....	65.22% (45)	79. Entertain visiting firemen. ....	27.54% (19)
31. Handle station publicity (no clients). . .	65.22% (45)	80. Handle audio-visual aid equipment. . . .	26.09% (18)
32. Develop promotional idea for sale to potential client. ....	63.77% (44)	81. Route trade magazines around station. . .	26.09% (18)
33. Edit merchandising newspaper. ....	63.77% (44)	82. Make calls on clients (promotional). . . .	24.64% (17)
34. Plan and coordinate station parties for agencies-clients. ....	62.32% (43)	83. Conceive and write copy for contest involving client products. ....	24.64% (17)
35. Produce gimmicks for distribution to clients. ....	62.32% (43)	84. Report on broadcast schedule for trade deal advertisers. ....	23.19% (16)
36. Select media for trade advertising. . . .	60.87% (42)	85. Handle client product sampling and display at women's luncheons. ....	23.19% (16)
37. Handle sponsored program publicity for trade publications. ....	60.87% (42)	86. Secure tickets for New York-Chicago shows for clients, VIP's. ....	23.19% (16)
38. Make calls on clients with salesman. . .	57.97% (40)	87. Prepare trade deal contracts and orders. . .	21.74% (15)
39. Negotiate trade deals for contests, gimmick mailings. ....	57.97% (40)	88. Supply gifts for association meetings. . . .	20.29% (14)
40. Publish report on station ratings. ....	56.52% (39)	89. Gather material for and produce fact sheets on sales procedure, policies. . . .	18.84% (13)
41. Layout and publish station rate card. . .	55.07% (38)	90. Negotiate trade deals for station equipment. ....	17.39% (12)
42. Maintain RAB-TVb files. ....	52.17% (36)	91. Make hotel reservations for visitors. . . .	15.94% (11)
43. Write sales presen. for potential clients. . .	52.17% (36)	92. Deliver sales presen. to clients-agencies. . .	14.49% (10)
44. Handle window displays for client products. ....	52.17% (36)	93. Send letters to VIP's receiving honors. . . .	14.49% (10)
45. Select gimmicks for mailing to clients-agencies. ....	52.17% (36)	94. Prepare availability sheets. ....	13.04% (9)
46. Analyze rating reports. ....	50.72% (35)	95. Coordinate station personnel activity in civic clubs. ....	13.04% (9)
47. Gather success stories from clients. . . .	47.83% (33)	96. Write speeches for client delivery at sales meetings. ....	11.59% (8)
48. Hold press conferences for sponsored shows. ....	47.83% (33)	97. Plan sales incentive contests. ....	11.59% (8)
49. Prepare award entries. ....	46.38% (32)	98. Conduct sales incentive contests. ....	10.14% (7)
		99. Pick up client copy, ET's, films and deliver to traffic department. ....	5.80% (4)
		100. Pick up trans. tickets for station personnel. ....	2.90% (2)

# question and answer

## THE QUESTION:

### *What Kinds of Research Are Other Media Doing That Radio Should Be Doing?*

## NORMAN YOUNG ANSWERS:

 That this question should be proposed at all is disturbing, inasmuch as it appears to assume radio research is not doing a good job. Before answering the question directly, I'd like to randomly explore this denigration of radio research to see if it's warranted.

In U. S. RADIO'S own survey of agencies, 67 percent opined that radio research is poor and 77 percent said radio research does not compare favorably with research available in other media (see *Are Agencies Underselling Radio?*, November 1959).

When I read something like this, I am struck by one of those instinctive pangs that occur when figures seem incongruous. Why incongruous? Because I know that basically the kind of researchers now operating in radio have backgrounds and experiential levels not different from that of researchers in other media. Yes, they went to the same schools and had parallel jobs, many coming from the identical variety of media research disciplines.

### **Tough Nut**

Hence, as I see it, it couldn't be the researchers who are at fault. If not the researchers, then why is radio research different from other media research? It might be due either to lack of money to do competent research or, perhaps, to radio research just having a tougher nut



Dr. Young, director of research, Mogul Williams & Saylor Inc., New York, explains why radio's research job is the toughest of all. He says, however, there is "considerable and voluble information available" and offers eight guideposts for stations to follow.

to crack than other media. Let's see.

Have you ever spoken to a few of the 77 percent who say radio research is not as good as research from other media? I have. What happens? They end up admitting several things:

- All media have had image studies,
- All media have had qualitative and quantitative audience data.
- All media have had "success story" type research.
- But no medium has had all its components researched, i.e., individual newspapers and stations.
- And finally all media have had similar overall research but "radio research is hampered by the fact that its problems are now not only different but multiplied by the number of single stations that must each come up with its own data." (Not even

the rich TyB could do the job for its own relatively few stations. How could RAB do it for its own?)

Are we then back to another apple-vs. orange disquisition? Not necessarily. Ultimately you still compare sales effectiveness or the nearest things to it. It's just that it's harder to research 1,000 different red apples than 100 different green ones. Averages can never be used because no average helps when buying an individual apple if you want a delicious one.

### **Information Available**

So the consensus, after I discussed it with my confreres, is that radio has had by far the biggest research job to do, so it may only appear poorer than others because it is so distant from its goal. In actuality, there is considerable and voluble in-



**Dr. Young: "Radio has to do a job, not of either imitating or emulating the efforts of other media, but of surpassing other media."**

formation available. (I also found that many researchers knew less about current available radio research than about other media research. Their ignorance may be due to a poor communications or agency relations problem. While palpable, this is another matter to be fully explored at another time.)

#### **Structure of Radio**

Following up, let's review the difficulty a bit further. The difficulty? Merely the structure of radio in America today. It is a structure which is characterized by a tremendous number of individual stations, most without ratings, and, where ratings exist, subject to large percentages of error due to the smallness of the ratings.

Add to this multiple radios in the home, auto radios and the fact that radio time is bought in a saturated, diffusive manner which tends to accumulate the rating errors.

Sure, we can get an image of radio as a medium, but this helps nobody in buying an individual schedule on a specific radio station. Even if we have a precise profile of radio in general, does this, for example, help timebuyers, through research, determine whether a series of 48 spots per day on a certain station is superior to 48 spots per day on some other station in the same market? Who can say the money won't be better spent in local newspapers or local television? National research doesn't help you make a local decision.

Research? The experimental design alone to determine the decision-making data for this one station necessitates a formidable effort; and to develop the data for the myriad radio stations in the country is a devastatingly expensive job. One might retort: "Isn't the research design problem the same for the other media?" *Of course it is . . . and neither television nor print has done the job at all. Nowhere near it.* But remember radio is the medium that's marching in back of the line, ostensibly out of step. Regardless of what other media may do, radio must do much better in efforts and expenditures to catch up. *Thus I posit that radio has to do a job, not of either imitating or emulating the efforts of other media, but of surpassing other media.* This involves each station and not radio abstractly. And it involves money.

#### **Original Question**

This is a hell of a time to come back to the original question ("What Kinds of Research Are Other Media Doing That Radio Should Be Doing?"), but here goes!

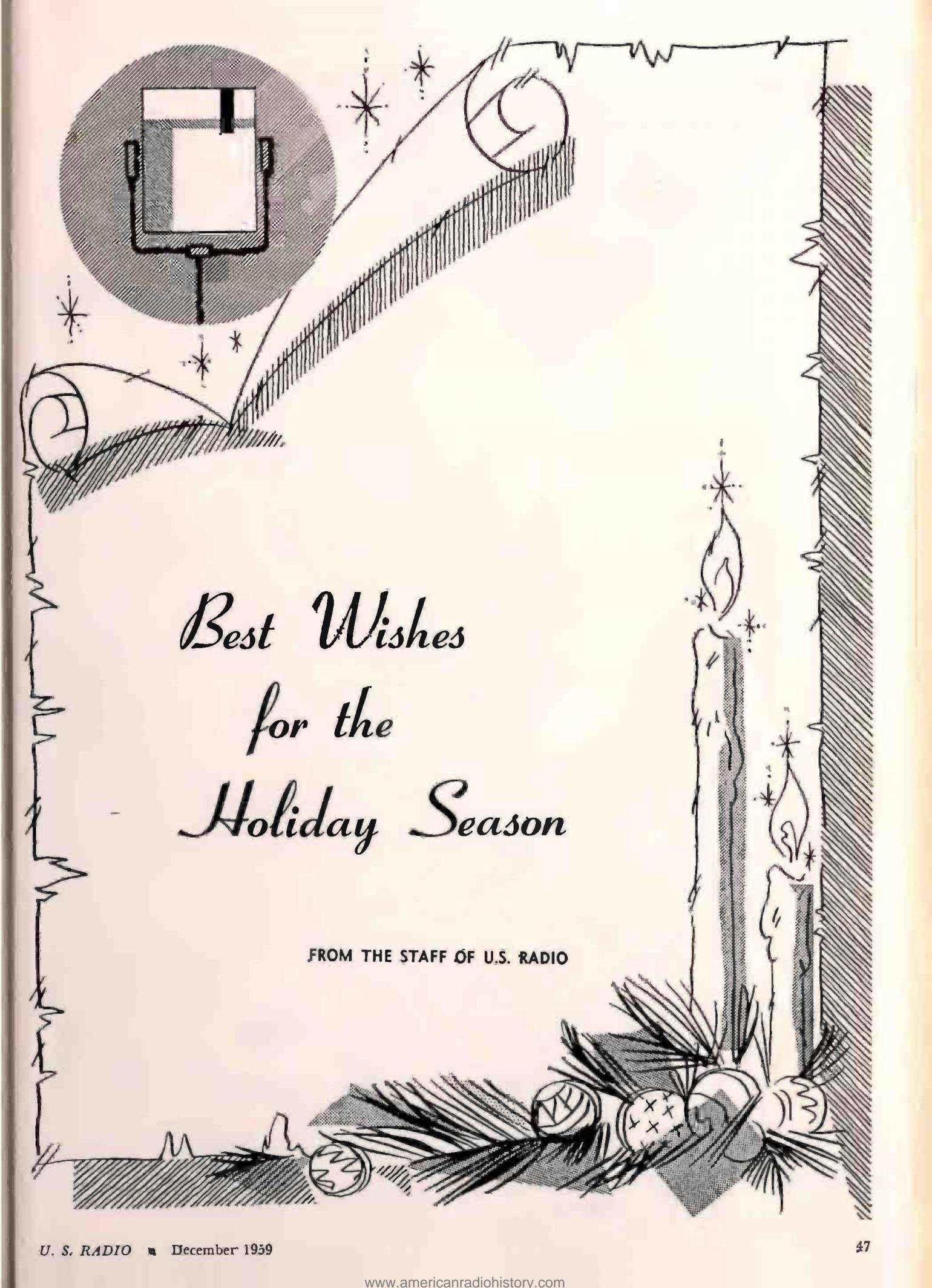
1. Individual radio stations should have audience composition figures by time segment . . . which would include socioeconomic data.
2. Individual radio stations should present intra-city image comparisons with other media.
3. Individual radio stations should present ratings in both cumulative and unduplicated

form by as many saturation schedules as are feasible.

4. "Success stories" where possible should be "controlled." That is, they should demonstrate that the same product failed in other media. Otherwise, who knows that some other medium might not have done even better.
5. Individual stations should utilize current specialized research techniques to measure their effectiveness in changing people's attitudes, influencing women and attracting public attention.
6. Individual stations should have constant self-testing—investing time to see if and how they can move certain varieties of unmovable merchandise. In other words, stations should contribute to their own test marketing. There are many ways this can be done.
7. The individual stations should unite and pool their research funds to get the individual research jobs done less expensively.
8. The stations should see to it that their research story goes to all decision-makers.

#### **Immense Job**

It must be remembered that this is an immense job. Radio wishes it had the money. It must get a good part of it. For the overall research picture of radio can't be written till the overall research for its component parts, the stations, is in. • • •



*Best Wishes  
for the  
Holiday Season*

FROM THE STAFF OF U.S. RADIO



## Strikes

 Footwork and follow-through—that's the formula AMF Pinspotters Inc. prescribes for improving your bowling score.

Add a persuasive radio voice to the combination and you have an unbeatable advertising performance as well, in the opinion of the bowling products division of American Machine & Foundry Co., makers of automatic pinspotters and a complete line of bowling equipment.

Currently swinging into stride with the first winter-time radio schedule in its seven-year career, AMF is taking to the airwaves with an unusual style that augurs well for the sport, the listener, the company—and the medium itself.

The AMF radio budget, estimated at close to \$200,000 a year at present for both spot and network, is expected to grow increasingly brawny as bowling continues its scoring streak with the American family.

At the same time, advertising funds of local bowling proprietors appear certain to follow suit, in league with the equipment manufacturer's umbrella of sound.

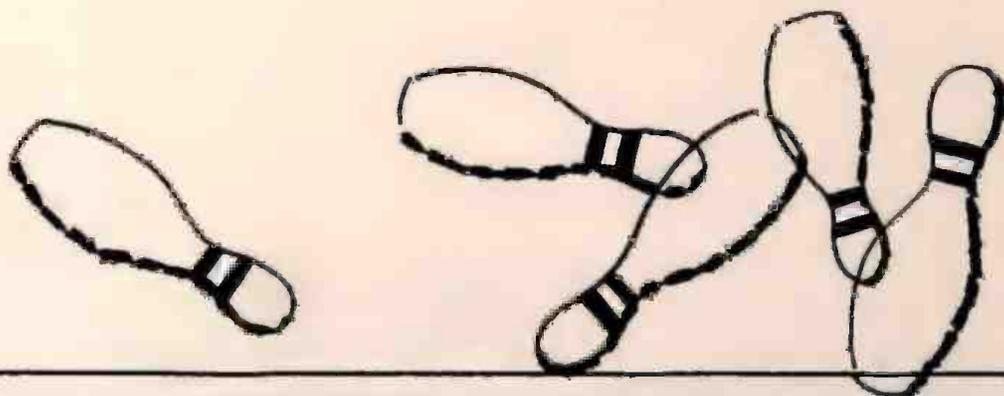
The heart of the current aerial campaign, as described by AMF officials, is comprised of almost equal parts public service and promotion for the sport, with an underlying note of straight sell for the company name. The plan, conceived and administered by the advertising and public relations department of AMF itself, centers around the personal magnetism of a radio voice known to listeners for 27 years—that of Bill Stern, veteran sportscaster. It includes sponsorship of the five-minute *Bill Stern's AMF Sports Newsreel*, broadcast each week night over 328 stations of the Mutual Broadcasting System, plus a comprehensive package of radio "footwork and follow-through" by Mr. Stern to promote

bowling at the local "sign of the Magic Triangle," AMF's trade design.

"Our eyes have been opened as far as radio is concerned," declares Jerry F. Donovan, director of advertising and public relations, AMF Pinspotters. "We can use it as we can use no other medium.

"Now we wonder why more companies don't take advantage of the tremendous opportunities provided by radio for identifying themselves with noted voice personalities."

AMF's own "awakening," which it attributes in large part to a Mutual presentation, came relatively recently. Noting the hold radio has on audiences during the summer, a slack season for bowling, the company first sampled a sun-time spot schedule in 1958 and was so pleased with results it repeated the order in 1959. This year, the buy was expanded to include a one-month participation



**Radio strategy conceived by the firm's  
Pinspotters division involves expenditure  
of about \$200,000 a year. Results are immediate  
as AMF promotes the sport and its products**

## With Radio

in *The Bill Stern Sportsreel*, which AMF says proved so effective the firm promptly undertook a 26-week sponsorship of the program and incorporated its initials into the show's title.

"There are two reasons why we're using radio," Mr. Donovan explains. "First, it's a good buy. From a dollars-and-cents angle, it's economical and efficient, and as a mass medium it reaches the audience we're seeking—the non-bowlers.

"Second, and perhaps even more important, its personalities such as Bill Stern have great identification value and can generate an amazing degree of excitement and enthusiasm on the part of the listener."

The program format—Mr. Stern's own editorial views on current sports subjects, plus up-to-date news from the field of bowling—offers a custom-tailored approach to AMF's unique problems in up-grading what was once regarded as a pool-hall pastime

to the role of respected family activity, the company feels. The show's "human nature" rather than "score-board" aspect appeals to women as well as men; the broadcast establishes a distinctive, sportsmanlike "sound" for AMF; and it lends itself to a wide range of integrated local promotions that bring home the benefits of bowling.

Here's where the "footwork and follow-through" come in, with the familiar voice and person of Mr. Stern providing the extra mileage, according to AMF. The sportscaster's timetable includes this six-point schedule of merchandising extras for the company:

- Recording custom tapes for individual AMF bowling proprietors to use in their local radio buys.
- Making personal appearances (on the average of one a month) at bowling events selected by

AMF.

- Interviewing a bowling celebrity once every four or five weeks on the Saturday evening *Bill Stern Interview* show over 200 Mutual stations.
- Making beep-phone interviews with important bowling personalities upon their accomplishment of unusual feats, and using these as editorial material for the regular five-minute AMF-sponsored show.
- Recording a "bowling tip of the week" as a regular part of the program.
- Attending a specified major bowling convention, and being available in a broadcasting booth to record a commercial or interview with any AMF bowling proprietor for subsequent use on his home-town stations.

Any resemblance between AMF



and an enthusiastic supporter of bowling is purely intentional, Mr. Donovan points out.

"We believe that anything which fosters the growth of the sport fosters growth of our company as well," he says.

At the time AMF entered the bowling business in 1952 with what it considered a revolutionary new invention—the automatic pinspotter—the sport was still struggling to overcome a public distaste for it. An ancient pastime, believed to have originated in Egypt sometime around 3,000 B. C. and known to have provided diversion for Sir Francis Drake immediately before he set sail to do battle with the Spanish Armada, the game more recently had fallen into ill repute, according to AMF's bowling "historians."

In the words of Bill Stern, "Many people—especially women—associated bowling with pool halls and dingy bars. The advent of the automatic pinspotter, however, has been a key factor in bringing bowling out of the horse parlor, where it was a marginal venture, and installing it in attractive, profitable bowling centers. Today this sport is practically a community project."

Women ("God bless 'em," says Mr. Stern) recognized the value of the pinspotters long before men did, the sportscaster declares.

"Men are creatures of habit. They were used to pinboys and a barroom atmosphere, and those who bowled tended to condemn the new-fangled machinery before they even tried it. But the sudden enthusiasm of women for bowling in a respectable place where the pin manipulator couldn't make remarks about their form set off a chain reaction that boomed the sport into national prominence."

It also skyrocketed AMF Pinspotters Inc. into a dominant position in the field of bowling equipment, Mr. Donovan adds. Today the company provides an estimated two-thirds of the automated bowling centers in the United States with Pinspotters,

currently leasing the machines to approximately 3,300 centers throughout the country.

## Number One Sport

Bowling itself, AMF notes, is now the number one participant sport in the nation, with more than 26,000,000 adherents—and the roster is growing fast. Among representative organizations, the American Bowling Congress has 3,000,000 members, almost double its 1952 enrollment, and the Women's International Bowling Congress has 1,300,000 members, almost three times its number seven years ago.

The centers, in turn, now offer such amenities as nurseries for the small fry, and are located in such key traffic spots as new shopping developments.

"The Pinspotter is leased rather than sold to the local bowling proprietor," Mr. Donovan continues.

To build local interest and participation in bowling, and therefore to increase the demand for automatic pinspotters, the company has expanded its advertising into radio to reach the widest possible audience.

"We don't want to talk to ourselves—that is, people already actively participating in bowling," the advertising and public relations executive says. "We decided to branch out from trade advertising directed solely at proprietors, and television programs geared to the bowling fan. We wanted to tap the vast audience of non-bowlers."

"Bill Stern's program fits in beautifully with this concept. Its cumulative weekly audience is estimated at 10,000,000 men, women and children, all of whom are likely prospects for a date with bowling, the sport for all ages."

AMF, with an understandable affection for the ladies for starting the bowling ball rolling toward big-league status, aims to appeal to the distaff side of the household through the human interest quality of the Bill Stern broadcasts.

As Mr. Stern himself explains, "The average woman is not interested in sports coverage as such. Generally she's not a sports fan—bowling, to her, is a 'game.' At the same time, she enjoys hearing the 'inside story' on sports events and personalities in general if it's told minus the usual jargon.

"Radio can present sports coverage that appeals to men and women alike. It has the unique advantage of being able to inject drama and color into the subject even when there is no action. To the uninitiated, *watching* a sports event can be dull or confusing, but *hearing* an experienced sportscaster who fills in the background and gives interesting sidelights can be enjoyable to the least knowledgeable listener."

AMF regards Mr. Stern's familiar, mellow voice as an added attraction to the feminine ear.

## Enthusiastic Local Support

The "follow-through" phase of the company's radio coverage elicits enthusiastic support from local proprietors, and appears to be mutually beneficial for AMF and local broadcasting stations. In keeping with his agreement to appear once a month at a bowling event specified by AMF, Mr. Stern finds himself in considerable demand as a guest performer on local programs and also as a subject for newspaper stories and pictures. His recent participation in the opening of Boston's first tenpin (as distinguished from duckpin and candlepin) bowling center rated a three-column picture in the *Christian Science Monitor*, for example.

As for Mr. Stern's offer to record custom tapes for individual AMF bowling proprietors to use on their local radio spots, the company reports that one in every 10 proprietors requested such a tape when the proposal was first made in connection with last summer's promotion. Response to the current offer is reportedly running significantly high-

er, with a final tally yet to be made.

"As the interest in bowling continues to spread," Mr. Donovan notes, "our advertising program will expand, too. Right now, for example, we're especially interested in promoting the development of bowling in New England, an area where, up until a few years ago, tenpin bowling was virtually unknown.

"We're also interested in encouraging the 'discovery' of the sport in the southeastern region of the country, where it is still relatively a stranger."

Texas, he adds, is currently being "bowled over" by the game, and Los Angeles at last count had a total of 104 AMF bowling centers within a 30-mile radius.

"More and more we will be interested in what local radio stations can do for us in regard to promotions," the advertising and public relations director predicts. "We like stations to help us persuade local proprietors to buy adjacencies to our air time, in order to make the most of it.

"Our spot radio, which is bought through our agency, Cunningham & Walsh, will very likely continue to be concentrated during the summer months because that's when bowling centers have most lanes freed from league play and available to individual bowlers. Summer is a good time to introduce people to the game."

### Training Forums

To point up these facts to operators of AMF-equipped centers, the company devotes a part of its regularly-scheduled Proprietors Training Forums to the subjects of its national advertising, and how to tie in with it locally.

"These forums," Mr. Donovan explains, "are conducted by teams of AMF personnel who travel throughout the country meeting with local proprietors and advising and coun-



PUTTING HIS NAME on the line, Bill Stern (left) signs a contract with AMF Pinspotters Inc., sponsor of his five-nights-a-week sports program on Mutual. Frank P. Downey (right), AMF vice president and head of the bowling products group, is co-signer; Jerry Donovan, director of advertising and public relations, looks on. Stern's program is aired over 328 Mutual stations.

seling them in every aspect of conducting a well-run center.

"We use radio to promote the idea to 'Bowl where you see the sign of the Magic Triangle,' and expect the local center to follow up both by maintaining the standards we set and adding its personal advertising to our campaign."

Here's a sample of the promotional copy used on the Bill Stern program:

(Opening)

Mr. S.: The AMF Sports Newsreel!

Music: Up and under

Mr. S.: Good evening, ladies and gentlemen, this is Bill Stern with the latest edition of the AMF sports newsreel brought to you each evening at this time on behalf of your local "Magic Triangle" bowling proprietor, by AMF, makers of a complete line of bowling equipment and supplies.

Mr. Stern's editorial commentary follows, with time out in the middle for a 20-second spot giving a tip on bowling technique or touching on some other aspect of the sport. For example:

When we think of bowling,

or for that matter any sports activity, we generally attribute its participation to the young, but with bowling this is not necessarily true. In the big Chicago's American-AMF Free Bowling Clinic now in progress, the bowlers gave instructions to a gentleman who is young in spirit despite the fact he is 86 years of age—no wonder they say, "Today Everybody Bowls!"

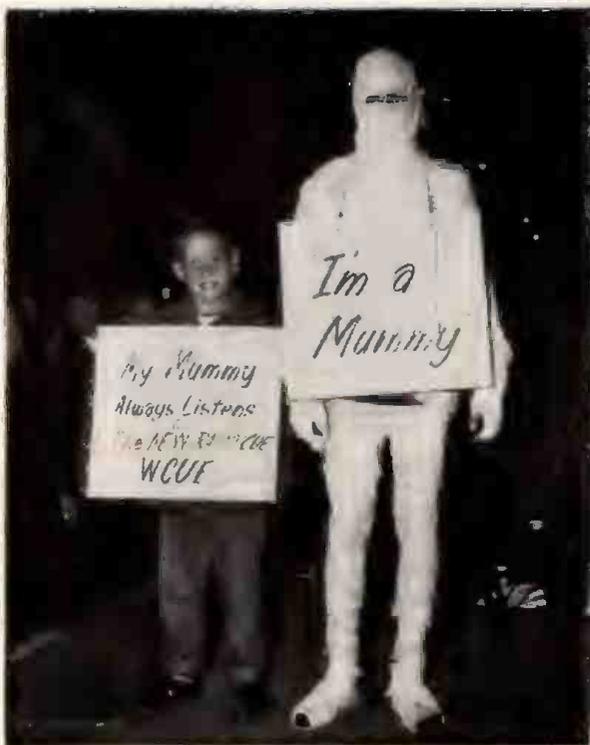
The program closes with:

Mr. S.: That's it, that's the 30 mark for this edition of the sports newsreel presented by AMF—"Always first with the best in bowling"—this is Bill Stern speaking, thank you very much for listening. Stay tuned to Mutual for all the news.

As the sport continues to spread, and more centers spring up across the country, AMF expects radio to be even more active on its team as a direct contact with the non-bowler who hasn't yet discovered he's a kegler at heart. The score now stands at an impressive "strike" for radio, and an unlimited number of frames yet to go. • • •



**A Quick Glance At People, Places  
And Events Around Radio-Land**



ALL WRAPPED UP in a promotion caper for WCUE Akron, this fugitive from a sarcophagus and his young companion take the spotlight briefly at station-sponsored outdoor dance on Akron's Main Street. An estimated 3,500 citizens attended the event that featured recording artists present, says WCUE.



AT THE WHEEL of current safe-driving campaign, Byron Millenson (right), vice president and general manager, WCAO Baltimore, wins stop-look-listen attention of Maryland's Governor J. Millard Tawes. Awards in WCAO's state-wide contest to help promote safe driving will be presented in January.



SEEING TO IT that Philadelphia's "Fight for Sight" fund-raising is a success, WCAU "listener's men" Mike Grant (left), newscaster, and Ed Harvey (second from right), morning show personality, confer with volunteers on collection plans.

HARVEST TIME SPECTACLE in Nebraska brought two mobile units, 12 men to Neligh from WOW Omaha to give on-the-scene coverage to eighth annual state Mechanical Corn Picking Contest. Arnold Peterson, WOW farm service director, helped plan contest co-sponsored by the Omaha station, which reports 7,000 persons came to observe the automated cornpicking spectacular.



MAKING "HEADWAY" in its continuing safety campaign, WBML Macon, Ga., presents readily-visible white helmets to school Safety Patrol. Ben Porter, news director, assists Capt. Bill Adams, sheriff's department, in hatting of 54 Patrol Boys.



WHAT'S IN A NAME? Joe Grady, morning personality at WRCV Philadelphia, fishes for one worth \$1,000 in drawing sponsored by Federal Savings & Loan Association. S&L staff members provide feminine guaranty of no peeking plus two male observers, while WRCV's Ed Hurst, Grady's partner, broadcasts eye-witness account.



LOOKING LIKE A MILLION DOLLARS, seven spenders from KYW Cleveland prepare for another big-money day giving away sizable fortunes in "sound currency." Million-dollar checks, each payable to "This KYW Radio Listener" and drawn on the First Audio Bank, were distributed as part of promotion contest by (l. to r.) Specs Howard, Wes Hopkins, Joe Finan, Big Wilson, Wally King, Ronnie Barrett and Dick Reynolds. Station expects to "cash in" handsomely on the stunt.



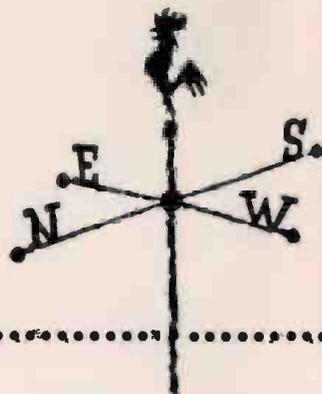
EYES ARE FOCUSED on exhibit of entrants in an art impressions contest sponsored by KSTP St. Paul-Minneapolis. Leigh Kamman, host of daily *Jazz Corner*, points out a "sound" view among the 45 abstract impressions that were put on display.



"RUFF!" says Prince, describing his pathway to success on being named Dog of the Year by KING Seattle. Asked by station announcer Buzz Lawrence (on the left) how it feels to win a three-room dog palace, \$250 wardrobe, the Fort Lewis Army mascot answers "Wow!"

## hometown USA

- Commercial Clinic
- Station Log
- BPA Memo  
(Local Promotion)
- Radio Registers



---

# Houston Ship Fire Triggers Radio Action

**Local station coverage feeds nationwide wire  
and network reports. Plea for foamite brings  
response from manufacturer 3,000 miles away**



Houston radio stations instantly sprang into action during the recent emergency.



When the fire bell rings, radio can be an indispensable addition to the smoke-eater's team.

Reports from five stations in Houston serve to point up this fact in detailing radio's service to their Texas community during its recent emergency, when an oil tanker explosion in the Ship Channel endangered a major portion of the city's industrial district.

By giving immediate and detailed coverage to a blaze said to have posed a threat "potentially greater than the Texas City disaster of 1947," the five stations are credited with having performed a public service which saved lives probably as well as prevented additional destruction.

KNUZ, declared by Associated Press to have scored a 42-minute nationwide news beat on the story, has received letters of commendation from city and harbor officials for its

assistance in warning the public of existing dangers.

KTRH, the local CBS affiliate, reportedly triggered a quick response to a plea broadcast nationwide for more foamite with which to fight the raging oil-fed flames.

KPRC has been accorded praise by the NBC news bureau and individual stations throughout the country for the quality of its coverage.

### Quick Action

Within minutes after the tanker *Amoco Virginia* blew up at its Ship Channel berthing last month, radio news teams were on the scene apprising their listeners of the tragedy and the efforts to combat the ensuing blaze.

The first bulletin, says Al Crouch, KNUZ news director, was flashed to AP southwestern headquarters in Dallas by his station upon receipt of a phone call from a passerby who had just witnessed the blast. As a result, according to the wire service, AP netted a 42-minute lead over its competitors in breaking the story.

Mr. Crouch and the entire KNUZ staff subsequently spent 24 hours covering the story, according to the station. Personal reports are said to have been relayed to 96 stations throughout the United States, Canada and Mexico during this period.

### Letter of Thanks

In a letter of thanks to the station for its timely broadcasting, W. J. Philpot, mayor of Galena Park, an industrial area near which the tanker exploded, wrote:

"I know of nothing more important, in a disaster like that, than the proper handling of the circumstances and events occurring during such time. The people rely on this type of coverage, and it is all-important that they get the correct information, which your station gave throughout the danger period."

From the Captain of the Port, Lt. Cmdr. R. J. Evans of the Coast Guard, came this tribute:

"I am personally grateful for your assistance in warning the public of the existing dangers and for your efforts to keep the public informed of the progress made. This assistance played an important role in controlling what might otherwise have become a major disaster."

(See p. 56)

IF YOU HAVE A QUALITY PRODUCT  
WHICH APPEALS TO A QUALITY AUDIENCE,

*You are cordially invited  
to reach  
your customers on*

*Radio Refined*

570 · WBAP

*The most pleasurable concept  
in aural entertainment*



7:30 - 8:30 A.M.

10:30 - 12 NOON

3:00 - 5:30 P.M.

*R. P. V. P.*

3900 BARNETT

FORT WORTH, TEXAS

NATIONAL REPRESENTATIVES: PETERS GRIFFIN WOODWARD



**Would you like to  
give your friends a  
Gift Subscription  
To U. S. RADIO?**

... at 1/3 Off Regular  
Subscription Price

... \$2 Instead of \$3.

And a Gift Card  
Which Will Be Mailed  
To Each Recipient.

TO RECEIVE ... or have  
your friends receive  
U. S. RADIO at the  
Special Holiday Rate

Mail your order **NOW!**

KTRH played a key role in channeling much-needed foamite supplies into Houston to combat the fire, according to CBS, the station's network affiliation.

**Message Relayed**

When KTRH broadcast the appeal of Floyd Miller, local civil defense director, for more of the chemical when Houston's existing supply was exhausted, CBS interrupted a coast-to-coast program to relay the message across the nation.

Mr. Miller's plea, which broke in

upon the network's broadcast of the New York Giants-Chicago Cardinals professional football game, evoked the desired response in a matter of minutes, CBS says. Phone calls to its New York office from various sources throughout the country included one from American LaFrance of Elmira, N. Y., manufacturer of foamite, which informed the broadcasting company of a stock of the chemical available near Houston. CBS News Editor Jack Slocum in New York then contacted the U. S. Air Force to set in motion an air-lift of the

material to the beleaguered Texas city.

Four hours later, the Houston Civil Defense office informed CBS News that the community's foamite needs had been satisfied, thanks to the broadcast appeal originating with KTRH, the network reports.

**Ingenuity and Persistence**

Extensive coverage of the spectacular blaze by KPRC entailed ingenuity and persistence, this station recounts. Its entire news staff, headed by Pat Flaherty, concentrated on the task of detailing each new development in the battle with flaming oil.

In one instance, the station recalls, Tom Jarriel managed to slip past obstacles barring newsmen from the private oil dock where the blazing tanker was berthed. After long hours of telephoning repeated eyewitness reports to KPRC from a pay telephone "mere yards from the spot where the tanker burned," he ran short of dimes. Thereupon, to safeguard the KPRC vantage point for covering the fire, one of Mr. Jarriel's colleagues posed as an ambulance crewman to deliver a fresh supply of coins to him through the cordon of guards.

The NBC affiliate notes that in the course of its coverage it provided 15 direct reports to the network, including a five-minute special feature which pre-empted regular programming.

In addition, KPRC made 44 direct reports to 28 stations by phone at their request—including outlets in 13 states, and Edmonton, Toronto, Winnipeg, Manitoba and Vancouver, B. C. It also supplied on request a special report to the *New York Daily News*.

KRCT, a Mutual outlet, moved quickly on the fast breaking story. Staffer Don Collings was able to get the first report on the 11:30 p.m. edition of the network's *Operation Newsbeat*.

When KRCT went off the air, KNUZ filled the gap, as Paul Beck covered the event through the night locally, and the Mutual newscasts at 7, 7:30 and 8:30 a.m. Going back on the air the next morning, KRCT picked up the story once again. • • •

MINNEAPOLIS-ST. PAUL

**WJBR**  
**ADULT RADIO**

**...going forward FAST**

**2 NOW\***

**WHAT NEXT?!**

\* Rating details on request

**William V. Stewart  
President**

**Daren F. McGavren Co.  
Nat'l Representatives**

# commercial clinic



## Music in Commercials Makes The Difference—Biever & Stein

Music is sometimes relegated to the status of a "silent" partner in the preparation of a radio commercial, according to composers Lou Stein and Curtis Biever. This is unfortunate, they feel, for the musical portion of a commercial is like a double-edged sword. If properly used it can establish a responsive and receptive mood, heighten the impact of the copy, and be an active and positive selling force. Improper or careless handling can not only seriously dilute the effectiveness of a commercial, but it can even cheapen the product it is trying to sell.

These views are expressed by the principals of Biever & Stein Productions Inc., New York. Working as a team for a little over one year, Messrs. Biever and Stein have written, arranged, scored and recorded jingles and background music for 30 different clients, with products ranging from Cannon sheets and towels to the 1960 Mercury line.

### Bring In Early

"In order to get the fullest advantage from a jingle or background music," Lou Stein says, "the composers should be brought into the picture as early as possible. Very often a particular point can be emphasized or dramatized with a combination of words and music. Or a musical effect can be used as a substitute for some copy, and thus make it possible to get an additional selling point to the spot."

Showing the effects of working so closely together as a team, Curtis Biever picks up the thought. "Economy is still another reason for working out the musical details of a commercial during the early development stages. If we are brought in at the beginning, it is much simpler to prepare material and work out orchestrations and arrangements

that will achieve the desired objective, and still remain within the confines of the budget.

Continuing to explore the cost factor, the two musicians point out that a typical one-minute spot using original music runs in the vicinity of \$1,250. This includes preparation of the music, lyrics, the legal rights to the material, a small orchestral combination and one vocalist. Mr. Stein explains, however, that more than one spot is usually recorded, and the costs drop considerably when a series of commercials are taped at one session.

"Original background music is particularly important in a radio commercial where the entire appeal is aural," Mr. Biever says. "In television you have something visual to help you get your message across, but in radio your music must be a counterpoint that highlights the announcer's delivery and sales message. It is extremely important to realize that when fitting the music to the message that the theme is not used merely as punctuation. It should be employed where it best fits in with the meaning of what is being said. Often we will have several significant musical changes in the course of a single sentence. Later we might let whole sentences go by without a variation in the music."

### Current Example

As an example of this, Mr. Stein points to the radio spot series his firm recently composed and orchestrated for the 1960 Mercury automobile in which two pianos, bass and drums were employed (the agency was Kenyon & Eckhardt):

ANCR: A few pennies a day, that's what you might save on a car with a low priced name, but you won't get MERCURY comfort. Comfort that comes from foam-cushioned seats.

(Attention-getting opening, then two pianos simulating dropping pennies, and from there into a warm version of the Mercury theme.)

ANCR: Room for six, with space between Comfort that stays with you from dawn to dusk on long trips.

(Musical transition into a brighter key and pick up the tempo.)

ANCR: You won't get MERCURY'S new road-tuned wheels.

(Mercury theme under and up in full.)

ANCR: Wheels that roll with a punch when you hit a bump to soak up the shock.

(Slight variation of the Mercury theme but with an added intensity.)

ANCR: Pennies a day, that's what you might save on a car with a low-priced name.

(Music comes to a stop, this leaves copy in the open and permits music's use in the next sentence to point up what follows.)

ANCR: But you won't get Mercury economy. Economy that saves a dollar every-time you fill'er up with regular gas. And you won't get Mercury's sleek-lined style, style that sets you apart,

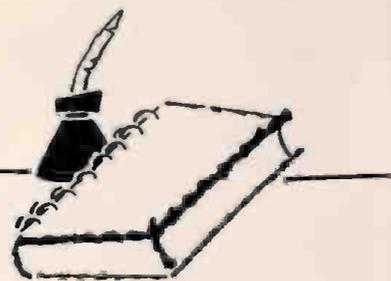
(Mercury theme comes in again. It now has a full, swinging "open-road" feeling.)

ANCR: Make you GLAD YOU BOUGHT A MERCURY.

(This is the jingle's main line and its power is underscored by bringing Mercury theme to a full finish with a flourish.)

ANCR: This week see the 1960 Mercury, the best built car in America, at quality headquarters, your Mercury dealer. • • •

# station log



► **News**

Can radio stations provide complete newspaper coverage for residents deprived of their daily papers because of a printers' strike? Judging from the results of the recent Boston strike, the answer is "yes."

Besides up-to-the-minute news developments, reports from Boston stations indicate that radio carried such newspaper services as obituaries, features, editorials and comics. Much of it was accomplished with the help of newspaper writers.

WCRB, working closely with the *Boston Globe*, used taped stories and commentaries by *Globe* writers, broadcasting direct from the paper's city room. Four major round-ups were added to each day's schedule.

WBZ mobile units covered the city on a 24-hour basis. The station increased its daily five-minute newscasts to 10 minutes, and sometimes 15 minutes when necessary. It also tapped the services of newspaper personnel located at permanent news outlets throughout the metropolitan area.

WEEI used newspaper writers to broadcast feature news not usually carried by the station. In addition,



George B. Burrus (left), president of Peoples Drug Stores, Washington, D. C., receives Gold Mike from Ben Strouse (right), president of WWDC. Award was made to honor 10th anniversary of Peoples sponsorship of newscasts.

five-minute afternoon segments supplemented regular news programs.

► **Public Service:**

United Fund drives have been getting boosts from radio activities throughout the country.

KQV Pittsburgh came up with a one day 8 a.m. to 6 p.m. promotion called "Million Dollar Monday." Volunteers including industry executives and social leaders not only spoke for the fund, but took over

weather, time and temperature announcements, record introductions and sportscasts.

Top leaders from St. Louis pinched hit for station regulars in a Monday through Saturday drive at KMOX. Figures from the fields of business, religion and sports pitched in for the promotion.

KSFO San Francisco moved its entire studio to a department store window from 6 a.m. to midnight for the United Crusade. Deejays, engineers, newsmen and sportscasters moved into the window with microphones, turntables and teletypes for the two-day drive.

Four stations cooperated in an hour-long four-city network show in the Shenandoah Valley marking the opening of the United Fund drive there. Stations participating were WINA Charlottesville, WWSA Harrisonburg, WAYB Waynesboro and WTON Staunton.

WISN Milwaukee has launched a new series designed to focus community attention on the juvenile crime problem. Called *Youth Crime—Milwaukee*, the program is aired 10 times daily, Monday through Friday, and hosted by Don Froehlich, WISN news director. Prominent local citizens, close to the youth crime situation, appear as speakers.

► **Programming:**

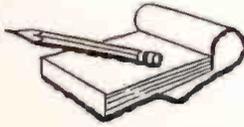
KPOP Los Angeles now tells its listeners they're only a minute away from music at any time of the day. From sign on to sign off, the musical format will have no interruption more than a minute long. Every announcement, too, has a one-minute maximum. Commercials and newscasts are included in the one-minute limit, with sports results announced as they come to the station.

► **Radio Activity:**

KABC Hollywood, ABC owned and operated station, went into its 31st year last month. • • •



"Live and Learn" key awards were presented to six outstanding Scranton students by the National Association of Broadcasters in cooperation with WEJL Scranton. (Seated, l. to r.) Bill Pierce, WEJL promotion director; Ann McGlinchey; Frederick Schoeps; the Reverend Bernard R. McIlhenny. (Standing, l. to r.) WEJL programming and sales manager Hugh Connor; John Masaitis; Cyril J. Calpin; Albert T. Jones; the Reverend Robert J. Gibson; Gary Lee Moore, and Joel Miller.



## Key Owners Listen When Winning Cars Switch Sites

About 21,000 listeners came to try their luck when WKY\* Oklahoma City offered a 1960 Chevrolet and two Corvettes to the winners of its "KY Key Club" promotion.

Listeners wrote in to the station for numbered keys. Three of the keys fit the locks of the three cars offered. Entrants were instructed to appear at WKY studios at a designated time and date.

Six days of rain showed the success of the event. Muddy conditions made it necessary to change the site to a paved parking lot just three days before it took place. Heavy on-the-air promotion notified listeners of the change. All 21,000 showed up at the right spot, WKY states. Not one person appeared at the studios!

## Place Mat Promotion Wins Fans, Sells Time, Too

Restaurant place mats in Cedar Rapids not only promote WMT\*, but sell radio time for the station as well.

Tait Cummins, WMT sports director, and Jim Bowermaster, promotion manager, came up with the idea to involve the football fan in a contest while he's waiting for his food. Photos and information on Mr. Cummins' choice of Iowa's all-time eleven are printed on the mats. In addition, a coupon in the lower right hand corner invites customers to guess how the Big Ten will finish this year. Coupons are forwarded to WMT by the restaurants. Ten winners will receive famous name radios.

The restaurants receive place mats in direct proportion to the amount of radio time they buy. WMT salesmen have added 15 new restaurants and night club accounts, and have distributed 200,000 place mats since the promotion began.

The first promotion is limited to football. The idea has been so successful, however, that the station now plans a similar promotion and contest for each sports season.

## Student Awards High On List of Civic Promotions

A four-year college scholarship worth \$1,330 at Evansville College will be offered by WJPS Evansville and the Kennard Oil Co.

Object of the scholarship is to promote the station's listening area to business and industry, according to Verne Paul, general manager of WJPS. High school students, beginning this January, will be asked to write an essay on why they want to live and work in the three-state area. The essays will be judged by Evansville College officials, with scholarship taking effect next fall.

In another student directed promotion, KXL Portland, Ore., is running a contest to find the city's outstanding high school student every week. Nominations from parents, teachers and students will help determine the winners. The station hopes to choose a "Student of the Year" from the weekly winners at the end of the school year.

## Pre-Sell Radio Booms Annual Store Promotion

A 55-minute broadcast by WHTN Huntington, W. Va., helped kick off Preview Night for this year's Montgomery Ward Week promotion.

Ward Week is the store's annual fall promotion. By way of introduction, the store is open for Preview Night the first Monday night of the week.

The broadcast began at 5:05 p.m., five minutes after the store closed for the day. D.j. Ken Jones handled the show from the front of the store. He interviewed store personnel, told what the night's events would bring, and invited listeners to come for entertainment, refreshments and bargains.

A total of 24 one-minute spots announced the event for two days before it began. When the doors opened at 6 p.m., 500 customers poured in, according to WHTN.

## New Station Uses Contest To Help Spread the Word

As part of its program to introduce itself to the community, KRLA Hollywood, new 50,000 watt station, is investing more than \$30,000 in a "Secret Word" contest.

Participants must listen to all of the station's six new d.j. personalities to learn each program's secret word, and submit the list. A drawing will be held at the end of this month to determine the 1,100 prize winners. Grand prize is a 1960 Corvair.

Thrifty Drug Stores is cooperating with the promotion, including the distribution of 300,000 entry blanks and the use of point-of-purchase display material. Entry blanks are also being incorporated into the ads KRLA is running in 28 newspapers. The station salutes a different community each day.

In addition to the intensive three week newspaper campaign and the chain store tie-in, the station is making use of continuous on-the-air promotion.

## Weekend Invitation Draws Heavy Listener Response

Owen Spann, KCBS\* San Francisco personality, need have no fears about traveling alone. Mr. Spann asked his listeners if any couple wanted to be his guests on a jet flight to New York and a weekend at the Waldorf-Astoria.

Over a two-week period more than 1,900 listeners, from 28 California counties, took Mr. Spann up on his "invitation." Contestants were asked to complete the statement, "I want to fly with Spann because . . ." in 25 words or less.

Entries from prospective "week-enders" came into KCBS in a variety of sizes and shapes. Included in the assortment were post cards, billboards and six-foot banners. • • •

\*Denotes stations who are members of BPA (Broadcasters' Promotion Association)

# PATIENT AID



The  
National Foundation  
finances modern  
care and treatment  
to prevent the tragic  
results of crippling  
diseases

birth defects  
arthritis  
polio

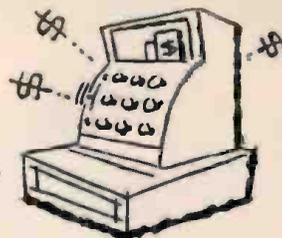
JOIN THE **NEW**  
MARCH OF DIMES

**NF**  
THE NATIONAL FOUNDATION



HOMETOWN, U. S. A.

## radio registers



### DEPARTMENT STORE

Higbee's department store in Cleveland cooperated with station WERE in a special program featuring the RCA Victor album "60 Years of Music America Loves Best." The three-hour showcase ran from 8 to 11 p.m. Listeners were invited to telephone the station to order copies of the album, on a c.o.d. or charge arrangement with Higbee's. At the end of the broadcast, 1,231 albums had been ordered by the audience for a total of over \$4,900 in sales, according to the station. Higbee's reported a morning response the next day totaling 158 orders by noontime.

### RADIO DEALER

David Beatty High Fidelity in Kansas City, Mo., recently ran a month-long advertising promotion over KXTR (FM) featuring Zenith am-fm radios. Selling price of the radios was \$59.95 each, with the cost of the campaign placed at \$100. According to reports from the station, the store sold over \$6,000 worth of radios in the 30-day period, averaging over three sets a day.

### GROCERY STORE

The Northern New York Grocery Co., in Potsdam, N. Y., turned to WPDM to promote special sales. Northern ordered 10 early morning spots featuring a "strawberry special" one Tuesday. According to the store's manager, people were waiting to enter when it opened at 9 a.m. They sold 966 quarts, limiting two to each customer, and exactly tripled their volume over any previous Tuesday business.

### DEPARTMENT STORE

A. T. Johnson's Galesburg, Ill., department store, began a half-hour weekly program direct from the floor of its appliance department over station WAIK. The show is an audience participation program featuring demonstrations, refreshments and prizes. In its fourth week on the air, the broadcast drew an SRO crowd of over 70 women. Store manager Gene Pech says that after three programs appliance department volume had tripled over the same period one year ago.

# report from RAB

## How Much Do You Know About Radio's Dimensions?

How much do you know about radio? As an informal barometer, why not take this brief, unrigged quiz?

Questions are based on information contained in "Radio Facts Pocketpiece," a concise pocket-sized collection of radio facts and figures, prepared by RAB. A copy of the pocketpiece can be received by writing to Radio Advertising Bureau Inc., 460 Park Avenue, New York. (Correct answers appear at the bottom of the page.)

- (1) Radio's dimensions are almost as eye-catching as Jayne Mansfield's. According to RAB's estimate, how many million working order radio sets are in the U. S.?

111.5    146.2    155  
 200

- (2) There are more radio sets in autos today than there were radio sets in homes in 1947. According to RAB's latest estimate, how many million cars are radio equipped?

34    36.5    37.9  
 39.2

- (3) Every year, about 4 million babies are born in the U. S. In 1958, according to RAB's estimate, how many million radio sets were sold?

4    12.2    14.7  
 15.8

- (4) Even in communities heavily saturated with tv sets, consumers keep buying radios at a rapid rate. Most of the new radios are located, not in living rooms, but in areas where competition with tv is at a minimum. In a community with even more tv sets than the average, do most new radios go in the

Bedroom    Workshop  
 Den    Kitchen

- (5) According to the Department of Agriculture, 66 percent of all men drink beer during an average week. What percent

of professional men listen to the radio?

66%    88%    90.4%  
 94.2%

- (6) How much does out-of-home radio listening add to the in-home totals in an average week?

10%    About one-third  
 50%    60%

- (7) According to *Sales Management*, 44.5 million U. S. homes are equipped with tv sets. How many million U. S. homes have at least one radio?

44    46.5    47  
 47.4

- (8) When Fact Finders asked: "Where would you go to find out if the rumor was true?" 23.3% of those polled said tv. How many picked radio?

45%    53.5%  
 55.8%    60%

- (9) Any dealer selling any sort of auto-connected product (from the auto itself to gasoline) considers radio's auto-power a medium in itself. In 1958, spot radio's leading advertiser was

Ford    General Motors  
 Chrysler    Stutz-Bearcat

- (10) Radio's audience is always primarily adult. While only 62 percent of tv's 7 a.m. till noon audience is adult, radio's audience during the same period is:

Under 80%  
 Between 80% and 85%  
 87.5%    90% . . .

The answers to RAB's quiz:

(1) 146.2 million radios; (2) 37.9 million car radios; (3) 14.7 million radios sold; (4) Bedroom, 38.7%; (5) 90.4% professional men listen to radio; (6) About one-third; (7) 47.4 million homes have at least one radio; (8) 55.8% picked radio; (9) General Motors; (10) 90%.

## RCA THESAURUS TURNED THE TOWN UPSIDE DOWN!



A local public service campaign meant big new revenue to radio station WTJS, Jackson, Tenn. RCA Thesaurus provided the plan! Leslie Brooks, Assistant Station Manager, describes what happened:

"20 sponsors participating in Thesaurus 'School Safety Campaign' five days a week...everyone enthusiastic about this great community service feature... we're taking in \$1,600, all new and additional business."

New revenue, anyone? Write today for RCA Thesaurus details!

**RCA THESAURUS**

155 East 24th Street • New York 10, N. Y.  
Chicago, Nashville, Atlanta, Dallas, Hollywood

## THEY KNOW WDBJ RADIO HAS REAL SALES POWER



**PAXTON C. JUDGE**  
Vice-President, Roanoke Div.  
**THE KROGER COMPANY**  
"We've used WDBJ Radio for twenty years and have found it to be a productive medium."

**R. E. FOUTZ**  
Secretary-Treasurer and  
Manager  
**ROANOKE GROCERS, INC.**

"Our quarter-hour morning program has paid handsome dividends over a 6-year period—reaches homemakers we want to sell."



**P. W. JOSEPH**  
District Superintendent  
**COLONIAL STORES, INC.**  
"WDBJ Radio has done a fine job helping us to build customer acceptance since our entry into Roanoke's competitive market 5 years ago."

**WDBJ CBS RADIO**  
**Roanoke, Virginia**

AM • 960 Kc. • 5000 watts  
FM • 94.9 Mc. • 14,000 watts

**PELERS, GRIFFIN, WOODWARD, INC.**  
National Representatives

### MEMO

to: ALL Time Buyers

from: Milt Klein, KEWB

We didn't have time to get up a slick ad . . . but did you know that KEWB has gone from a big, fat 0 to NUMBER TWO in the San Francisco-Oakland market in only 5 months?

Both Oct./Nov. Hooper and Oct. Pulse give us an average total audience share of 15%.

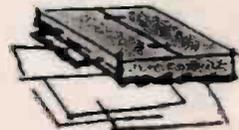
### KEWB

Bermuda Bldg., Oakland 12, Calif.  
EXbrook 7-2891  
TEmplebar 6-0910

MILTON H. KLEIN, Gen. Mgr.  
THE KATZ AGENCY, INC., Natl Sales Rep.

A Service of Crowell-Collier Broadcast  
Division  
Robert M. Purcell, Director

## report from representatives



### McGavren Salesmen Learn Market Through First-Hand Visits

Salesmen from Daren F. McGavren Co. are learning first hand about each market covered by the stations they represent through a systematic scheduling of visits.

Under a new plan started in September, every salesman from all McGavren offices throughout the country will spend one week in each of the markets represented by the firm. The plan will involve 15 salesmen at offices in New York, Chicago, Detroit, St. Louis, San Francisco and Los Angeles. Within two years, according to President Daren McGavren, each salesman will have covered every major market.

#### Serves Double Purpose

The plan serves a double purpose. First, it better serves the client, Mr. McGavren states. A standard complaint from the stations is that representatives don't know enough about the markets they're selling, he says. "First hand knowledge gained by visiting salesmen will enable them to do a better job of representing their clients to the agencies."

Secondly, salesmen will benefit by the help they give to timebuyers eager for new sources of information. "They'll be able to provide up-to-date data on stations and markets known to the agencies only on paper," Mr. McGavren states.

Each salesman will take four trips a year, one in each quarter. Journeys have been arranged so as not to interfere with selling time. Itineraries have now been planned through the third quarter of 1960.

When the representative arrives in a city, he contacts the station manager, who briefs him and suggests a local schedule. The representative calls on advertisers and prospects with the local salesman. He covers retailers, wholesalers, and distributors in the area. He visits

the local Chamber of Commerce and talks with leading businessmen. He listens to all the stations, becomes acquainted with their program schedules and determines what audience each is likely to attract. He learns everything he can about the market. Frank Woodruff, director of research and promotion, points out, "This isn't just a station visit. It's a market visit."

#### Salesmen Happy

Salesmen are happy with the plan. Comments Roger Hudson about his recent trip to Akron, where McGavren represents WAKR, "I find myself talking with much more authority on the market."

Information picked up on the visits has already proven valuable. One salesman has been able to use factory work shifts in one market as a special selling point. He found that automobile traffic is heavy at 5:50 a.m. when workers are traveling to and from their jobs. He came back, reported this to Gulf Oil Corp. and sold them time at that hour.

In another instance, the salesman learned what kinds of audiences each station attracts. He was, therefore, able to sell duPont Zerex on a schedule, based on his personal knowledge of a station's programming image.

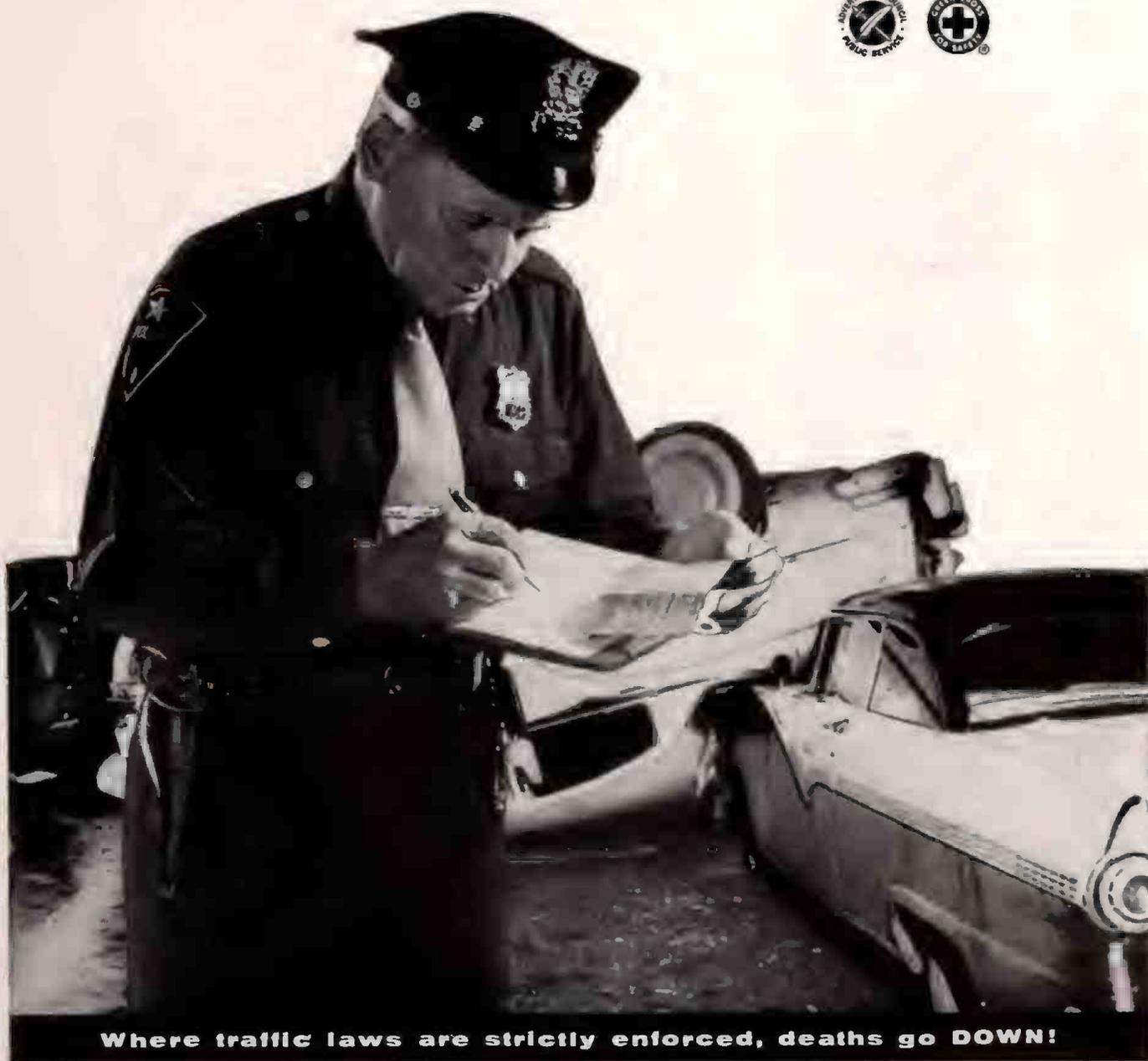
The McGavren firm feels the main difficulty in conducting the trips is the cost involved. The trips are expensive and results can't be charted.

It takes a long range view to appreciate the value of the plan; reactions have already been favorable, however, the firm states. The stations are pleased and so are the timebuyers, Mr. Woodruff states. And the company is convinced that better knowledge of the market makes better salesmen. • • •

*Last year, traffic accidents killed 37,000, injured 1,400,000*

**... and they wasted Five Billion Dollars!**

Traffic accidents' human toll is so tragic we sometimes overlook their staggering economic waste. Five Billion Dollars in lost wages, medical expenses, insurance costs and property damage! Your business—every business—shares in this loss. So you have a double interest in helping reduce traffic accidents. And you *can* help! Drive safely and obey the law yourself . . . certainly. But go further. Use your influence to promote safe driving and urge strict law enforcement. To make your efforts more effective, join with others working actively to reduce traffic hazards in your community. *Support your local Safety Council!*

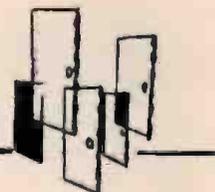


**Where traffic laws are strictly enforced, deaths go DOWN!**

*Published in an effort to save lives, in cooperation with the National Safety Council and The Advertising Council.*

**WPOP**  
**NOW**  
**#1**  
**In HARTFORD**  
**Connecticut**  
**Share of Audience**  
 Pulse—May, 1959  
**MORE LISTENERS PER DOLLAR!**  
**BEST BUY BY FAR**  
**WPOP**  
 Phillip Zoppi      Adam Young, Inc.  
 General Manager      Nat'l Rep.  
 A TELE-BROADCASTERS STATION

## report from agencies



### Agencies Use Many Sources For Creation of Musical Ads

Where do agencies go for the music in their commercials?

To find out how agencies go about planning and producing a musical commercial, Phil Davis Musical Enterprises Inc., New York, independent producers, commissioned Barraby & Associates to conduct a survey among advertising agencies throughout the country.

#### Questionnaires

Nine questions were included in a questionnaire mailed last September to 383 people in 223 different agencies in the United States and Canada. The total questionnaires returned was 132 or 53.8 percent, by 120 of the agencies. In some agencies where questionnaires were sent to several individuals, the reply was consolidated into one reply which was considered a statement of agency policy. In all cases, respondents were given a choice of answers and asked to check the one that best reflected their practices or their agency's policies.

Of those replying, 82.6 percent said they usually employ the services of musical commercial specialists. Some commented, in fact, that they formerly had produced their own music, but have recently turned to independent companies. A total of 86.7 percent said that their experiences with independent producers have been satisfactory. Of those not usually employing musical producers, 19 percent produce their own music, while 6.6 percent turn to a film company or recording company. (Since some of the agencies tap more than one source for music, percentages add up to more than 100.)

Agencies apparently call in the producers when they start planning the commercial. For example, 68.6 percent checked the statement which asserted, "We think it is desirable to discuss the project and formulate plans in collaboration with a quali-

fied musical producer." On the other hand, 27.2 percent checked, "We prefer to determine the approach and set the specifications for the music prior to consulting the musical composer-producer." Comments by some of the agencies indicated that they prefer to "establish copy line and general mood" or "like to indicate what we are trying to accomplish" before the producer sits down to work.

After contracting with a producer, practically all the agencies want a presentation of some kind to audition the ideas submitted by the producer. A small number (13.2 percent) expect a formal production recording, although most, 77.6 percent, prefer what was called a "rough layout" recorded demonstration of the musical material before proceeding with the finished production.

Should the agency get a bill for the presentation? Most of the agencies (65.3 percent) said they would expect to be billed. Over 40 percent quoted \$250 as a reasonable and practical fee for a demonstration recording, though 23.1 percent thought the presentation should be a speculative risk for the producer. About 24 percent commented that the cost depends on the job, while several respondents noted that the cost of the demonstration should be added to that of the final production.

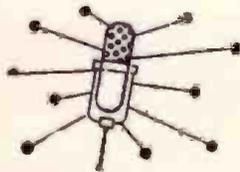
On the question of who is to handle the many and complex details involved in production, from casting to arranging to bookkeeping, 62.1 percent of those replying prefer to let the producer assume all responsibility for all the detail work and be billed in a package. However, 7.4 percent prefer to handle all the details themselves, while 26.4 percent would like to have the producer supply the creative services and coordinate and supervise production, leaving the agency to handle the administrative and financial details. •••

**There is... MULTIPLE RADIO**

Be BRIGHT. Start NEW YEAR RIGHT. Use RADIO  
 HUCKSTERS and AIRLIFTS! MORE SPONSORS—  
 MORE LISTENERS—MORE SALES. Judge for your-  
 self! Write for SHOWCASE disc.

**LANG-WORTH**  
**FEATURE PROGRAMS, INC.**  
 1755 BROADWAY N.Y. 19, N.Y.  
 TELEPHONE: JUDSON 6-5700

# report from networks



## ► NBC:

Contracts totaling \$4.25 million in net sales, from 17 advertisers, have been reported by NBC Radio. This new business came in during the two-week period following last month's NBC Radio Affiliates meeting, according to Matthew J. Culligan, executive vice president in charge of the radio network.

Mr. Culligan interprets this spurt in business, which he describes as one of the largest amounts placed in any two-week period during the past 10 years, as an endorsement by advertisers, as well as affiliates, of the network's new programming plan. By the end of last month, 95 percent of the affiliates had pledged full clearance of the new NBC radio network schedule. Two programs, *Daily Business Trends* and *Man On The Go*, will become part of the NBC Program Service.

The more than \$4 million in sales are in *News-On-The-Hour*, the *Emphasis* segments, *News Of The World* and *Monitor*. Included among the advertisers are Gillette Safety Razor Co., Renault Inc., Sylvania Electric Products Inc., Union Carbide Co. and Vick Chemical Co.

## ► ABC:

Four firms have signed on as sponsors of a quartet of ABC Radio programs. Network president, Edward J. DeGray, states that new sponsors are Lewis Howe Co., Hastings Mfg. Co., Whitehall Laboratories Division of American Home Products and Vitamin Sales Co.

Lewis Howe will be represented on the airways four days a week on the *Weekday News* for 52 weeks. Hastings Manufacturing will share sponsorship of *Paul Harvey News*, five days a week. Whitehall Laboratories has signed as a participating sponsor on Don McNeil's *Breakfast Club*. *Story Princess*, a Saturday morning show, is now carrying the banner of Vitamin Sales.

## ► CBS:

Sales representing more than \$2.25 million in new business have been written into the books of CBS Radio, George J. Arkedis, vice president in charge of network sales, reports. One of the 52-week buys is a combination package of daytime dramas, *House Party*, and news programs by the A. E. Staley Manufacturing Co. Erwin Wasey, Ruthrauff & Ryan Inc., New York, placed the contract.

Maremont Automotive Products Inc., Chicago, is contracted to co-sponsor *Sports Time*, through Waldie Briggs Inc., Chicago. The Curtis Publishing Co., Philadelphia, is expanding its schedule of *Impact* segments and daytime dramatic series via BBDO Inc., New York. Other new buys, all for sponsorship of daytime programs, are from Coats & Clark's Sales Corp., Tetley Tea Co., Sylvania Electric Products Inc. and Calgon Co.

## ► MBS:

In making a plea for a single ratings standard "such as publishers' Audit Bureau of Circulation," Robert F. Hurleigh, president of the Mutual Broadcasting System, suggests that "all rating services begin to consider developing the type of service that can check a larger percent of the population than the three/tenth-thousandths of one percent now providing the base for most surveys."

Agreeing that "some of the greatest selling ideas originated from Madison Avenue," Mr. Hurleigh feels, however, that ratings have been used as a "crutch."

Continuing with his contention that ratings alone are not enough of a yardstick, Mr. Hurleigh draws a comparison with newspaper circulation. "We checked 26 newspapers in major cities . . . on the basis of their leadership in local display lineage sold," he says. "These 26 led the lineage parade—but only half had the top circulations in their areas. Ratings are circulation," Mr. Hurleigh maintains. • • •

to sell  
the most  
Hoosiers  
be sure  
your product  
is cooking  
in the  
hottest pot!



• Want a greater cumulative audience for your saturation spot campaign? Like to get more attention . . . pull a bigger response to your program . . . increase sales?

Then check WFBM first—where every minute is a selling minute! Greater program variety means more pulling power . . . gets more audience turn-over hour after hour.

Ask us how WFBM can sell for you in this big, rich midwest market!

Represented Nationally by the KATZ Agency

# KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

A tip to Timebuyers—

... There is a big prosperous Market a-way out in Missouri. New Industries coming in to KFAL-Land, bigger payrolls. More money burning hot little hands . . . More folding green in thousands of well-worn wallets. More telephones, More radios, More new homes, increasing populations in Central Missouri towns, More new cars, More of all the things that big manufacturers hope to sell . . . sell . . . SELL! That's what KFAL has—SELL! . . . with a day by day program that's "hot" for Missourians . . . keeps 164 local and national clients hot on the trail of millions of "spending dollars"—Get the story now from JEPCO offices, or from KFAL-RADIO Sales Dep't., Palace Hotel Building, Fulton, Missouri.

Tel: Midway 2-3341

KFAL RADIO 900 kc 1000 w



the industry magazine devoted 100% to radio advertising

U. S. RADIO

## 1. Will the Cash Register Ring for Fm?

A special U. S. RADIO report, based on a station questionnaire, covering strides the is making in selling itself to agencies and in selling advertisers' products to listeners

## 2. Style Guide for Fm

Fm manufacturers are optimistic about the medium's outlook as they watch increasing sales. A two-part study covering the transmitting and receiving

REPRINTED FROM JULY - 1959 U.S. RADIO

Reprints of selected articles and features in U. S. Radio are available in the above form. Other articles and features in U. S. Radio can be reprinted for your use at nominal cost.

For complete details write—

Reprints U. S. Radio  
50 West 57th Street  
New York 19, N. Y.

## report on



### Stations Move to Fill Gap In Audience Research

With the growing interest in fm, stations are continuing to move quickly to fill the void in audience research, the gap that must be closed for fm to maintain its upward swing.

Two new surveys—one in Pittsburgh and the other in Milwaukee—have been reported (also see *Report on Fm*, November 1959).

WKJF-FM Pittsburgh conducted a survey to determine listening habits and to draw a profile of its audience. WTMJ-FM Milwaukee has determined what the new fm families in its area like to hear.

Both surveys were in the form of mail questionnaires. WKJF-FM selected 500 names at random from mail received in its studios. Each of the questions had multiple choice answers. Respondents were asked to check the appropriate answer.

The questionnaires were sent out in July and August. The final report was compiled from 333 returns in September.

The favorite listening time, according to the report, is in the evening. About 56 percent of those replying showed preference for the entire evening period, from 6 p.m. to midnight. About 33 percent preferred the 6 to 9 p.m. period. The station also found that 80 percent of its listeners tune in every day and 64 percent listen for more than four hours a day.

As to what kind of audience it has, the station reported that 39 percent classed themselves as "professionals." This makes up the largest single group. Sales, service, craftsman, and operative occupations were checked by 21 percent. Another 15 percent were in managerial and executive positions, while 23 percent were in other fields.

The average median family income of the respondents is \$7,730. According to the survey, 53 percent of the listeners have annual incomes between \$5,000 to \$10,000.

WTMJ-FM first surveyed Mil-

waukee distributors and key retail outlets. It reported that 12,718 fm sets were purchased in the first nine months of this year. This represents an increase of nearly 13 percent in fm receiver ownership in the Milwaukee area. (According to the *Milwaukee Journal* Consumer Analysis for 1959, 98,233 homes in Greater Milwaukee had fm sets. Fm penetration in the area is now about 35 percent.)

The station then mailed questionnaires to 245 of the new fm set owners, with 81 families, or 33 percent, replying.

It found that its new listeners want news, music and informational programming. They also like the broadcasts of the Braves baseball games on fm. Respondents also noted that they like to hear on fm some of the local personalities now heard only on au.

In its musical preferences, 31 percent name semi-classical music as their favorite. This was the most popular kind of music reported. Another 23 percent prefer classical music, and 8 percent like Broadway shows, 5 percent name jazz as their favorite, and another 5 percent said they like "popular" music.

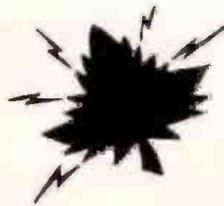
### Fm Activity

*Cool School of Jazz* is KNOB-FM Hollywood's new two-hour Saturday afternoon show. Aimed at teenagers, it presents jazz as an art form, shows how it developed and where it's going. Sports and social events of interest to teenagers will also be featured.

WAFM is a new Miami fm station. It features a format of concert music, and is represented nationally by Good Music Broadcasters.

The new mailer being sent out by WFIM-FM Indianapolis is called "Information about Fm." It describes the new station's programming, and answers general questions about fm. ● ● ●

# report from Canada



## Like Neighbors to the South Programming Is of Great Concern

Canadian radio stations, just like their neighbors to the South, have become more occupied with matters concerning their programming activities.

CJMS Montreal, for example, prepared a booklet describing its programming schedule and how it is altered to meet current needs. Also, CJOB Winnipeg has altered its music policy, with the new theme being: "If you can't sing or whistle it, we won't play it!"

The CJMS brochure, "Around the Clock With CJMS," was mailed to over 2,000 broadcasting, agency and production company personnel. Its format of "around the clock" begins with its 6 a.m. show that gives short capsule stories of all the shows up until the midnight-to-6 a.m. show.

### In the Morning

For the first three and one-half hours in the morning, *Phono Micro* features up-to-the minute local, national and international news every 15 minutes, all-French music, and such highlights as a "birthday club" and a salute to the outstanding couple in Montreal.

*Morning Carousel* is heard from 9:30 a.m. until 12 noon over CJMS, aimed specifically at the housewife.

The station points out that an effort is made to reach women between the ages of 19 and 45 "because these are the women who purchase the bulk of household supplies in French Montreal."

Geared to lunch-time family listening, *Special Delivery* is heard from noon until 2 p.m. This program features news, weather, sports and selected popular records.

A live and on-the-spot show, *The Queen of Hearts*, is presented from 3:30 to 4:20 p.m. Conducted at the Le Cafe Provincial, "the show attracts between 300 and 400 spectators each day," according to CJMS.

Following a 45-minute show of top French and American hits, personality Frenchy Jarraud hosts another on-the-spot show, *Dancing Cocktail*, which is conducted from Montreal's Latin Quarter. After this, is a man-around-town type show, *Town Gossip*, which allows people to give their opinions on various current topics of interest.

### Evening Schedule

The evening CJMS programming schedule concerns itself with providing good and varied music. *Musical Caravan*, from 6:05 to 7 p.m. and 7:30 to 11 p.m., features a balanced program of top Parisian, French-Canadian and American hits as well as the best dance bands. For the next hour—until midnight—the station presents special live orchestra music from different night spots in Montreal and from midnight until 6 a.m., a show titled *Till Dawn* provides a wide variety of musical selections, including time, news and public service features, according to CJMS.

CJOB has launched its "Operation Switch On" drive, "aimed at restoring radio to its rightful place as a source of first-rate entertainment. By featuring popular music that appeals to all tastes and age groups, CJOB expects to provide "the incentive for switching on" radios that may stand silent much of the time, the station says.

According to J. O. Blick, president of CJOB, "The new programming will be aimed at a broader, more mature audience, and it stands to reason one with a far greater buying power."

He continues: "Our crusade for 'sing and whistle music' stems from our personal conviction that radio listeners of all ages want good music." • • •

# RCA THESAURUS TURNED THE TOWN UPSIDE DOWN!



There's the look of success in Forest City, North Carolina, and new station WAGY wears it. RCA Thesaurus figures in this success story. WAGY manager, Don H. Lovelace, gives us this report:

"We're a new station in a two-station market . . . in first year sold 'SHOP AT THE STORE WITH THE MIKE ON THE DOOR,' adding \$13,000 to our gross . . . competitive radio is made easy with Thesaurus."

How are competitive conditions in your town? RCA Thesaurus may be just the thing for your station. Write for all the details today!

 **THESAURUS**

155 East 24th Street • New York 10, N. Y.  
Chicago, Nashville, Atlanta, Dallas, Hollywood

Before you buy any radio  
time in Charlotte . . .

Check these two reports



(NRI Nov.-Dec. '58 and Apr.-May '59)

... you'll discover why scores  
of national and regional adver-  
tisers have followed the trend  
to WIST!

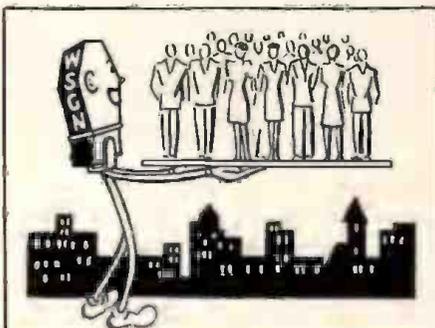
Seeing is believing. Take  
a look — see for yourself!

Your PGW Colonel will be  
glad to show you copies

they'll tell you why . . .

**WIST** is the  
**best**  
radio buy  
in Charlotte

A BROADCASTING COMPANY OF THE SOUTH STATION



WSGN carries the audience  
in Birmingham

**THE PULSE**—October  
Mon. - Sat.  
6 am - 6 pm

National Representative:

Venard, Rintoul & McConnell, Inc.

Southern Representative:

James S. Ayers Company

**WSGN**

**61**

## radio research



### Does the Base of Radio Research Need Broadening?

Calling the ratings yardstick employed in radio as "far superior" to that used by any other medium, Dr. Sydney Roslow, director of The Pulse Inc., New York, stated that there is now a need for "an extension of the present yardsticks."

Most ratings are vertical, Dr. Roslow asserted, and do not always give as complete and accurate a picture as possible. "In the (vertical) ratings scale," he continued, "there is only one 'best.' Only one station or program is at the top. All others are below. In the absence of any other information, all buys will be made on this one program or station at the top."

Elaborating on the subject in an address before the Providence Advertising Club early this month, Dr. Roslow cautioned against denying or de-emphasizing the value of the rating. "While it is not the price tag for a program," he said, "it is the prime factor for first consideration. If the audience delivered by a given program or station is not of sufficient size, considering factors of broadcast cost and type of product, then no further concern is required.

"The present ratings yardstick," he pointed out, however, "is insufficient for the best efficiency in the buying or selling of broadcast time. New additional measures are needed to allow for more 'bests.' Each station, each program has bests. In an economy the size of ours, there must be products and advertisers who will find their 'bests' in a combination of yardsticks."

As an example of "new additional measures," Dr. Roslow offered an illustration of "horizontal" research. He described three programs in which Program A delivered a larger numerical audience than either B or C. If this was the only yardstick being used, then Program A would be the most logical buy. "Take the same three programs," Dr. Roslow

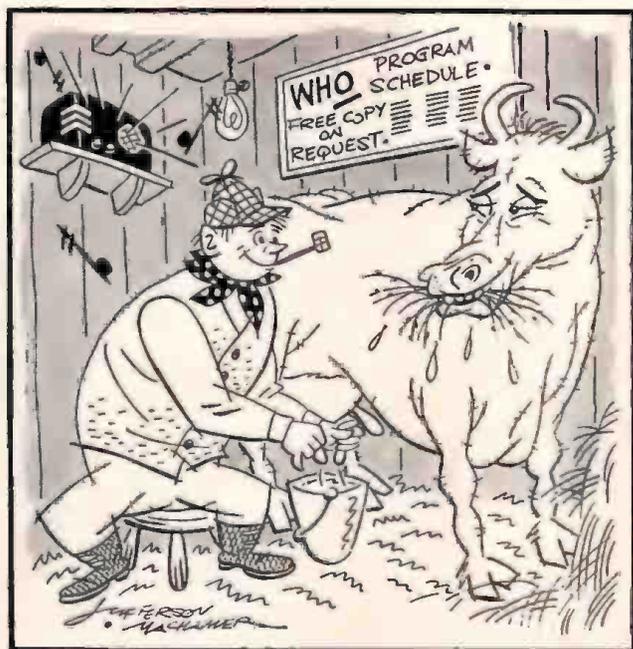
said, "and assume another yardstick dealing with the age of housewives in the audience delivered. It is entirely possible that Program B has more housewives between the ages of 30 and 39 than Program A. Furthermore, the advertiser knows that his product is used most by housewives in this age bracket. Here then is the vertical and horizontal of adequate audience research."

Exploring new avenues of audience research a little more deeply, Dr. Roslow discussed two approaches to qualitative research which go "far beyond the original concept of ratings. One is the station or program image. The listener has in his mind a picture of the station or program. It possesses characteristics. It gives the listener certain satisfactions. Management may or may not know what the audience thinks about the station or program.

"The second approach," he described, "is the audience image. The station or program has appealed to certain people. The listener or viewer possesses characteristics. What are they? Does management know what the audience is like? These characteristics may be demographic, like age, sex, income status, family size, etc. They may be product characteristics, such as ownership or usage of products. These latter characteristics let us know where the market place is."

Focusing on the current attacks being made on ratings, specifically on the disagreement of various rating systems, Dr. Roslow pointed out that "since research methods do differ, one should not expect the results to agree." He also said that there might be some wisdom in using more than one research service. "Since no perfect measure of the audience is possible," he said, "even if a complete census were made, why not have the possibility of availing oneself of more than one measurement when the need is felt?"

# PEOPLE work – play – LIVE by RADIO!



## WHO Radio Reaches From 18% to 35% of the Total Radio Audience in 93 "Iowa Plus" Counties, Sign-On to Sign-Off!

**P**PULLIN' or pitchin', farmers are businessmen who rely heavily on radio to keep them informed on up-to-the-minute weather and market conditions. They and their families get even *more* from radio than *you* do.

But it's important to remember that there are even vaster differences in farm-audience preferences than in city audiences. It takes a *believable* station—free of pitchmen and gimmicks—to make your message stick.

WHO Radio is believable. It is also *aggressive, alert, alive*—the great favorite of listeners throughout "Iowa Plus," America's 14th largest radio market.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audi-

ence—first place in every quarter hour surveyed—the balance being divided among 88 other stations!

WHO Radio will sell your customers more often, more economically, more completely. Ask PGW for the details on WHO Radio for "Iowa Plus"!

# WHO

## for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

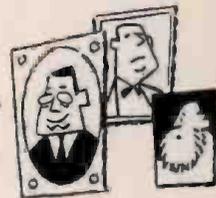
WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport.

Col. B. J. Palmer, President  
P. A. Loyet, Resident Manager  
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., Representatives

# names and faces



## Noting the Changes Among The People of the Industry

### AGENCIES

Gerald P. Deppe, formerly account exec., named v.p. and gen. mgr. of St. Louis office Storm Advertising.  
Robert R. Burton, formerly senior v.p., account management, elected board of directors, Kenyon & Eckhardt Inc., New York. Victor Armstrong, formerly v.p. and account exec., named senior v.p., account management.  
Thomas C. Dillon, formerly treasurer, named exec. v.p., BBDO Inc., New York.

Theodore J. Grunewald, formerly v.p., elected senior v.p., Hicks & Greist Inc., New York.  
Gene M. Lightfoot, formerly account exec., Fuller & Smith & Ross, Inc., Cleveland, named account exec., Lennen & Newell Inc., New York.  
Robert W. Robb, formerly senior v.p. and asst. to the pres., named exec. v.p. and gen. mgr., Reach, McClintone & Co., New York.  
Robert Ellis, formerly account exec., Kenyon & Eckhardt Inc., Detroit, named v.p.

### STATIONS

George Chernault Jr., formerly asst. mgr. of operations, WSLS-AM-FM Roanoke, Va., takes over complete management.  
Michael Ruppe Jr., formerly circulation director, KWK St. Louis, named promotion director, WIL.  
Bob Austin named assistant to station mgr., KCBQ San Diego. James Butler, formerly mgr., WEMP Milwaukee, named v.p.  
Thomas S. Carr, formerly station mgr., elected v.p., WBAL Baltimore.  
Charles S. Gerber, formerly account exec., WVNJ Newark, N. J., named mgr. WAQE-AM-FM Towson, Md.  
Carlos Rivas, formerly radio-tv director, Hawaiian Sugar Planters Assoc., Honolulu, named station mgr., KGMB Honolulu and KHBC Hilo.  
John J. Revisore, formerly account exec., Aubrey Williams Advertising Inc., New Orleans, named station mgr., WYLD.  
Gundla Johnson, formerly sales assistant, KDKA Pittsburgh, named sales service director.  
Richard A. Leader named gen. sales mgr., KWIZ Santa Ana, Calif.  
Larry Monroe, formerly program director, KXOK St. Louis, named station mgr. and program director, KIOA Des Moines.  
Paul E. Moore, formerly account exec., KING-TV Seattle, named local sales manager KING-AM.  
Norman Reed, formerly head of program activities, WWDC Washington, D. C., named v.p. in charge of public relations.  
Tom Shanahan, formerly program director, named station mgr., WEMP Milwaukee.  
Alfred E. Spokes, formerly v.p. and gen. mgr., WEAV Plattsburgh, N. Y., named gen. mgr. WCAX Burlington, Vt.  
Herman Levin, formerly food broker, has joined sales staff of WITH Baltimore.

Frank S. Craig, formerly v.p. of Coppertone Corp., named national sales mgr. WINZ Miami.

### REPRESENTATIVES

Martin F. Beck, formerly salesman, Katz Agency Inc., New York, appointed asst. radio sales mgr. Ken Klein, formerly ad and promotion director, WNEW New York, named public relations director, Katz Agency.  
John J. Del Greco, formerly timebuyer at Lennen & Newell Inc., New York, joins Venard, Rintoul & McConnell Inc., as account exec.  
John A. King, formerly sales staff, Bolling Co., New York, elevated to mgr., Los Angeles office.  
John T. King, radio account exec., Peters, Griffin, Woodward Inc., New York, placed in charge of new Boston office.  
James P. Smith, formerly administrative asst., Adam Young Inc., New York, named eastern sales mgr.  
Frank Woodruff, formerly promotion and research director, Peters, Griffin, Woodward Inc., New York, named research and promotion head for Daren F. McGavren Co.  
Craig Jennings, former CBS Radio Pacific Network sales service mgr., named account exec., Detroit office. CBS Radio Spot Sales.

### NETWORKS

George M. Perkins, formerly manager WROW Albany, named director of CBS Radio network programs, New York.  
James A. Stabile, NBC v.p., has been named v.p. in charge of new standards and practices dept.  
Peter J. Brandon, formerly with a brokerage firm, has rejoined MBS, after 10-year absence, as member of station relations staff. Harold M. Wagner, former MBS v.p., has rejoined network as mgr. of station services.  
Robert G. Hinds, formerly with KALI Los Angeles, joins ABC Radio Pacific Coast Network as account exec.



Ruppe



Grunewald



Ellis



Smith



Beck



Butler



Perkins



Chernault



WeeReBel, Columbus, Ga., and Jackie Moore, time buyer, BBD&O, Inc., New York, reveal a few secrets.

## Have you heard what the WeeReBel said to BBD&O?

*"Over a million people can watch WRBL-TV"*

Over a million people can watch us in the 47-county area served by WRBL-TV; and the only way you can reach them all on TV is with WRBL-TV. Metropolitan Columbus has the highest family income in Georgia and 25th highest in the nation. Columbus belongs on every Southern schedule. WRBL Radio programs to the adult audience with top buying power in Columbus. Call HOLLINGBERRY for choice availabilities in Georgia's second market.

# WRBL

TV-CHANNEL 4 • RADIO-5000 WATTS

**COLUMBUS, GA.**

Represented by George P. Hollingbery Co.





## ... direct impact

### RISE IN NEGRO RADIO

The "direct media impact" of Negro radio is a strong selling force, says Tom Sims, specialist on ethnic groups in the marketing department of BBDO Inc., New York.

This reasoning is at the core of the increases in business Negro radio has experienced this past year (see *Negro Radio Zeroes in on National Business*, p. 24).

Implicit in the "direct media" approach are the values of the "personal sell." There is nothing quite as strong as having a Negro audience appealed to by someone who is talking in the same idiom, Mr. Sims feels.

And in comparing the assets of Negro radio with those of other Negro media, he sees two main radio advantages: Repetition for the commercial message, and the use of well-known personalities.

### HOW BUSINESS HAS INCREASED

Negro radio generally has seen increases in volume this past year, from part-time Negro stations to fulltime operations.

For example, according to a U. S. RADIO SURVEY, the average station that programs 100 percent of the time to the Negro audience has 71.25 percent of its commercial time sold this year, compared with 61.19 percent a year ago.

Similarly, the number of national accounts for the average fulltime station has jumped from 26 to 31. (This survey includes stations that range from those with small amounts of commercial time sold and no national accounts, to those with most of their available commercial time sold and above average number of national clients.)

Like most radio, of course, the bulk of Negro radio business is local. And here is where the big job lies for such stations. National agencies have shown interest in this specialized medium, but increased expenditures in the future will depend on filling in the void in independent research on the market and the medium.

If this is done, the "direct media impact" of Negro radio is certain to find increasing acceptance along Agency Row.

### RESEARCH HORIZONS

In his recently stated views on research problems, Dr. Sydney Roslow, director of the Pulse Inc., helped set the future needs of radio research in sharp focus (see *Radio Research*, p. 68). Among Dr. Roslow's views are these:

"The present ratings yardstick is insufficient for the best efficiency in the buying or selling of broadcast time. New additional measures are needed to allow for 'bests.' Each station, each program has bests. In an economy the size of ours, there must be products and advertisers who will fund their 'bests' in a combination of yardsticks."

Specifically, there are two avenues of audience research he calls attention to. One is the station or program image. "The listener has in his mind a picture of the station or program." The second approach is the audience image. "Does management know what the audience is like? These characteristics may be demographic, like age, sex, income status, family size, etc. . . (They) let us know where the market place is."

This latter point, particularly, seems to be worthy of consideration. Within radio's vastness is a market place for virtually any product. But first the market place must be defined.

in

# RADIO

you know  
where you're  
going with

# STORER

## For example: IN PHILADELPHIA

1. WIBG reaches more families in all categories than any other station.
2. In Philadelphia families with children under 20 BUY MORE... EARN MORE... OWN MORE\*
3. WIBG reaches more families with children under 20 than any other Philadelphia station.

\* Pulse study of Philadelphia family radio characteristics.

### FOR A COPY

of this new depth study of Philadelphia write or call  
WIBG, Philadelphia, or see your Katz representative

Storer Broadcasting Company • National Sales Offices:  
625 Madison Ave., New York 22 • 230 N. Michigan Ave., Chicago 1, Ill.

## WWVA

### WHEELING

Only full-time CBS  
network station in  
Pittsburgh-Wheeling area.  
50,000 watts • Call BLAIR.

## WJW

### CLEVELAND

NBC network.  
Tops in local  
Personalities,  
News and Music.  
Call KATZ

## WJBK

### DETROIT

WJBK-RADIO is Detroit.  
First from noon  
until midnight.  
Call KATZ

## KPOP

### LOS ANGELES

Covers nation's 2nd market.  
Call PETERS, GRIFFIN,  
WOODWARD

## WGBS

### MIAMI

50,000 watts—CBS  
Covering ALL of  
South Florida.  
Call KATZ

## WIBG

### PHILADELPHIA

50,000  
watt station.  
First in all surveys.  
Call KATZ

## WPSD

### TOLEDO

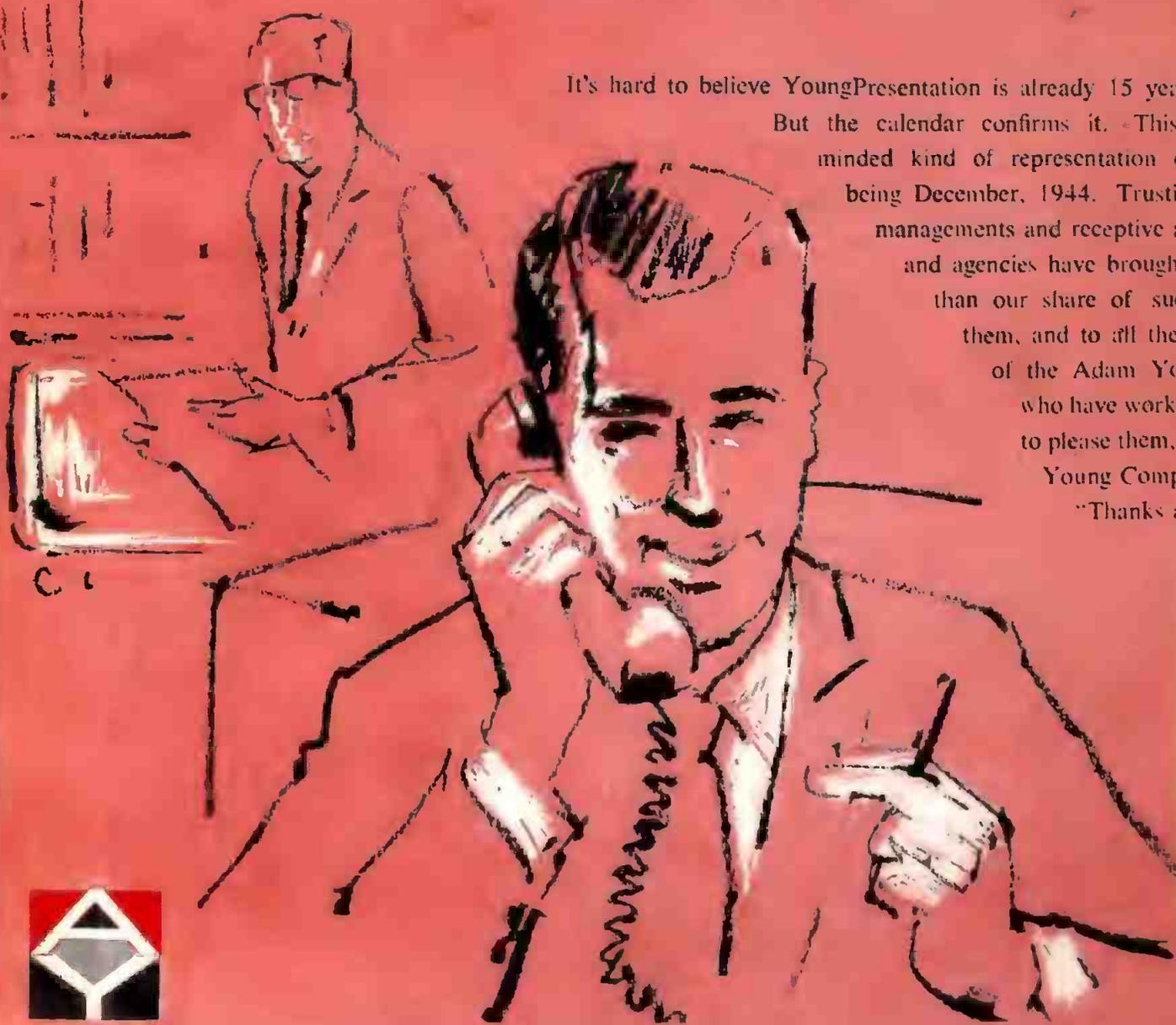
It takes only one to reach  
ALL Toledo. First by far.  
NBC • Call KATZ

# "No, Adam, no problems...

just called to congratulate  
you on your 15th anniversary"

It's hard to believe YoungPresentation is already 15 years of age. But the calendar confirms it. This creative-minded kind of representation came into being December, 1944. Trusting station managements and receptive advertisers and agencies have brought us more than our share of success. To them, and to all the members of the Adam Young team who have worked so hard to please them, the Adam Young Companies say

"Thanks a



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