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RADIO

RADIO
IN
THE
PUBLIC
INTEREST



RADIO

is the
rhythm
of
living

Who else reaches the heart of America with this rich, joyful, throbbing beat? Who else sells with such a solid, swinging sound on a million Main Streets, a million times a day? Only Radio creates this rhythmic *impact* and only Spot Radio lets you choose time and place to match it.

KOB	Albuquerque	WINZ	Miami	WRNL	Richmond
WSB	Atlanta	WISN	Milwaukee	KCRA	Sacramento
WGR	Buffalo	KSTP	Minneapolis St. Paul	WOAI	San Antonio
WGN	Chicago	WTAR	Norfolk-Newport News	KFMB	San Diego
WFAA	Dallas-Ft. Worth	KFAB	Omaha	KMA	Shenandoah
KPRC	Houston	WIP	Philadelphia	KREM	Spokane
WDAF	Kansas City	KPOJ	Portland	WGTO	Tampa-Orlando
KARK	Little Rock	WJAR	Providence	KVOO	Tulsa



ANNUAL ISSUE
LOOK
SERVICE
TOWN
A

Radio Division
Edward Petry & Co., Inc.
 The Original Station Representative

Night people
listen to new
"Clockwatchers" show
on
WSB radio,
Atlanta



WSB "Clockwatchers" at work. Bill Foster Brent Hill and Ben Fairbank

Out of the night comes a new sound for night people "Clockwatchers" on WSB Radio from midnight to 5 a. m. Some of these night folks are traveling, some working in factories, some keeping vigil over cities. But wherever they are, whatever they're doing . . . radio is a constant companion. And a handsome share of this massive audience is within range of WSB. For Atlanta's 50,000 watt clear channel station has a night coverage pattern embracing 25,000,000 homes . . . 27 states.

"Clockwatchers" listeners hear lots of music, news of the latest happenings throughout the night, famous sports figures and important events, outstanding information and entertainment features. They hear this—all through the night. You can reach and sell this vast responsive audience of night people on WSB Radio's "Clockwatchers." Call Petry for information.



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



BECAUSE THERE IS AN ABC RADIO NETWORK...

BECAUSE THERE IS AN ABC RADIO NETWORK – millions of young adults meet entertaining people like Dick Van Dyke, Jonathan Winters, Wayne & Schuster, Margaret Truman, Bonnie Prudden, and so many other fascinating personalities. (That's "Flair" on ABC Radio).

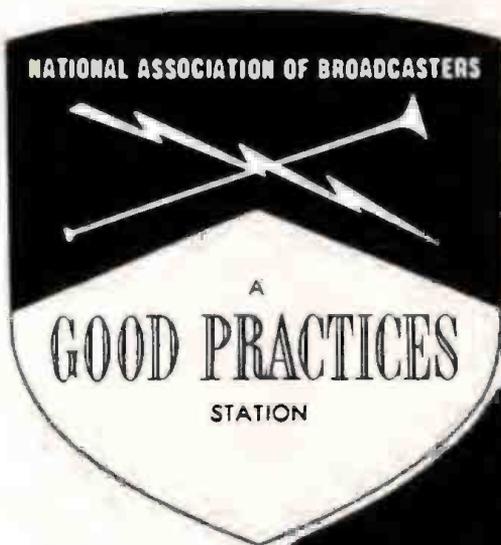
BECAUSE THERE IS AN ABC RADIO NETWORK, 60,000,000 Americans are right on the spot at a sporting event such as the Patterson-Johannson fight (an ABC Radio exclusive).

BECAUSE THERE IS AN ABC RADIO NETWORK, every radio listener is kept in constant touch with the nation and the world. Reporters and news analysts such as Alex Dreier, John Cameron Swayze, Edward P. Morgan, Bill Shadel, Paul Harvey work at ABC Radio – all through the day, all through the night. That's because Americans must know the news. And they *know* because there is an ABC Radio Network.

BECAUSE THERE IS AN ABC RADIO NETWORK more people have a better understanding of the men and women who make national and international news through such fine public service programs as Presidential Press Conference, Issues and Answers, and From Capitol Hill.

BECAUSE THERE IS AN ABC RADIO NETWORK, Don McNeill's Breakfast Club helps millions to get a happy start every day . . . every day for 28 years. Yes, it's an everyday fact: *local* ABC Radio stations will keep giving America the best in public service, the best in entertainment, the best in news, the best in sports, because there is an ABC RADIO NETWORK.



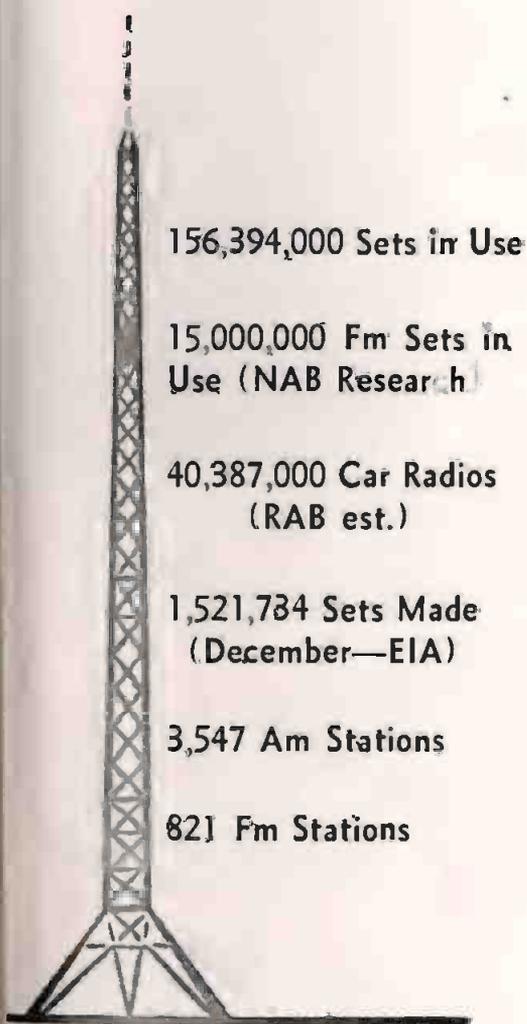


We earnestly pledge to meet fully our individual community responsibilities and pursue in every possible manner, opportunities to serve the public interest. As N.A.B. stations, we proudly observe the association's standards of good practice.

STEINMAN STATIONS • Clair McCollough, Gen. Mgr.



Radio's Barometer



Spot: National radio billings will double in the next three years, according to Carl Schuele, president of Broadcast Time Sales. Mr. Schuele made his prediction in an address before the members of the San Francisco Media Directors Club. He based his prediction on a number of factors including the rising number of radio sets produced and sold (see *Sets* below).

Network: Standard Brands, Inc., was the leading network advertiser in terms of total home broadcasts delivered, according to A. C. Nielsen Co.'s monthly index for the period ending December 4. There were 249 broadcasts used for a total of 129,428,000 home broadcasts delivered. Sylvania Electric Products held second position with 109,984,000 total home broadcasts delivered. Rounding out the top five places were Vick Chemical Co., Pharmaco Inc. and Liggett & Myers Tobacco. In terms of total commercial minutes delivered, the Nielsen study shows that Sylvania Electric held the number one position with 87,248,000. Standard Brands was second with 79,044,000. Vick Chemical, Liggett & Myers and Pharmaco ranked third, fourth and fifth in this category.

Local: WKNB Hartford, Conn., reports an increase of over 26 percent in gross billings for the year of 1960 as compared to the previous year. William Schnaudt, general sales manager, states that he expects the sales volume in 1961 to surpass last year's total. He bases this prediction on orders already received at the station.

Stations: The number of am and fm stations on the air at the end of December totaled 4,368, an increase of 29 (9 am and 20 fm) over the previous month.

	Commercial AM	Commercial FM
Stations on the air	3,547	821
Applications pending	612	197
Under construction	120	72

Sets: Total radio production in December was 1,521,734, including 520,907 auto receivers, according to the Electronic Industries Association. Total production for the year was 17,126,518, including 6,432,212 auto sets. The 1960 production totals show an increase of over 1.5 million units as compared to year of 1959. According to the EIA, the 12 month figures were the highest since 1947. Total radio sales, excluding car radios, was 2,378,853, a monthly record for the year. The 12-month total was 10,705,128, representing the best year for unit sales since 1948. EIA figures for the production of fm sets in December were 52,437. Fm production for the year of 1960 was 904,766. This compares to the 1959 total of 540,522.



Toledo's hardest working sales clerk

1. Alive 24 hours a day with imaginative programming
2. Persuasive talent provides an effective showcase for your selling message
3. Integrity and believability — Toledo looks to WSPD for responsible community leadership
4. Audience domination around the clock — shown by both Pulse and Hooper
5. A rich market — more than 2 billion dollars effective buying income — with Ohio's highest per capita income

5 good reasons to put this potent combination of circulation and persuasion to work selling for you. Your Katz man will provide the complete WSPD Profile.

WSPD - Radio



NBC • TOLEDO

a STORER station

National Sales Offices:

625 Madison Ave., N. Y. 22
230 N. Michigan Ave., Chicago 1

WS 6

for buyers and sellers of radio advertising

U.S. RADIO

FEBRUARY 1961

VOL. 5 - NO. 2

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U. S. RADIO • February 1961

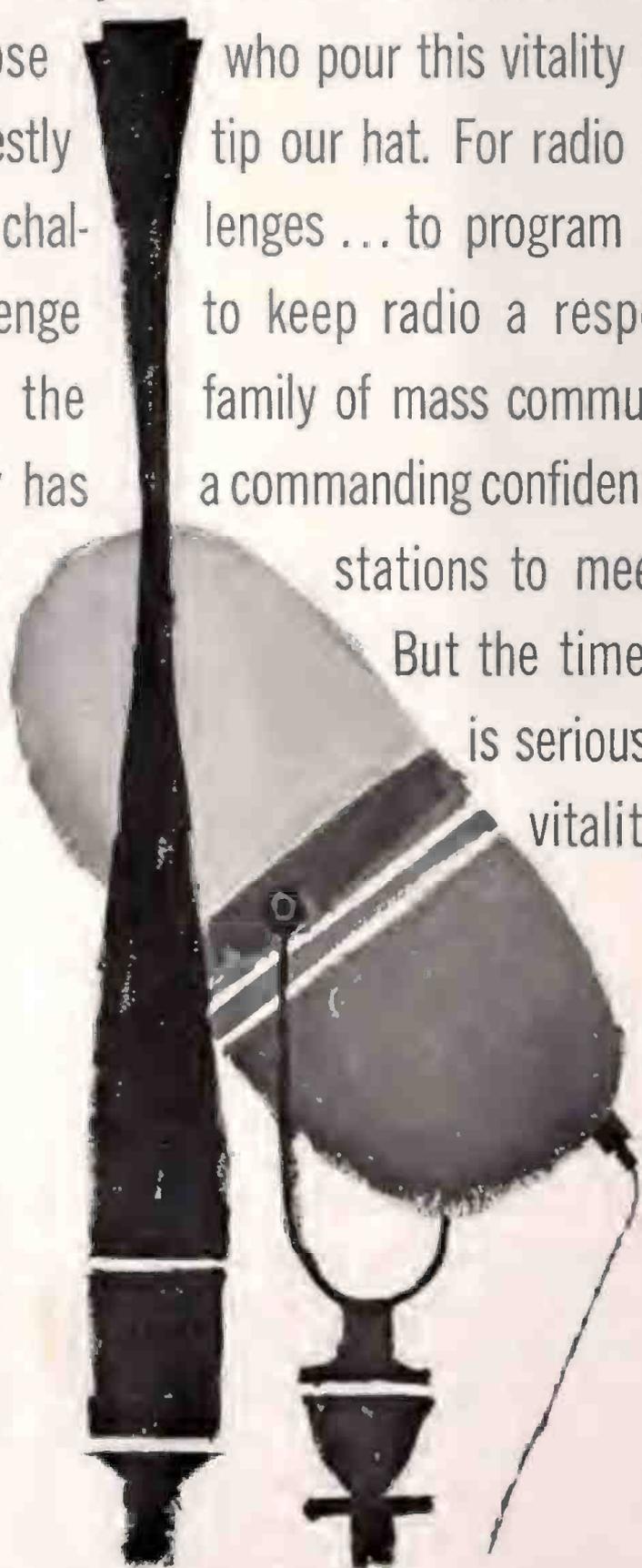


ETUDE FOR ICE CREAM

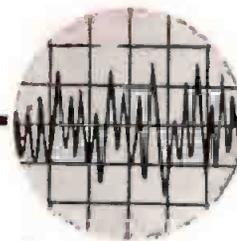
Lady Borden has Victor Borge on a spot . . . in fact, on several spots, because spots are good for sales. And Victor Borge's good for spots—especially Lady Borden Ice Cream Spots. It's another example of how the Spot Medium has gone big time. Successful advertisers like Borden's know the power of spots well placed . . . know the wonderful flexibility. Most likely you should be using the spot medium right now. Call your nearest H-R salesman. He's an expert on spot and will show you how spot will work for you.



...TO GROW IS TO CHANGE ¶ Vitality requires the stubborn search for better methods... dogged pursuit of new accomplishment. And vitality is essential to continued growth and success. ¶ To those who pour this vitality into the radio medium, we modestly tip our hat. For radio stations today face demanding challenges... to program right... to sell right. The challenge to keep radio a respectable, respected member of the family of mass communication is serious, sound and commanding confidence in the stations to meet these demanding challenges. But the time is now. And the requirement is serious, sound individual activity... vitality.



 **AVERY-KNODEL**
 Radio and Television Station Representative
 Offices in: New York • Atlanta • Dallas • Detroit
 San Francisco • Los Angeles • Chicago • Boston



Radio Public Service Activity Grows in Frequency and Variety

No longer a step-child of station operation, radio public service activity has become a full-fledged partner in program scheduling. This has brought about public interest fare more diversified in nature and more frequent in appearance. These highlights are part of U.S. RADIO's second annual documentation of *Radio in the Public Interest* (see p. 20), illustrating activity in three basic areas—editorializing, news and community service.

Public Service Conference To Accent Changing Society

The theme for the fourth Conference on Local Public Service Programming—"changing craft, changing community and changing world"—will explore fresh approaches and subject matter for stations to incorporate in their public interest programming and activities. Sponsored and produced by Westinghouse Broadcasting Co., the four-day session will open April 9 at the Pittsburgh-Hilton Hotel, Pittsburgh. Among the many features of the conference will be two "glamour" panels, one composed of economists, sociologists and representatives of official Washington and the other comprising performers and talent.

BTS and Mutual Believe Spot and Network Sales are Compatible

Based on the belief that spot and network radio sales can be compatible, Broadcast Time Sales, radio-only representative, since the middle of February has been selling time for Mutual Broadcasting System, radio-only network, in major cities outside of New York. Both Robert Hurleigh, MBS president, and Carl Schuele, BTS president, expressed the belief that while their action breaks with tradition, the incompatibility of spot and network sales is a "myth." BTS says it will continue to represent stations on a spot basis.

San Francisco Market Slates Heavy Radio Push

San Francisco Radio Broadcasters Association, a coalition of a majority of Bay Area stations, is looking forward to an aggressive year of market selling. With the appointment of a full-time executive secretary, Harriet Feinberg, the association expects to increase its market selling concept which it launched last year with the presentation, by five station managers, of the Bay Area market facts in eight major advertising centers.

Radio Free Europe Campaign Receives Heavy Support

An estimated three billion impressions, at least equalling last year's mark, was expected to be recorded as the nation's broadcasters went to bat for Radio Free Europe the first two weeks of this month. Objective of the drive was to increase dollar support for the Radio Free Europe Fund (formerly Crusade for Freedom).

Washington Will be Scene of July Farm Director Session

Against a background of agricultural problems, the nation's farm directors will hold their annual mid-year convention in Washington from July 10 through July 12. George Roesner, KPRC Houston and president of the National Association of Tv & Radio Farm Directors, declares, "We are looking forward to going to the nation's capital to get a first-hand report from that vantage point for our listeners back home."



Armstrong Cork Co.

Agency: *BBDO Inc., New York*

Product: FLOOR COVERING

A new product, Accolon, brings Armstrong Cork into radio next month in 15 markets. Frequencies will hit 25 spots a week for two flights. Hope Martinez is the timebuyer.

Beech-Nut Lifesaver Co.

Agency: *Charles W. Hoyt Inc., New York*

Product: BEECH-NUT COFFEE

Mid-February marks the start for heavy campaign for Beech-Nut. Between 30 and 40 markets were bought for an 18-week campaign that will run in two flights. Both minute spots and IDs were bought, with placement during daytime and evening periods. Beech-Nut markets its coffee in the East, going as far West as Detroit. Virginia marks the southern terminus for distribution, except for a few markets in Florida. Frequencies range from 45 to 300 spots per week in each market. Doug Hamm is the timebuyer.

Brown & Williamson Inc.

Agency: *Ted Bates & Co., New York*

Product: CIGARETTES

For the first time in five or six years, Brown & Williamson is back in spot radio. And it's not playing favorites among its brands either. Schedules start February 20 foriceroy, Kool, Kentucky King and el Air brands. Placements will run for 52 weeks in over 100 markets. Nearly 300 stations are in on the buy, with 50 spots a week going to each market. Commercials will run

in traffic times, weekdays and weekends. Some spots will be ET's, others live, some a combination; but all are minutes. John McCormick is timebuyer.

Brown & Williamson Inc.

Agency: *Ted Bates & Co., New York*

Product: SNUFF

Tube Rose Snuff opens a spot radio campaign late this month in the southern half of the U.S. Some 50 markets will carry the campaign with a 52-week contract. Timebuyer is John McCormick.

Candy-Grams Inc.

Agency: *Cole, Fischer & Rogow Inc., New York*

Product: CANDY BY WIRE

A pre-Valentine push for candy by wire consisted of 200 spots in two weeks, shared by Mutual and ABC. Minutes and 30's were placed in news adjacencies where available. The company's budget is reported to be \$200,000 a year, most of it earmarked for radio. Following its pattern of pre-holiday buying, look for another flight sometime before Easter, April 2.

Charms Co.

Agency: *Needham & Grohman Inc., New York*

Product: CHARMS CANDY

Charms will renew its schedules just ended in New York, Chicago, Boston and Philadelphia for another 52 weeks. Several new markets are being considered for testing. Buying contact is Harry Lediingham.

Cook Chemical Co. Real Kill Products Div.

Agency: *Del Wood Associates, New York*

Product: PESTICIDES

This spring more than 200 stations in 150 markets will get the call for availabilities for products with the Real Kill label. The company has distribution in the South, Southwest and Central U.S. Northernmost eastern city to get a schedule is Philadelphia. Running through October, the campaign will emphasize both liquid and aerosol household pesticides, looking for the housewife with daytime minutes. Expected frequencies are 20 to 40 a week. Roland Lesser is the buying contact.

Corn Products Co.

Agency: *Donahue & Coe Int., New York*

Product: KASCO DOG FOOD

Kasco will go on the air with another flight February 20 in 18 markets. Spots will be minutes; frequencies range from 15 to 20 per week. Overall campaign will run for 13 weeks. Timebuyer is Harry Durando.

Fisher Body Div. General Motors Corp.

Agency: *Kudner Agency Inc., New York*

Product: BODY BY FISHER

A second saturation spot radio campaign for Fisher Body Div. of General Motors began February 6 in 50 top markets. A repeat of a radio campaign, first in Fisher's history, last fall following model introduction, the present effort is using 300 stations. Frequencies range from 25 spots per week to 65 per week in large markets. Timebuyer is Maria Carayas.

(Cont'd on p. 11)

30 years

...of service to the
entertainment industry.



1931
1961



SESAC INC.

THE COLISEUM TOWER • 10 COLUMBUS CIRCLE • N.Y. 19, N.Y.



(Cont'd from p. 9)

Fonda Container Corp.Agency: *Smith, Hagel & Knudsen Inc., New York*

Product: PAPER PLATES

Availability calls are going out for minute spot openings the two weeks prior to Memorial Day. The campaign will run in 50 markets. Favored days are Wednesday, Thursday and Friday. Timebuyer is Bill Segal.

Genesee Brewing Co.Agency: *McCann-Marschalk, New York*

Product: BEER

A quart bottle promotion is now on a number of stations in upper New York state, as a sort of season warm-up to the big campaign that will start April 1. As of that date, approximately 100 radio stations will be signed to carry spots through Labor Day. Frequencies will run from 15 to 25 spots per week. Otis Hutchins is timebuyer.

Grove LaboratoriesAgency: *Doherty, Clifford, Steers & Shenfield Inc., New York*

Product: MINIT-RUB

Daytime minutes begin in 17 markets on February 20. Placements will be for six weeks, frequencies will range from 10 to 15 spots a week. Some spots will be placed around 7 p.m. news programs. Larry Reynolds is timebuyer.

Pepsi-Cola Co.Agency: *BBDO Inc., New York*

Product: SOFT DRINK

The largest advertising campaign in Pepsi-Cola history, involving some

\$34,000,000 for all media, begins this month. All four national radio networks will carry the new Pepsi spots, which replace the "Be Sociable" theme in use since May 1, 1958 (See *Commercial Clinic*, p. 52). The initial radio campaign will run for six weeks, employing 110 spots (minutes) a week. June 1 is the start for an 11-week flight. Local bottler placements are expected to exceed the national network campaign. Timebuyer is Marvin Shapiro.

Policy-Matic Corporation of AmericaAgency: *Daniel & Charles Inc., New York*

Product: INSURANCE

The push-button age of insurance for land travel is here, and Policy-Matic, its promoter, will use considerably heavy radio schedules this spring to advertise the service. The company is installing its vending machines in scattered markets this spring, and spot campaigns will break accordingly. A network campaign is also in the plan. Timebuyer is Bernice Stuttmann.

V. J. LaRosa & SonsAgency: *Hicks & Greist Inc., New York*

Product: MACARONI

A 13-week flight begins the end of February in 25 markets. Up to three stations will be used in each market. Daytime schedules will number from 40 to 50 minute spots per week. Len Soglio is timebuyer.

Jacob Ruppert Brewing Co.Agency: *Warwick & Legler Inc., New York*

Product: BEER

First campaign for Ruppert out

of Warwick & Legler (their association began January 1) is a heavy spot radio saturation in New England. Placements began in January, and are still being made. When final schedules are drawn up, Ruppert may be in more than 50 markets. Some stations will get 26-week contracts, others 39-week schedules. Traffic times, sports shows and others with a heavy male audience are favored. Distributors are being consulted for best placement of schedules. Timebuyer is Joe Hudack.

Schweppes (USA) Ltd.Agency: *Ogilvy, Benson & Mather Inc., New York*

Product: SCHWEPPE'S TONIC

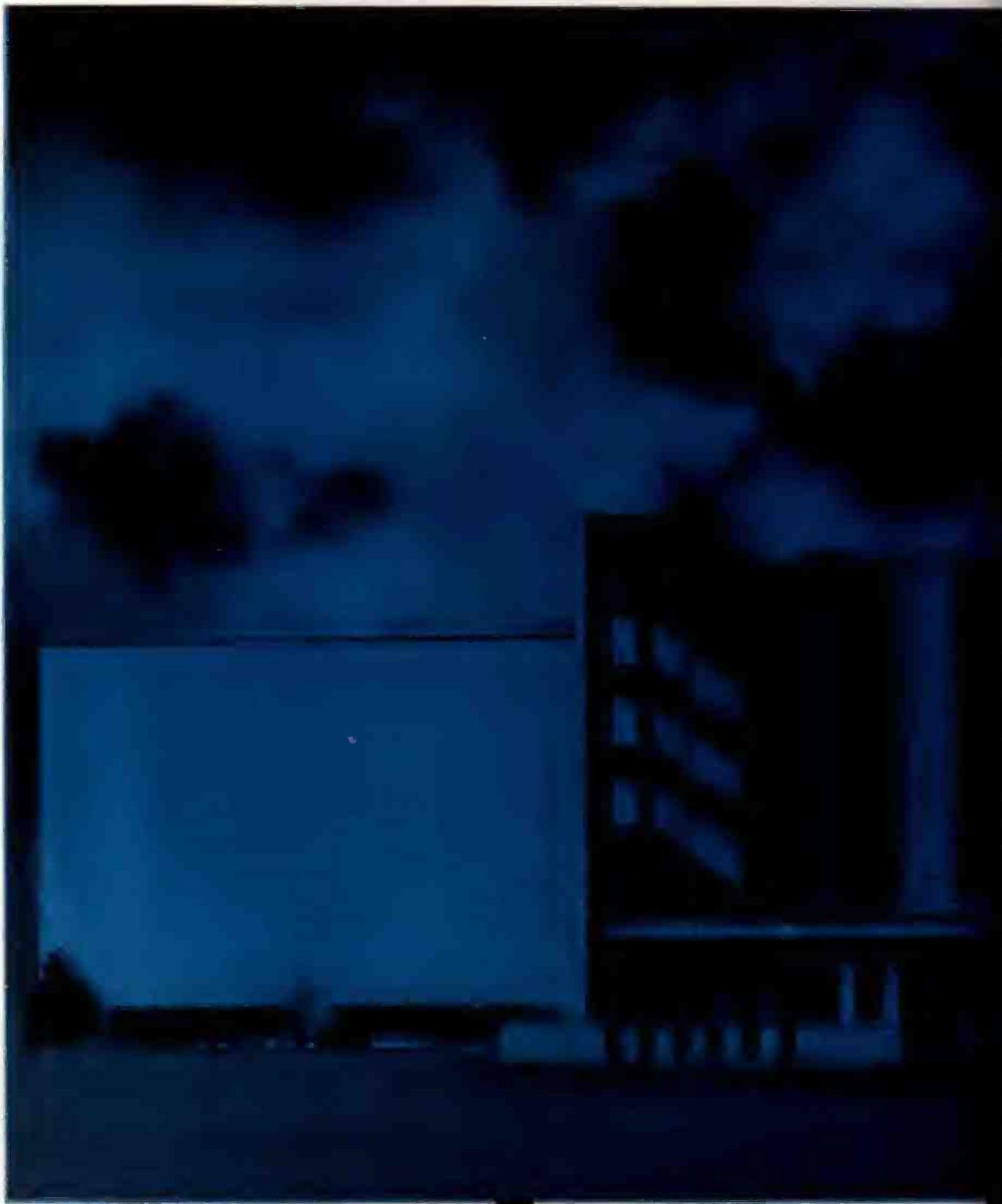
Radio will play a part in the spring campaign for Schweppes, utilizing the agency's famous Commander Whitehead personality. The number of markets and spots has not yet been decided, but it is expected that some fm stations will carry the campaign. The effort will lure gin and tonic and just plain tonic drinkers to the Schweppes label. Timebuyer is Miss Cohen.

Universal-International Pictures

Product: THE GREAT IMPOSTER

This new release opens February 16 in Boston and will open in other U. S. cities over the next few weeks. Universal-International is investing heavily in radio to introduce this picture. Placements are being made through local theaters on a co-op basis. Spots will go on the air three days after the picture starts. In many markets radio will be the only medium used. All spots are minutes. • • •

HOME OF THE GODS: RENT-\$1 A YEAR



High on a beautiful hilltop over Cincinnati—silhouetted against the clouds... stands historic Mt. Olympus. It is the modern "home of the gods"... of learning and imagination and wisdom. It is the home of WCET Educational Television Station.

Mt. Olympus includes one of the world's largest and finest TV studios with a giant TV tower built by the Crosley Broadcasting Corporation at a cost of \$500,000—but these telecasting facilities are now rented as a public service to WCET for only \$1 a year.

the dynamic
WLW stations

WLW-T
Television
Cincinnati

WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis

WLW-D
Television
Dayton

WLW-C
Television
Columbus



Crosley Broadcasting
Corporation a
division of **Arcó**

WCET, which was the first Educational TV Station licensed in the U. S., is operated by the Greater Cincinnati TV Educational Foundation composed of 52 school systems, colleges, and universities. This year the educational programs of WCET are being viewed in 28,000 homes

and in over 400 schools by thousands of students throughout the Cincinnati area.

So the Crosley Broadcasting Corporation considers it an honor to rent its half-million-dollar Mt. Olympus facilities to WCET for \$1 a year. Our pride and our privilege.



Proposed Three-Year Time Limit on Transfers Opposed

Various segments of the broadcasting industry continue to voice concern about the Federal Communications Commission's proposal to automatically hold public hearings on station transfers if the properties have been held for less than three years. The National Association of Broadcasters described the proposal as "artificial and unnecessary." It said that the FCC has authority to deal with so-called "trafficking" in station permits and licenses on a case-by-case basis, and each should be determined on its "own specific set of facts."

NAB Questions Whether Public Interest Will Best Be Served

NAB's views on this matter were included in a statement filed with the Commission which endorsed "the underlying principle" of the FCC's proposed new rules for dealing with frequent transfers of broadcast licenses and construction and modification permits. The statement pointed out that frequent license transfers are a matter of concern "to a stable broadcasting industry." However, referring to the imposition of a time limit the NAB said, "There is no justifiable reason for applying either a per se rule of approval because of the lapse of a specific period of time or a per se rule of disapproval because of the absence of such. The public interest might well be served by a transfer of license within six months. On the other hand, a transfer after a three-year period might not be in the public interest."

Possible Results of Proposal Outlined by Station Broker

Additional opposition to the proposal was made by Paul H. Chapman, president of Paul H. Chapman Co., Inc., Atlanta, station brokers. In his statement to the Commission Mr. Chapman presented 16 objections. Included among these were; "By decreasing the supply of stations available for purchase the net effect of the rule may be the opposite of that intended; it would discourage local ownership; it would discourage owner-operators; it would probably result in concentration of control of mass media; it would discourage investment in stations needing financial rehabilitation in order to better serve the public, the arbitrary rule may be used to sanction transfers against public interest and deny transfers in the public interest."

Debate Continues on Possible Repeal of Section 315

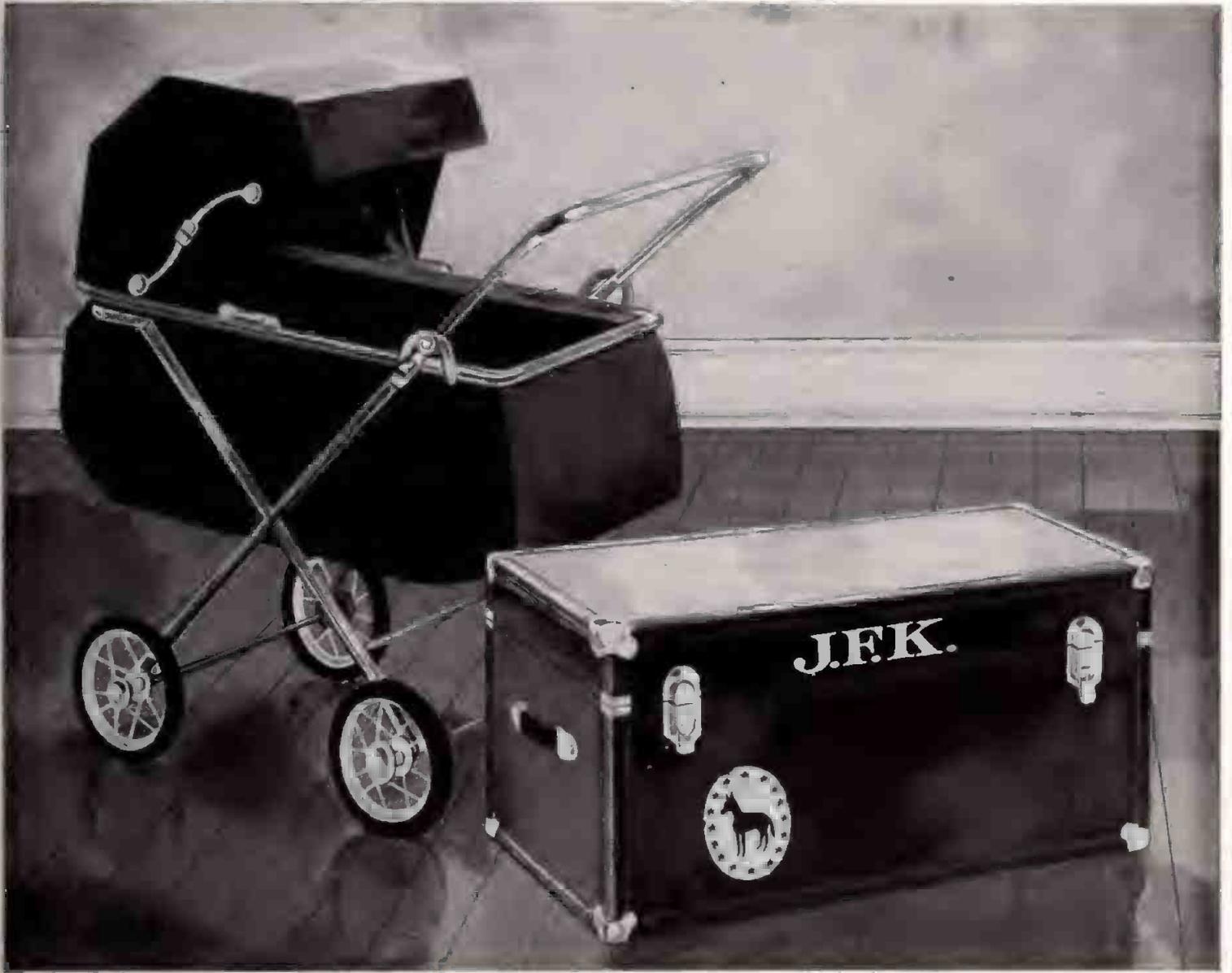
The question of whether or not to repeal Section 315 of the Communications Act is still being vigorously debated. LeRoy Collins, president of the NAB, urged Congress to repeal the "equal time" section in testimony given during a hearing of the Communications Subcommittee of the Senate Commerce Committee. He said that broadcasters, if freed of the "strait jacket limitations" of Section 315, "will be faithful to their public responsibilities and continue to meet their obligations for fair treatment of candidates and differing points of view."

Repeal Would Not Endanger Fair Treatment NAB Head Testifies

Gov. Collins testified that this fair treatment is "now required by the rules and policies of the FCC pertaining to issues of public importance and these would be operative upon such repeal. If the Congress should feel that such an obligation should be expressed in law, I would recommend that the general standards of fairness and equity now included in Section 315 as applicable to public issues be broadened to apply to appearances by candidates for office as well. Such a standard," the head of the NAB said, "would remove legislative strictures which impede the flow of political speech and would substitute the broad base of overall fairness in handling of all issues of public import."

(Cont'd on p. 16)

(This ad appeared as a full page in Jan. 20 Washington Post and Washington Star)



WELCOME

to the historic house at one end of Pennsylvania Avenue—to the two slightly more hectic Houses at the other end—and to the pleasant, pulsating community that lies in between and all around.

Welcome, every member of the new Administration. Whether your duties are top secret or typically secretarial—whether your dining takes you to a supper club or a soda counter—whether your diversion runs to touch football or professional baseball (we've got a new team there, too!)... you'll find most people and most things in Washington just about the way you want them to be.

As one good neighbor to another, we'd like to introduce ourselves. Our name is

WWDC. Our address is 1260 on your radio dial, 24 hours every day. We are Washington's most-listened-to station from 6 A.M. to midnight, Monday through Sunday.* We provide you with the fastest and most complete local news coverage. We were the first station to present radio editorials on matters of importance to the D.C. area, for which we have been commended by national and local authorities alike. We have what we honestly believe is the friendliest announcing staff in Washington, bringing you the liveliest and best-balanced programming. We are, above all else, "the station that keeps you in mind."

We wish each of you well in your important undertaking. And we wish you a warm welcome to Washington. It's a wonderful town.

*Pulse, Inc. 5 County Metropolitan Area Survey -- November, 1960

WWDC RADIO 1260 on your dial 24 hours every day

(WASHINGTON, D. C.—Represented Nationally by John Blair & Company)

the *Silver Mike*



THIS MONTH:

WILLIAM DEAN

Marketing Supervisor
Cunningham & Walsh Inc.

Schooled in Radio, He Learned His Lesson

William Dean, who is one of a Cunningham & Walsh team instrumental in making all-night radio placements for the Texas Co., has been interested in radio since his school days.

A native of Muskogee, Okla., Mr. Dean held down his own radio show while attending Muskogee Junior College. His program was heard on KBIX Muskogee and must have won him many friends, for he was later elected president of the college's student body.

He later moved on to Tulsa University, Tulsa, where he majored in radio in the school of arts and science. He kept pace there, and added a step, when he announced for two Tulsa stations—first KVOO and later KAKC.

After leaving the university, Mr. Dean went into the advertising business as radio and television director for the Paul Locke agency, Tulsa. He later went back into broadcasting with KOTV Tulsa, pioneering as a television disc jockey on what he believes to be the first show of its kind for television. The year was 1947.

He then became advertising manager for the Standard Mortgage Com-

pany of Tulsa prior to opening his own advertising agency there, known as Bill Dean Advertising.

In 1950, Mr. Dean became associated with the old William Weintraub Agency (now Norman, Craig & Kummel Inc.) as an account executive, first working out of the Dallas office and later the Chicago office. He then was appointed general manager of Weintraub's Toledo office, where he supervised the Kaiser-Willys account.

Mr. Dean then joined the Lakeland, Fla., office of Benton & Bowles Inc. as field supervisor and account executive for Studebaker.

In 1957, he was named regional merchandising manager for Texaco by Cunningham & Walsh Inc., working out of the agency's Chicago office. He has been in his present capacity as marketing supervisor for Texaco in C&W's New York office since 1959.

He was married in August 1947 to Madelon Black; their wedding was broadcast nationally on the radio program *Bride and Groom*. Mr. and Mrs. Dean now make their home in New Canaan, Conn., with their son and two daughters. • • •

WASHINGTON (Cont'd from p. 14)

Justin Miller Recipient of Distinguished Service Award

Two industry veterans will be presented with awards during the NAB Convention in Washington, D. C., May 7 to 10. Justin Miller, former NAB president and one-time law school dean, will be the recipient of the organization's Distinguished Service Award, in honor of his contributions of broadcasting. In addition to serving as president of the association, Judge Miller also served as chairman of the NAB board of directors and as general counsel until 1954. He still serves the organization as a consultant. The Distinguished Service Award was instituted in 1953 and is presented to an individual "who has made a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service for or in behalf of the industry."

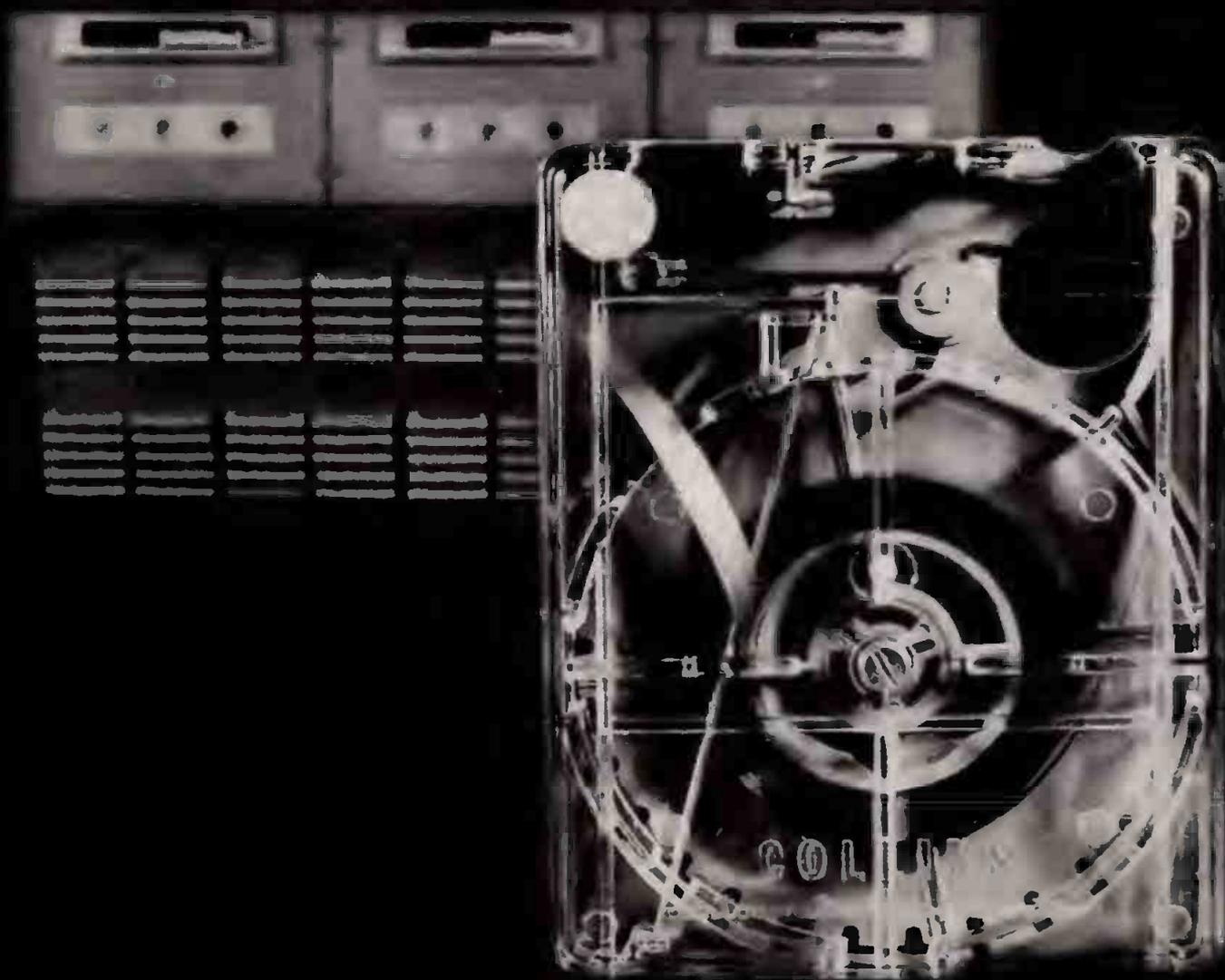
Industry Veteran to Receive Engineering Achievement Award

The third Engineering Achievement Award will be presented to Raymond F. Guy, retired senior staff engineer for the National Broadcasting Co., at a luncheon to be held during the NAB's Broadcast Engineering Conference, which is part of the association's annual convention. Mr. Guy was selected for the honor by an awards subcommittee of NAB's broadcast engineering conference committee. Now an engineering consultant in Haworth, N. J., Mr. Guy retired from NBC last October after nearly 40 years of service with RCA and the NBC network.

Plans Being Made for Annual Executive Seminar at Harvard

Plans are being made for the third annual executive development seminar for broadcasters which will be held at the Harvard Graduate School of Business Administration from July 9 to July 21. The major objective of the course, according to James Hubert, NAB manager of broadcast personnel and economics, who will supervise the course of study, is the development of skills used in the analysis and solution of management problems. • • •

More stations rely on Collins Automatic Tape Control than any other two makes combined. Why? Its quality is superior to any other. ♦ Ask for a demonstration. You'll agree with the 600 U.S. radio stations using Collins Automatic Tape Control that it gives better, tighter programming than any other tape unit on the market.



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CONGRATULATIONS! To the more than 1,200
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You should feel extremely proud of having played a vital
role in the birth of these important books on
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News Sentinel:
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ALLAN NEVINS as a
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Edited by
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Great Neck, N.Y.
—\$6.00

THE AMERICAN STORY



Edited by EARL SCHENCK MIERS
Published in 1956 by Channel Press, Inc.—\$5.00
ALLAN NEVINS, eminent author, historian and
twice winner of the Pulitzer Prize, in his Intro-
duction to THE AMERICAN STORY, writes: "The book
is unique, also, in that it grew out of an applica-
tion of scholarly talent to the mass media... These
papers, now somewhat revised, first reached the
public over the radio. They were heard by
audiences which certainly aggregated millions of
people."



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MUSIC, INC.**
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NEW YORK 17, NEW YORK

LETTERS TO THE EDITOR

1961 AIRFAX

The radio industry owes the staff of U. S. RADIO a deep bow of gratitude for the masterful job you've done with the December issue.

Here truly is a most valuable day-to-day working "Book of Knowledge" for every salesman in radio.

We are especially impressed with three sections: (1) *1961: Year of Expectation*, (2) *Radio Research* and (3) *Radio Advertisers—21 Strategies*.

If it's possible, we'd like to purchase 100 extra copies of this issue. These will be hand delivered to key "decision makers" with our leading national advertisers.

All of us in radio are starting the New Year with a great deal of additional pride in our medium, thanks to you.

Carl L. Schuele
President
Broadcast Time Sales
New York

Just a brief note of congratulations on your fine issue of December 1960,

Mark Olds
Program Director
WNEW, New York

Congratulations on your December 1960 issue. It contains practical and very helpful information for all broadcasters.

I would appreciate having your circulation department sell me a dozen additional copies, if they are available.

Jack S. Sampson
General Manager
KOMA, Oklahoma City

We would like to obtain three more copies of the December issue of U. S. RADIO.

This issue has been very enthusiastically received here, thus the reason for more copies.

Martha Babington
Publicity Dept.
WBNS, Columbus, O.

Corrections

We can understand how some of the

call letters you published for stations we represent could have been mixed up when you did such a super job of listing so many stations for so many representatives. Following are the corrected stations: San Bernardino, Calif., KITO; Jacksonville, Fla., WPDQ; Albany, Ga., WALG; Abilene, Tex., KWKC; Victoria, Tex., KNAL.

Lloyd George Venard
President
Venard, Rintoul & McConnell Inc.
New York

Over the weekend, I've had a chance to catch up on my reading, including U. S. RADIO. I read with interest the section on program services.

In the interest of accuracy, however, I would like to call to your attention that two of the shows, *Your Child and You* and *Your Guide to Good Health*, are both distributed by Harry S. Goodman Inc., New York City. Both of these shows are listed a little earlier in the article under this firm.

Alan Sands
Alan Sands Productions
New York

Rice Reply

Thanks for the fine story on River Brand Rice Mills Inc. in your interesting January issue.

Best wishes for increasing success to the magazine.

Samm S. Baker
Executive Staff
Donahue & Coe Inc.
New York

Russian Request

Remember the George Skinner study, *The Nuts and Bolts of Radio*, from your October 1959 issue?

The requests have never stopped coming for copies of George's manual, from all over the world, including Israel, Australia, Japan . . . and now, from Moscow!

Ken Klein
Public Relations Director
The Kotz Agency Inc.
New York

WHLI

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*known
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companies
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Stations support move to report programming to FCC in narrative form as U.S. Radio takes second annual look at . . .

RADIO IN THE PUBLIC INTEREST



Radio performs in the public interest in myriad ways.

Although 1960 started with accusation and innuendo leveled at some stations for certain commercial and programming practices, the year ended in a triumph for the creditable job the medium performed by virtue of its election coverage and analysis.

Never before in the history of the sound medium did stations provide such in-depth interpretation and widespread reporting of national and local campaigns, their issues and their personalities.

Above and beyond the coverage given to this major event, 1960 will also be recalled for the general expansion in news fare, information, general services programming and community involvement. These features, of course, are the kind that most people—government officials, advertising executives and listeners—are accustomed to taking for granted.

What is public interest programming? And how is it measured?

These two questions seem to "stump the experts."

A precise definition of public interest or public service programming appears thus far to have evaded capture.

Like the crash of thunder, public interest programming and activity can be easily recognized, but not as easily defined.

Clair McCollough, chairman of the policy committee of the National Association of Broadcasters and head of the Steinman Stations, voices this NAB view:

" . . . the responsibility of affirmatively determining what is the public interest, community by community, belongs to the thousands of station executives and personnel who daily serve these audiences.

"We must presume that the licensee has a better way of measuring the public interest than anyone else may have. He is aware of the competitive program-

A Look at the Record

Radio's status as a focal point of community service has been considerably embellished over the past year. The discharge of public interest responsibilities—once considered a stepchild of station operation—has emerged as an integral part of top-level decision-making.

A look at the record, as reported by stations returning questionnaires to U.S. RADIO's second annual sample study, shows impressive gains that have been made in community relations and listener awareness of the world in which he or she lives.

Enlargement of news activity, editorializing, community participation and support for hometown projects and funds are parts of the exciting story of Radio in the Public Interest.

This past year, particularly, radio stations have exhibited a growing enthusiasm in the role they play as vital communications media. A change in attitude has appeared, interpreting public interest fare and/or activity as a key element of a station's programming schedule—not as something that is "clipped and pasted" merely to meet FCC requirements.

The entire feature section is devoted to illustrating radio's public interest record in three main areas of activities—editorializing, news and community service.

ming on other stations in his community, whether radio or tv, of the service offered by the published media, the community's various educational institutions and the ethnic composition of his audience. All of these factors play a part in his judgment of the fashion in which he must satisfy the public interest through his facility. . . . The (Federal Communications Commission) has not been given authority to try to change or mould the public taste to suit its own notions."

In U.S. RADIO's second annual survey of *Radio . . . in the Public Interest*, Robert Mason, general manager of WMRN Marion, O., asks, "What really is 'public service' programming?"

He says, "The commission can't agree on an interpretation and certainly the stations themselves do not seem to have the same concept. Would you call a high school graduation broadcast 'public service'? We do, even though we have it sponsored.

"All I can say is that we do a tremendous amount of what we call 'public service' programming. Somewhere around 20 to 25 percent of our talk programs are 'public service' if you want to include road and weather conditions, and similar items, even though they are sponsored."

One thing seems to be clear, however. The industry accepts the idea that public service programming can be sponsored. This applies to public interest fare in all its forms—news and information, community service activity and even editorializing.

The question arises, too, as to "how is public interest programming and service measured?"

Should it be measured by the number of hours and announcements devoted to it? Should it be gauged by the effort and manpower utilized to make the program or campaign successful? Should it be considered in the light of the results, whether measured in terms of impact or money collected for a fund or cause, or

increasing listener awareness of the world in which he or she lives?

It would seem ideal that any measure of station public service activity should include elements of all these things.

According to questionnaire returns to U.S. RADIO's survey, here are public interest performances for the average station in each of three market categories. These figures measure the number of programming hours and the number of announcements of public service activities of the average station replying to the survey.

- Average station in markets with a population up to 499,000 programmed 444 hours in the public interest last year and aired 7,620 such announcements; when added together these had a dollar rate card equivalent of \$59,632. For 1961, this average station expects to increase public interest hours to 451 and announcements to 7,780.
- Average station in markets with a population between 500,000 and 999,000 broadcast 602 hours of programming in the public interest in 1960, with 8,391 announcements; the equivalent dollar value for both was \$121,898. For this year, hours of public interest programming for the average station are expected to rise to 623 and announcements to 9,467.
- Average station in cities of more than one million in population aired 848 hours of public interest fare in 1960 along with 16,312 announcements; these had a dollar equivalent value of \$482,304. For 1961, hours of programming in the public interest for the average station are expected to increase to 911 and announcements to 16,415.

At present, the only official accounting a station has to make of its public interest activity is a composite-week percentage breakdown of programming in various fixed categories.

There is a strong industry movement afoot to broaden the FCC requirement to include a narrative report by stations of their public interest functions.

The NAB has been a very vocal advocate of the measure. The association's view is that "submission by the broadcaster of a percentage breakdown of his programming is unrealistic and unnecessary."

It is also the view of NAB that the commission "could ask the broadcaster what he had done to determine the desires of the responsible elements in the community which he serves—and having reached a logical decision on the needs of his listeners or viewers—in the light of all other services available to them—the broadcaster alone might then shape the programs of his station."

Mr. McCollough declares that "It is most encouraging that the commission's conclusions on these program . . . matters stated that it is the obligation of the licensee to pursue a diligent, positive and continuing effort to discover and fulfill the taste, needs and desires of his service area.

"The commission may revise its application forms to require of the applicant a narrative of the measures he has taken and the effort he has made to determine the taste, needs and desires of his community or service area—and the manner in which he is meeting them.

"What this means in essence—presuming final favorable FCC action—is that a broadcaster will be able to forget about percentages, or most of them, and organize his programming structure to meet the needs and desires of his community in light of other services that are being provided for community use."

Most of the stations replying to the U.S. RADIO questionnaire survey indicated they were very much in favor of the proposed narrative format. The remarks directed against the proposed narrative form do not criticize the idea itself, but are concerned with the extra amount of work that would be involved in preparing such reports.

"This allows the station to go into greater detail and to cover projects not included in the 'composite week,'" states Jack Wagner, program manager, KNBC San Francisco. "Also, the effectiveness of the service should be considered."

Support for the narrative approach because it considers results and effort is explained by Dick Embody, program director, KGGF Coffeyville, Kan. "Numbers are only half a story. In public service how do numbers explain an appeal for a needy family burned out of its home or the hospital asking for a special type of blood. We say that we programmed 150 hours of public service in 1960, but that doesn't tell you that approximately 100 hours of that time was station-produced programs dealing with local affairs, farm activities, special drives, among other features."

Robert Dunville, president of WLW Cincinnati, emphasizes how the true picture of a station's public service activity is not presented clearly or accurately under the present system.

"The present composite-week percentage report does not accurately reflect the true nature and scope of the programs included in this percentage and does not allow to be stated the real service the station is fulfilling in meeting its obligations to serve the community interest, convenience and necessity. Neither does the composite-week percentage report allow consideration for special programming which is not typical of the broadcast week throughout the year. . . .

"Neither does the percentage report give consideration to the cost of research, writing, production and talent in producing programs in various categories, nor to the true type of some public service programs.

"For example," continues Mr. Dunville, "each summer WLW broadcasts an hour weekly of the highlights of the Summer Opera. The Cincinnati Summer Opera is the second oldest grand opera in the U.S. and the company performs on the stage of the outdoor auditorium at the Cincinnati Zoological Gardens for a month in early summer. WLW presents one hour of programming each week taken from the actual performances at the opera.

"To broadcast this opera, it is necessary to incur four to six hours of engineering time merely to record the whole opera score as it is being performed. Additionally, it is necessary to spend six to eight more engineering hours under the supervision of an assistant director of the opera to edit the whole score down to an hour's broadcast time. This time and talent is necessary to preserve the story and musical continuity of the opera. WLW goes further as it is also necessary to write the running commentary to retain the continuity of the opera as it is broadcast.

ENTERTAINMENT OR PUBLIC SERVICE?

"And then," states Mr. Dunville, "all this ends up merely as a percentage in the broadcast 'entertainment' category. There is little quarrel with the necessity of preserving and fostering our cultural heritage by broadcasting opera; however, when the station performs this service to the community, and reports it to the FCC, it must be classified in the 'entertainment' category—along with less cultural, less costly programming. Consequently, the station receives no credit for performing a public service—but instead must defend its preponderance of entertainment programs.

"We at WLW sincerely believe," concludes Mr. Dunville, "that a truer picture of this sort of programming could be shown through use of a narrative, qualitative form of reporting to the FCC."

Stephen Labunski, vice president and general manager of WMCA New York, explains the station's stand in favor of a qualitative report. "The government has at its disposal a large body of information

on broadcasting. But, unfortunately, much of it—with regard to programming—is irrelevant, unenlightening and almost always incomplete. It fails to take into account the really significant facts about radio 1961—that today's radio stations, for example, have developed numerous techniques for increasing the effectiveness of their service to their listeners, to the communities they serve and, of course, to the advertising economy.

"That a quiet revolution in radio programming has taken place over the last 10 years or so would not be apparent to readers of FCC forms, were it not for the widely recognized facts of life. Radio today is bigger, more prosperous, more competitive and more vital as a force in American life than it ever was in what were considered 'the good old days.'

"The increased use of minute-to-minute news and public service in a setting of popular music is but one example of the kind of new program technique which is not reflected in government questionnaires," states Mr. Labunski.

"Under some old concepts, the ideal 'public service' program was 15 minutes or a half hour of sustaining time and it somehow followed, therefore, that most sustaining programs were 'good' and commercial programs 'bad.' It is doubtful, however, if a half hour of music 'brought to you by the Red Cross' is necessarily a greater 'public service' than a fully-sponsored half-hour discussion program on juvenile delinquency. *It is not the sponsorship which matters, but the program content.* Moreover, such things as the vast number of daily program featurettes and brief spots on traffic safety, health information and charity solicitations, spaced for maximum exposure throughout the broadcast week, go largely unnoticed in the FCC's apparent pre-occupation with out-dated forms.

"Yet, operating a station 'in the public interest' suggests the presentation of material in such a way that it will interest the public," states Mr. Labunski. "This requires modern techniques which fit radio listening habits."

Similar reasons are expressed by Duncan Mounsey, vice president and general manager, WPTR Albany, N. Y. "We are in favor of the narrative form because the present 'numbers' system has no relation to modern, independent radio."

WIST Charlotte, N. C., which relies to a great extent on public service announcements, also believes the narrative approach is preferable. Douglas Bell, program manager, declares, "We are in favor of the qualitative form because one 1-minute locally-produced public service spot may take hours of time for planning and recording."

In addition to the time and effort involved in a public service campaign, WKY Oklahoma City emphasizes the value of the narrative form because it can show the *results* achieved. Marilyn Shaw, public service director, says, "Numbers alone are grossly incapable of explaining the significance and success of the time and effort which is devoted to the service of our city and state.

"To illustrate, let me ask which of the two methods should be used to describe WKY's efforts in 1960 on behalf of the Santa Claus Commission? Reporting our contribution as 100 announcements or stating that our cooperation resulted in a \$730 flood of contributions to bring yuletide happiness and toys to unfortunate children in our area?

"Were we able to demonstrate to the FCC our actual on-the-air appeals and announcements—and the response—the 'numbers' system would undoubtedly pale into insignificance in comparison with the public service impact of our daily activity." • • •

Public Interest Performance

The following figures are based on questionnaire returns to the U. S. RADIO survey. The dollar equivalents for public interest programming are based on station rate cards:

	Average Station In Markets of Up to 499,000	Average Station In Markets of Between 500,000 and 999,000	Average Station In Markets of 1 Million or Over
Hours of Public Interest Programming in 1960	444	602	848
<i>Expectations for 1961</i>	<i>451</i>	<i>623</i>	<i>911</i>
Number of Announcements in 1960	7,620	8,391	16,312
<i>Expectations for 1961</i>	<i>7,780</i>	<i>9,467</i>	<i>16,415</i>
Dollar Value for 1960 Based on Rate Card	\$59,632	\$121,898	\$482,304



ELECTION QUESTIONS are answered by Eleanor Roosevelt, guest on KMOX St. Louis *At Your Service* program, aired four hours daily. Standing is Robert Hyland, gen. mgr.; at left is Jack Buck, announcer. Four-hour block is part of seven-hour talk schedule.

 Editorializing on radio is gradually becoming a staple of programming content. With the growing emphasis on news and community awareness, many stations are finding that the editorial is an effective means of building leadership and recognition.

In a more basic light, the editorial is a way of showing that the radio station is a "thinking organism" of communication.

The radio editorial takes many forms. It is as brief as one minute or as long as 25 minutes. It deals with support for a fund drive, a local civic problem, a national or international political issue or even the support of candidates running for office.

The radio editorial is broadcast once a day, several times a day, once a week, once a month or sometimes only when a station feels that a special issue is raised that demands such treatment.

According to a survey of its members by the National Association of Broadcasters, about 60 percent of the radio stations editorialize either occasionally or regularly. The extent of editorializing seems to vary with the size of the station. For example, the NAB survey shows that 71 percent of the small stations editorialize, 59.6 percent of the medium stations do and 48.5 percent of the large stations editorialize.

Similarly, there is a great deal of difference among stations regarding the extent of editorializing. Among the small stations responding to the NAB survey, 56.4 percent editorialize occasionally and 14.6 percent regularly; for medium stations, it is 48.1 percent occasionally and 11.5 percent regularly, and for large



Stations that take on-air stands find they have direct effect on community thinking and action, proving there is such a thing as . . .

EDITORIALIZING

stations, it is 37.1 percent and 11.4 percent, respectively.

Although many people often become involved in the creation of an editorial, the manager or general manager of the station delivers the editorial in 67 percent of the cases, according to NAB. Next comes the news director or editor who gives the editorial in 34.8 percent of the situations.

Most stations which do give air to their views provide an appeal for action. The NAB report states that considering all stations which editorialize, whether regularly or occasionally, 50 percent of the small, 55.7 percent of the medium and 80 percent of the large stations make a specific plea for action.

Most stations have found, too, that editorializing has little adverse effect on station business. A large majority of all stations—70.6 percent—report no effect on business from editorializing; only 1.6 percent state they lost business, while 27.8 percent say they gained.

Stations that editorialize also adhere closely to rules of fair play. Nearly 80 percent seek out opposing views in many different ways (on-air invitation or by phone or letter); 15 percent offer time if it is sought, and only one percent of stations report they do not seek opposing views.

The following are illustrations of the methods and experiences that various stations have had with editorializing, as reported in station questionnaires. These examples show the many varied approaches stations use and the different sentiments on content and subject matter.

WRBL Columbus, Ga., has an editorial feature

called *Personal Opinion*, which it runs three times daily, five days a week. "This has been the best received feature ever used on the station," WRBL reports.

"Commentary recognizes two-state coverage area and does not, therefore, confine itself to local issues entirely. Station does not seek to start controversy for the sake of audience building. No name calling, no sensational approach. In spite of avoidance of 'colorful' technique, editorials have big audience.

"We prefer to convince by explaining the issues fairly, unemotionally. Some stations avoid national issues. We use them, feeling that localities have an investment in national and international affairs. We use this type of material, however, only when the subject matter can be readily understood within *three-minute limit* assigned to the program.

"Editorials are identified as representing the viewpoint of station management. They are aired by the director of public affairs. Copies are mailed to all persons who may be concerned with the issues discussed," the station adds.

An indication of the stature attained by radio editorializing is a campaign being conducted by WWDC Washington to get ratification of a constitutional amendment that would permit District of Columbia residents to vote for president and vice president.

The station has urged all stations that editorialize to support the proposed amendment with on-air views. In a dramatic plea, WWDC has pointed out in a letter to stations that last November 8 the 763,000 residents of the district did not—and could not—go to the polls. Ben Strouse, station president,

RESULTS



DONOR GIVES blood in WEJL Scranton, Pa., studios as Bill Pierce (r), air personality, interviews him. More than 1,348 pints have been donated in Bloodmobile while stationed at WEJL.

EDITORIALIZING

advised his fellow broadcasters that Congress has approved the submission of the amendment to the states, with ratification by 38 states necessary for adoption of the measure.

In taking the battle to stations that editorialize across the country, WWDC has enclosed a suggested 60-second editorial as well as a carefully-researched fact sheet that explains the status of the amendment, its purpose, how it would affect the various states and the district, and a history of the voteless tradition.

Mr. Strouse has appealed to stations to editorialize on the issue, if they believe in its merits, so as to influence state legislatures which must pass in favor of the amendment's adoption.

PRESIDENTIAL CAMPAIGN STAND

WMCA New York, among the first stations to editorialize, stirred up a beehive of activity and comment last fall when it took a stand on the presidential contest.

In what is credited as the first time a station broadcast an editorial supporting a White House candidate, WMCA came out in favor of the then Senator John F. Kennedy. On October 26 and 27, Nathan Straus, chairman of the board, delivered the endorsement. The editorial resulted in a great deal of comment, pro and con. In fact, Senator Thruston B. Morton, Republican national chairman, filed a formal demand for equal time.

But the station had already offered Republican presidential contender Richard Nixon and his running mate Henry Cabot Lodge an opportunity to reply. Ambassador Lodge accepted the invitation and replied to Mr. Straus' editorial on November 7. WMCA ran full-page advertisements in New York newspapers before *both* broadcasts in an effort to give equitable treatment to both points of view.

At KCBS San Francisco, the editorial accent is on community affairs. During 1960, the station says it aired 31 editorials. In cases where groups in the community differ with the conclusion of an editorial, a spokesman is given the opportunity to reply on the air. Five such replies were aired last year.

KCBS broadcasts each editorial three times a day (generally at 8:10 a.m., 5:55 p.m. and 9:10 p.m.). When a group presents a countering position, it is broadcast at the same time as the original station editorial. The editorial topics cover a wide area of community life. Some offer constructive criticism, while others endorse projects and persons in northern California.

During 1961, KCBS says it will continue to take a responsible position on local matters. And although the station does not plan to air these messages on a regular schedule, it expects to editorialize each week on issues it believes of major importance.

The radio and tv stations of the Taft Broadcasting

Co. have been editorializing on a regular and continuing basis for the past year. The group has just laid plans to enlarge the scope of the editorial function for WKRC-AM-TV Cincinnati through the appointment of an editorial director, Pat Boisseau, and the naming of an eight-man editorial board to establish and shape policy.

Under the new policy, editorials on the radio station will be broadcast four times daily, where formerly they were aired only on Monday. This schedule allows for 16 more radio editorials. The board will meet weekly to develop and approve the editorials. Mr. Boisseau, a member of the board, will be responsible for the research, writing and delivery of the WKRC editorials. However, when editorial subjects are developed for delivery by all Taft stations, they will be presented by L. H. Rogers, operations vice president.

As to editorial content, Taft policy does not support specific candidates for public office nor political parties, platforms or credos. Over the past year, editorials have covered such things as government control, foreign affairs, fluoridation, juvenile delinquency, problems in education, Jimmy Hoffa and outer space.

KFMB San Diego describes itself as having "recently entered the extremely serious field of editorializing." Like most stations that editorialize, KFMB reports it does not take lightly its obligation of fairness to the public.

"Much research and many hours are spent in preparing these editorials. KFMB presents the issues in clear and concise language. Then the arguments for and the arguments against each proposition are outlined. Then, and only then, do we present our editorial—prepared and delivered by management." The station also declares that it "editorializes, but not indiscriminately." Its efforts are directed at informing listeners and influencing them "to vote in a manner which will in the end result in better living conditions for them."

EFFECT ON LOCAL ISSUES

KFMB believes that its efforts have had effect on several local issues. It editorialized on behalf of deeding an expensive section of land to the Dr. Jonas Salk Research Center and the issue was overwhelmingly endorsed, it states. Also, during last year's general elections, the station editorialized on state and local propositions—such as "yes" for a water bond issue and "no" for a state senate re-apportionment measure—with considerable success, KFMB reports.

For more than three years, KFH Wichita, Kan., has been editorializing on a regular basis. These on-air opinions deal generally—but not exclusively—with issues of community-wide interest. A recent editorial deploring the "adult" type of movie fare being

shown in Wichita brought forth a flood of comment on various sides of the problem, reports the station.

As a result of this particular editorial, states KFH, a number of citizens representing a cross-section of the community, and several clergymen, banded together to launch a move for better movies in Wichita.

KFH editorials are selected by a four-man policy board that meets weekly to discuss the editorials to be prepared for the week. After the subject matter is researched by various members of the news department, the editorial is written usually by the news director and sometimes by a station newsman. It is then submitted to the station manager for approval and recording and is broadcast at least eight times in various parts of the broadcast schedule. The editorial is not broadcast within newscasts (except during the 30-minute evening show *Newsarama*), but is usually placed in close proximity to the news shows.

LISTENERS GET CHANCE

WPBC Minneapolis has for several years included daily commentaries and editorials in its schedule. Some of these are part of newscasts, while others are entirely separate.

As part of its overall editorial policy, WPBC allows its listeners a chance to express their opinions on "hot" issues via telephone. These are broadcast unedited.

WOOD Grand Rapids has been editorializing with regularity and has been able to record direct results from its efforts. In one case, the station disclosed that candidates in city elections were spending more on campaigns than allowed by law, that some candidates received and spent anonymous donations contrary to law, that some expense accounts were inaccurate and that most candidates didn't file expense accounts before the deadline prescribed by law.

This past year a county prosecutor advised each candidate of the law and that violations would be investigated. Despite this, WOOD informed its listeners that almost 50 percent—37 out of 79 candidates in the primary election—had not filed expense accounts by deadline. Although the station complimented the prosecutor for his efforts, it still urged action in finding out why those candidates ignored the law.

WOOD reports that the day after the editorial the prosecutor demanded that the missing expense accounts be filed immediately. Within three days, all candidates reportedly complied.

Although many stations seem to be leaning in the direction of editorializing with some regularity once they get the "feel" of it, there are also many others who believe a radio editorial should be saved for a special issue.

Robert Nickles, general manager of KFAL Fulton, Mo., declares, "We do not at present editorialize on a regular basis. This we feel is desirable, since to produce an editorial every day requires a great deal of preparation for which we do not have the time, space, personnel funds at present. I do not think that just because the FCC has decided to turn on the



DOCUMENTARY ON pornography is 13-part series prepared by KDKA Pittsburgh. Here Bill Steinbach, KDKA, interviews Rep. Kathryn Granahan (Pa.), sponsor of legislation to fight pornography. Series is a quarter-hour long.

faucet, that out of all broadcasting there should flow a tremendous editorial stream.

"It is not that simple. I believe that the FCC has demonstrated that it does not really intend untrammelled editorializing so common to newspapers and which people are conditioned to and expect if you are to editorialize on a day-to-day basis. So far, such editorializing as has been done on KFAL has been only as the occasion demands, a well-articulated expression of what is a public need," he continues.

"We have, in the past, supported a new county hospital (carried); new school buildings (carried after two defeats); a new recreational area (carried); improved city streets and lighting (carried); a strong local safety council (carried), and many other similar projects."

As observed, it has been the experience of most stations editorializing that results can be seen and measured.

WAJR Morgantown, W. Va., reports of editorial success in a fund-raising drive. The station adopted a strong editorial stand in favor of the United Fund. The county had never previously reached its goal. But the 1961 goal has been reached 130 percent.

The station reports that the "United Fund committee stated part of the credit must be given to radio for the part it played in conjunction with other media in helping this year's goal to be reached and surpassed." • • •



DEMONSTRATING radio's mobility is this WIL St. Louis mobile cruiser dispatched to the scene of the fire by the station's "Action Central" news bureau. Mobile cars outfitted with remote control units are now standard operating equipment with many stations.



Today, John Q. Radiolistener has at his fingertips a more complete source of news reporting and news analysis than at any other time in the history of communications. Turning the dial of his radio will not solve the ever increasing world tensions, nor will it eliminate the complexities of living within his own community. But it will offer him a greater understanding of these complexities and tensions than it has in the past.

No longer content with a passive observance of the issues at hand, John Q. now demands his news "in-depth." He asks for an analysis of the situation, not just a report on it. He asks, "Let me hear my neighbors' complaints. What response will the leaders of my community give to these complaints? What is the town council, the state legislature doing to improve my way of life?"

And the local radio broadcaster is attempting to meet his responsibility to feed this insatiable curiosity.

In a survey of radio news techniques by the National Association of Broadcasters, a trend toward more extensive, broader news programming is shown. (Because the 1960 report is the second such survey made, the first being made in 1953, comparisons of news programming today to that of seven years ago have been made.)

In one of its conclusions, the NAB states, "The stations, themselves, are offering a greater coverage of news (local and network). The small station (up through 250 watts) now offers an average of two and a half more hours of all-news programs a week than it did in 1953; the medium station (500 through



A new look at station operation shows vast expansion in news and talk programming; the report below documents highlights of . . .

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5,000 watts) approximately the same increase in hours, and the large stations (10,000 through 50,000 watts) two more hours of all-news programs per week.

"Their increases in local programming devoted to news are even greater: two and a half hours more offered by small stations, one hour more by medium stations and three hours by large stations. All stations on the average have considerably increased their coverage of local area news. . . . Their increases . . . are substantiated by the fact that 81 percent of all station managements reporting felt that news programming is more important today than it was five years ago. . . ."

The report goes on to say . . . "indications are that small and medium stations are making more extensive efforts to dig out local news, and this by reason of the findings that a larger percentage of small and medium stations have more reporters today than they did seven years ago. All in all, the indications are that the importance of news has increased rather than lessened."

With medium and small stations, expanded local news has taken a leading role in the overall news picture. Indicative of the general consensus is this one comment submitted to the NAB by a broadcaster, "The value of local news goes beyond the sponsorship of such programs—to the building of our station's total audience, adjacencies, sales, etc. It builds respect for radio in its community; the station itself becomes an integral part of the community life."

Representative of the current expansion in news is a report by WCCO Minneapolis. The station states it considerably increased its news output during 1960. It reports, "[we] now offer a total of 420 news and news-related programs per week. Of these, 283 are locally originated broadcasts and 137 are network programs. An important feature of WCCO news broadcasting is the extensive use of actuality tapes in news reporting. During 1960, more than 6,000 such recorded reports were employed in bringing a more direct account of the news to our listeners."

An example of how a rural area station keeps its listeners informed is this account by KOEL Oelwein, Iowa. Because of the vast number of communities covered, local news is a prime concern of the station. As part of its service the news department contacts the 14 area hospitals for all admissions, discharges

and births. In addition, they contact sheriff offices, highway patrol and police stations, court houses, and city council meetings in 40 communities. The station leans toward the longer newscast as is evidenced by "two half hour news programs daily, along with three 20-minute shows, three 15-minute and three 5-minute casts." Since weather is an important factor in farming areas, the station stresses this aspect of news programming with "five separate weather shows daily, besides the weather report on the regular news programs."

But news reporting is only one aspect of the overall picture. There is an ever increasing abundance of public affairs programming. This would include the interview, the discussion and/or talk and the documentary program.

'TALK' BROADCASTING

One station capitalizes on the public affairs conception of news programming, airing seven hours of "talk" broadcasting a day. The KMOX St. Louis "talk" schedule runs on weekdays from noon to seven, but the main feature begins at three p.m. and is entitled *At Your Service*. Within these four hours is a potpourri of news programming that may range from a book review prepared and delivered by the station's news director, through a comic interview with a baseball star, to an in-depth documentary report on a medical plan for the aged. Throughout, the schedule is interspersed with news highlights reported by the station's local staff, its Washington correspondent and the CBS network.

Because *At Your Service* encompasses so many varied facets of new programming, a brief run-down of the personnel utilized and a typical daily schedule will provide at least a partial indication of what KMOX accomplishes. To guide the general policy of the program as well as determine what specific material will be used each day, the station manager, program director, executive producer and promotion director gather for an hour every morning to plan the day's program and to consider leads for future programs. Assignments are given out to reporters who will conduct on-the-spot interviews via portable tape recorders. Personalities are lined up for future interviews, and special events features are assigned to designated personnel.

In addition, full-time contributors to the program include three announcers, one of whom acts as a

ON THE SPOT

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host-anchorman for the entire *At Your Service* segment. The news department provides a staff of eight, including a Washington correspondent and a sports reporter. In production, one engineer has the responsibility of editing the tapes and airing the show. Finally, there is a group of free-lance contributors such as the sports editor of a local paper, several professors and educators and a local columnist, all of whom deliver capsules from time to time on topics within their fields of interest.

According to the station, the first hour of *At Your Service* (3-4 p.m.) is a "press conference of the air." VIP's in the St. Louis area are interviewed by the program moderator on subjects with which the personality is most acquainted. Then listeners are asked to phone in additional questions that are answered on the air. Prominent among the guests who have been heard on the show are the mayor of St. Louis, the two senators from Missouri, the general manager of the Cardinal baseball team and the city's police chief.

The second hour moves over to the lighter side of the news picture, although the station notes that the purpose is still to be informative. Here, short interviews may include a talk with a man who makes toupees, the governor of California interviewing a narcotics user, and an interview with Martin Luther King on Southern sit-ins.

The final segment from 5-7 p.m. is entirely devoted to news that is local, regional, national and world-wide; all presented as local news-in-depth and news analysis, plus features from the CBS network.

Once a week Detroit Mayor Louis C. Miriani appears on WWJ in an informative talk program which relies upon the listening audience to submit topical issues for discussion. According to the Detroit station, "the sessions have led to better understanding of city government, have stimulated action on several problems and given the mayor a barometer for measuring the wants of the people he serves."

Another discussion program entitled *Senior Citizens* examines the problems of old age. Areas covered are: Housing, health, income maintenance, social services and counselling. "In most instances," says WWJ, "experts in the various fields added immeasurably to listener knowledge of the problems of aging." Delving into the documentary style for another news feature, the station ran a series on neighborhood and housing improvement.

WTMJ Milwaukee offers four discussion type programs that probe into the more serious problems of the day. *The Open Question* is run on three Sunday evenings a month. Well-known authorities on various subjects face a panel of local persons who are free to ask what they choose of the guest. On the one Sunday a month that the above program is not run, another panel discussion entitled *Human Rights* is substituted. In this instance, the panel is the authority and the discussion arises from within the group.

On Monday nights former Milwaukee Mayor Frank P. Zeidler holds forth on various city government problems. And twice a week a program entitled *Two for the Record* is run for two and a half hours. Here, station personalities discuss different issues, and then request listeners to phone in their questions and opinions on the subject.

A series entitled *Adventures in Ideas* was run over KOA Denver during the past year. In association with the Colorado Woman's College, the station produced this 13-week "talk" series designed to "stimulate the intellectual curiosity" of the school's students (as well as other interested parties). Subjects of a few of the talks were: "The Wonder of Books," "Science and Man," "The Meaning of History," and "The Challenging Role of Women."

1960 was a year that also saw the local station develop in the area of the documentary program. Normally restricted to the networks where the resources are greater, several stations found a way to produce this type of news broadcast and still remain within a moderate budget limitation. An energetic example of a documentary on global tensions was *Our Restless World* presented over WAVZ New Haven, Conn.

In this program, the on-the-spot interview was carried to the far corners of the world. With a portable tape recorder and a ticket that would take him to Japan, Hong Kong, Thailand, India, Turkey and Vienna, Daniel W. Kops, president of WAVZ, embarked on a summer hiatus that carried him to these areas. Mr. Kops' intention was not to get his story from the foreign policy experts but to talk directly with the local people. The station reports, "In every country, he concentrated on talking with the people. He avoided statesmen and ambassadors because they were not part of the particular story he was reporting. He met with seasoned American journalists who briefed him on the local background. Then they passed him on to native journalists who expressed



RESEARCHING for another "in-depth" study of a special news event to be aired over *Probe*, are WKBW Buffalo newsmen Russ Syracuse (l.), Irv Weinstein (c.) and program director Gene Nelson. Program presents one news item a week using a half-hour format.

their country's views. He recorded his interviews, friendly and unfriendly, without injecting any point of view. Mr. Kops returned with a collection of unedited tape recordings, a crowded note book and a kaleidoscope of impressions.

"Based on his material and observations, he wrote a documentary report for each of the six countries. Each was liberally interspersed with tape recordings bringing in voices of the people in the particular country. His approach was that today Main Street USA runs into the outer reaches of New Delhi."

The programs ran about 10 minutes in length and were heard at 1:15 p.m. on Sunday afternoons and repeated again on Monday mornings. In addition, the overall concept was developed into a 30-minute program and was presented to service clubs in the area. To aid the audio-visual department of the local schools, WAVZ provided the tapes for use in the schoolrooms. The basic format was utilized by sister station, WTRY Albany, N. Y., with the exception that that station used its own personalities and geared the content to the listeners of the Albany-Schenectady area.

WMT Cedar Rapids, Ia., reports it ran "Special documentary programs of particular interest to the community and the region, such as two half-hour documentaries on the famous Amana Colonies of Iowa, the first of which was entitled *The Amana That Was*, and the second, *The Amana That Is*. In this type of presentation, tape recordings are made in the field, then edited and produced." The station also noted that this series was broadcast over the *Voice of America* overseas service. Another feature of the WMT public service news programming is the interviewing of important members of the community as well as agricultural experts.

KEEPING its mobile units on the go is this KSTP Minneapolis news dispatching office which holds a constant watch over the twin-cities.



WKBW Buffalo, N. Y., has developed a news-in-depth program that in one instance, at least, utilized the documentary approach to obtain its material. The program entitled *Probe* is designed to examine one news highlight a week. The WKBW news staff researches the incident and presents it in a half-hour format. One example, the station reports, was "after the disastrous crash of an Eastern Airlines Lockheed Electra in Boston, *Probe* programmed "Mourning Becomes Electra."

This study was prepared with the full cooperation of the FAA, Lockheed Aviation and several major airlines.

It contained statements by spokesmen from the Airline Pilots Association, the Federal Aviation Agency, plus senators and congressmen involved in the investigation of air crashes. Portions of the program were taped in the cockpit of the Electra aircraft." This series proved appealing enough to gain a sponsor. The Buffalo office of Mutual of Omaha purchased the series for 13 weeks.

GOVERNMENT COVERAGE

One area especially vital to local news reporting is the activities of the city council, and in some instances, the state legislature. To get news in the making, radio stations have direct lines to the council and legislative chambers for special broadcasts when major issues are being covered by these ruling bodies.

WSBT South Bend, Ind., maintains a remote line to the local city council meetings. Rather than broadcasting on a regular schedule, the station has chosen to keep an ear cocked for the more important proceedings. In another effort to keep its listeners informed, the station relates that it is currently offering a 15-minute report on the activities in the Indiana State Legislature at Indianapolis. Other public service news offerings include weekly 15-minute programs devoted to the Boy Scouts, veterans and medicine.

"Our current coverage of the state legislature," says KSTP Minneapolis, "is one example of our public service activity. We have a broadcast transmitter located at the state capital with correspondents on duty when the Legislature is in session. Daily live reports, interviews and panel discussions on pertinent developments comprise the phases of this coverage. The reports are used on a news or pre-emption basis and the discussions are of a weekly program type." The station feels that because of heightened activity in the legislature this year, it has a responsibility to keep the public informed of its activities.

WCSH Portland, Me., maintains a live broadcast of city council meetings. While "routine matters" are being discussed, the station airs album music. Another "news" program, *Speak for Yourself*, a tele-

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phone forum, is broadcast for 30 minutes each day by the Portland station. In this instance, listeners call in their opinions on the topic under discussion.

WTRC Elkhart, Ind., broadcasts its city council meetings live every other Monday night for an hour and a half. The station reports that these broadcasts have been so stimulating that many listeners attend the meetings when urgent issues are under consideration. The station also makes its public service time available to the Elkhart Public School System, various non-profit institutions, charities and the local JC's.

The political conventions of 1960 provided a "natural" for on-the-scene news reporting and one station that took advantage of the opportunity was WGBI Scranton, Pa. The station's news director covered both the Democratic convention in Los Angeles and the Republican meeting in Chicago. Working on the local news angle, he kept in close touch with Pennsylvania's delegations at both conventions.

Special interviews were conducted with the state's senators, governor and the Scranton mayor, as well as other political luminaries and party leaders. At the Democratic convention the station notes, "A total of some 25 interviews and some 40 beep phone reports chronicling the regional and state delegates was the result of WGBI's coverage of pre-convention and convention activity." Other campaign broadcasts included, "A half-hour program, *Congressional Close-Up*," bringing together before a panel of regional newsmen the Congressional candidates of three regional districts. This program was presented in prime evening hours for three consecutive weeks." And to cap off the election year, the station offered a comprehensive coverage of the voting returns.

POLITICIANS INTERVIEWED

For its election year contribution, KLZ Denver offered a series entitled *Choose Your Party*. The station says, "These broadcasts enlisted the services of key political figures in the Denver area to examine and explain the various facets of party politics. This non-partisan series was endorsed by both political parties and the League of Women Voters. After the first broadcast, requests were received for additional presentations. In all, each program in the entire series was aired at three separate time periods to insure the broadest possible exposure."

Earlier last year KLZ enlarged its Washington staff to include two correspondents on the capital scene. These reporters delivered a weekly program entitled *Your Voice in Congress*. Featured were Colorado senators and congressmen who discussed their activities and opinions. In addition the reporters deliver daily reports on the happenings in Washington. Among the station's news features is *Executive Report*, designed to convey information from the Mayor's and the governor's office; *Sounding Board*, now in its 13th year, is a panel program involving

community leaders who discuss leading issues. A special report entitled *Latin America: 1960* was a 17-broadcast series that came about as a result of a trip into Latin America by one of the station's reporters. Taped interviews with various personages in the countries visited were run on the series along with a commentary on impressions received.

Indications are that the "phone-in" program is increasing in popularity. In general, these programs not only give listeners a chance to air their opinions on nearly any subject, but by virtue of the fact that so many topics are covered, the information value is increased.

EXPAND PHONE-IN SHOW

WEEP Pittsburgh presents a phone-in show entitled *Hot Seat*. Using an eight second tape delay to conform with communication laws, and permitting the station to "clip" any off-color exclamations, the program is run Sunday afternoons for an hour and 15 minutes. However, the station feels that the show's popularity may result in running it on a daily basis. It is conducted by the news director and implemented by a staff announcer who stands by with reference material to aid in answering questions. The station notes that *Hot Seat* is of particular worth in that "many of the complaints concerning civic problems are noted by the news director who then gets the answers from the city or county officials involved. He is also given the opportunity to express the editorial views of the station on particular problems. Such topics as integration, high city taxes, lack of snow removal, garbage collection, road conditions, Castro's Cuba, Khrushchev and the Presidential elections are discussed."

WSPD Toledo has been successfully using the "phone-in" format on its *People's Opinion* show since June 1956. According to the station, a rigid standard of good taste is exercised. "While religious discussion, requiring substantiation of statement of fact, is eliminated, the program is nonetheless open and flexible." However, the station notes that it does not permit editorializing on the part of the announcer.

LOCAL EMERGENCY

Perhaps the backbone of public service news programming is coverage of the local emergency. The average listener is well aware of radio's mobility and for this reason will turn to radio first in times of bad weather, bad fires and bad accidents.

"In March of 1960," reports WSLS Roanoke, Va., "southwest Virginia received its heaviest snowfall in 50 years. With the cooperation of the weather bureau, state police, civic and religious groups and local merchants, WSLS acted as a clearing house of information disseminated in one-minute bulletins throughout the day. The information aired concerned traffic

TO INCREASE its mobility, WLW Cincinnati has taken to the air via its own helicopter. The flights provide twice-a-day traffic reports and accident coverage. Ready for take-off are pilot J. DeVise and Lt. A. H. Mehring.



and weather conditions, school closings, meeting cancellations and their subsequent re-scheduling."

Radio proved an immeasurable aid to the populace of the Atlantic seaboard during Hurricane Donna that swept through in October 1960. WJAR Providence, R. I., cancelled its commercial announcements, dispatched its reporters to strategic points, and prepared to handle storm reports as they were received. In addition to the storm reports that were broadcast almost continuously for four hours, the station adds, "There were many communities within the station's basic area that lacked electrical and telephone service. At 10:30 p.m., the evening of the storm, the newsroom received an appeal from the town of Attleboro, Mass., requesting that this station serve as an emergency center because the Attleboro station was off the air. WJAR handled some 300 telephone calls during the period of 10:45 p.m. and 1:15 a.m. when service was returned to normal in Attleboro."

At the time of the disastrous crash of the United Airlines DC-8 and the TWA Super Constellation near New York City on December 16, New York's Fire Commissioner Cavanaugh was being interviewed on a WOR New York morning show. According to the station, "A special bulletin interrupted the program at 10:47 a.m. to announce the occurrence of the air collision." The commissioner immediately left for the scene of the crash, and the station set into motion its on-the-spot news coverage operation.

A service that the station performed was to request Pulse Inc. to run an audience survey in the New York-New Jersey area. From the information received, Pulse concluded, "Close to two of every three respondents heard about the accident on radio. More than four out of every 10 first learned about the collision on radio."

When Pulse asked, "How did you first find out about the airplane crash?" 42.2% gave radio as the source of their information, television accounted for 35.5 percent and 0.6 percent responded that they first learned of the crash through a newspaper. This Pulse survey graphically demonstrates the public's faith in the sound medium's immediacy and mobility.

In Louisville, Ky., the morning and evening commuting rush often creates traffic tangles, especially when accidents occur. WAVE recognized this situation five years ago when it instituted its traffic report program.

The method of traffic reporting employed by WAVE is somewhat different from that of stations using mobile units, but, says the station, highly effective. Because the Louisville Police Department is un-



COVERING both Democratic and Republican Conventions this past summer was a part of WGBI's news service to its Scranton, Pa., listeners. While at the Republican Convention in Chicago, news director Tow Powell (l.) talked with Secretary of Labor J. C. Mitchell.

able to assign an officer to make the traffic reports, the station has a reporter "stationed in a communications room at headquarters, where he can hear the two-way broadcasts of the Louisville Police, the Jefferson County Police and the Louisville Fire Department networks. Then," continues the station, "on no fixed schedule, but as accidents occur which might tie up traffic (his reports average one every ten minutes), our reporter makes an air report by beeper telephone." The Louisville Police Department has proven very cooperative in this effort and is grateful for the service provided, the station adds.

In Milwaukee, an airplane mobile unit is utilized for traffic reports by WOKY. The station reports, "It is in the air over Milwaukee and the three surrounding counties from 4:00 p.m. until 5:30 p.m. (or until heavy traffic subsides) broadcasting conditions, advisories, police reports and situations affecting the flow of traffic in all areas with a minimum of five broadcasts from the plane each day." The station also plans to use the "Sky Watch" plan for Civil Defense purposes.

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WKMH Detroit operates a fleet of four safety patrol cars manned by retired policemen. During the morning and evening rush hours the cars operate on and around the expressways, calling in reports of congestion and accidents. An added feature, says the station, is that each car always carries two gallons of



PRESIDENT of the Board of Commissioners for the District of Columbia the Hon. Robert E. McLaughlin (1), is interviewed on *Report to the People* over WWDC Washington, D. C. Questioning him are Jerry Landauer (c.) and John Rossen from two local newspapers.

gas for motorists who run out on the highway. The station also runs a *Public Opinion Poll* in which newsmen interview people on the street concerning items of interest. Eight of these interviews are run daily Monday through Friday.

Another Louisville station that devotes a goodly portion of its news programs to traffic reports to help alleviate the traffic problem in that city is WKLO. Utilizing various news sources the station states that it reports on delays resulting from "faulty traffic signals, weather, fires, accidents, street repairs and all other things that create traffic problems."

One responsibility of the local broadcaster is to provide a news service to any activity that may be peculiar to his area.

One such example comes from WQMR in Washington, D. C. The station reports, "The nation's capital area is almost entirely dependent on Washington's only industry—government. With this in mind, three times each hour, WQMR broadcasts a *Voice of Government Report*. This report is looked to by the city's 262,000 government workers and their families, plus the military, for up to date information on government news, legislation, traffic information around government buildings such as the Pentagon and Capitol Hill, job openings in Civil Service and Government plus editorial support by the station on matters of major importance to Federal Employees."

In essence this is a bulletin board of factual (and some times editorial) news directed solely to the larger segment of the city's population.

In Miami there are 72,000 registered owners of marine craft of ten horsepower or larger, states WAME. Until a little more than a year ago, this portion of the population did not receive an adequate amount of weather information from commercial broadcasters. To remedy this, WAME contacted the captains of various boating clubs in Miami and Broward Counties. "It was determined," the station reports, "after a series of meetings with the Captains that a minimum of ten broadcasts per day seven days a week of complete marine weather information would be required to provide more than minimal service." The station, which carries these reports seventy times per week, receives its information from the U. S. Weather Bureau in Miami.

WDMV Pocomoke City, Maryland, gears most of its news programming to the farmer. Considering itself an "all-farm station," the Maryland broadcaster provides an hourly one minute report to the farmer. The technique used in these minute reports is to contact various county agricultural agents in the area and have them give capsule reports on farming activities and methods. Other farm features include three daily farm market reports, weather reports, and community notices. In addition, the station covers county fairs and farm expositions, and provides touring information to visitors in the peninsula area.

In the general upswing of news programming, several stations have reported on the size and extent of their facilities.

KCMO Kansas City, Mo., states that 414 times a week news in one form or another is presented to the listener. Scheduling its news on the hour, with capsules on the half-hour and break-in reports when warranted, the station feels the need of its five mobile cruisers, its network coverage and its twelve man news staff to adequately cover the happenings in and about Kansas City.

WPTF Raleigh, N. C., maintains a news director and a staff of 10 news stringers plus a full wire service to furnish news for its minimum of 50 minutes a day of local and regional news broadcasts. No report taken from the wire services is broadcast, though until it has been rewritten to fit the needs of the Raleigh listeners.

Stations associated with a newspaper generally have the benefit of the paper's news department, a New York's WQXR is no exception. The radio station of *The New York Times*, WQXR offers 624 regular hours of news broadcasts yearly, and this figure does not account for special bulletins arising from states of emergency or crisis. Nor does it include the coverage of national events or elections, says the station. The 624 hour figure includes a five minute news program delivered hourly and several segments run in the half-hour early in the day. • • •



The radio network today is a fountain of public interest fare. It is safe to say that based on adjustments in schedules, the radio network is staking its future on programming of a public interest nature—national and global news, information, background and analysis on current events and specials (sports and major national events).

Networks in 1960 increased their news activities and altered their operations to enlarge the scope of programming in the public interest. The networks feel that it is in this area that they can best perform.

CBS Radio, for example, modified its Program Consolidation Plan to expand news on the hour from five minutes to 10.

NBC Radio's programming is built around news, commentary and information programming, featuring nearly 10 hours a week of *News on the Hour*, five minutes every hour of *Emphasis* and the weekend *Monitor*.

ABC Radio has enlarged its news activities to include 113 five-minute news shows, Sunday through

Jackson—unusual information on events current and past), and *Sidelights* (Douglas Edwards).

There are another dozen programs of informational content that are programmed on Saturday and Sunday. They feature a handful of well-known CBS News correspondents.

With its accent on news and speed, the network has instituted the CBS Radio NetALERT, an around-the-clock electronic signalling system for instantaneous communication between the network and its affiliates. It can be especially adaptable for unscheduled news broadcasts, special on-the-scene broadcasts or national emergencies.

NBC Radio has built its "programming philosophy" around "news, *Monitor* and public affairs." Its news programming consists mainly of *News on the Hour* plus *World News Roundup* and *News of the World*. The five-minute *Emphasis* segments which the network started last year has met with considerable acceptance. The weekday show is generally heard every hour featuring opinion and comment by NBC News correspondents and commentators around the world. The network also has expanded its public affairs scheduling.

Monitor, the weekend service that is built around news, information and talk features, celebrated its fifth anniversary. NBC Radio reports that "copies of the . . . format can be heard in the British West Indies, Hong Kong, Australia and Africa." This accent on news programming has led to growing audiences for the various shows, states the network.

ABC Radio has enlarged the scope and activity of its news and commentary programs. "We have revised our news format and have increased the number of actualities or on the spot reports. For our affiliates, we have scheduled additional 'news calls,' special feeds to them for incorporation into their own local news shows."

In addition to its five-minute hourly news shows, ABC Radio has 21 fifteen-minute news and commentary programs featuring such correspondents as Ed Morgan, Paul Harvey and Erwin Canham.

Its weekly public affairs programming includes: *White House Report* (10 minutes Sunday evening); *Overseas Assignment* (15 minutes Sunday evening); *From Capitol Hill* (25 minutes Monday evening); *Issues and Answers* (25 minutes Sunday evening), and *National Weather Show* with John Cameron Swayze (five minutes Monday through Friday). The last 30 seconds of this weather program is made available to stations for their own rain-and-shine reports.

Mutual Broadcasting System for a few years has considered itself a news network. The heart of its programming schedule is the 36 five-minute newscasts that it presents every half hour during an 18-hour broadcast day.

The network also is very active in public affairs programming: *The World Today* (25 minutes Monday through Friday); *Capitol Commentary* (25 minutes Monday through Friday), and *Reporter's Roundup* (25 minutes Sunday). In addition, Mutual schedules public service programs of various types Monday through Friday from 7:35 to 8 p.m. • • •

NETWORKS ACCENT NEWS

Saturday, as well as 21 fifteen-minute news and commentary programs.

Mutual broadcasts 36 five-minute news shows a day which are aired on the hour and the half hour.

The switch in emphasis of network schedules is described by CBS Radio in a year-end statement. It explains its new programming pattern in which "fiction as a form of entertainment gave way to the fascination of contemporary fact."

This transformation can be seen in the scheduling under the modified Program Consolidation Plan of 7 ten-minute news and analysis broadcasts weekly plus the seven-day-a-week, 15-minute programs *World News Roundup* and *The World Tonight*.

In addition, at the end of last year the network introduced 19 specially-developed informational programs comprising 43 individual broadcasts a week under the general designation of CBS Radio Features. The "features" programs include such Monday-through-Friday fare as *Your Man in Paris* (David Schoenbrun); *A Woman's Washington* (Nancy Anschman); *Man and Wife* (Zachary Scott—stories of famous life partnerships); *Personal Story* (autobiographical narratives); *Information Central* (Allan



Radio's legacy as a community servant takes as many forms as the activities of individuals in the community itself. Stations across the country, both small and large, participate in community life and stimulate its growth.

Their involvement far exceeds the routine scheduling of spot announcements. It may range from Little League baseball to grand opera, from finding lost pets to enabling the blind to see. Its focus in any one day of programming can range from religion to the arts or politics. In addition to actual on-the-air costs, stations invest time, talent and technical assistance to community groups that cannot be measured.

In an effort to put forth the valuable functions of radio in the community, U.S. RADIO takes a second annual look at these functions, as reported by the stations themselves. Here are reports from some stations responding to the U.S. RADIO SURVEY.

COMMUNITY PARTICIPATION

As community participants, stations have adapted to the mobility of the life of its citizens. During the last year, several stations have initiated a "roving" public service feature that touches on almost every conceivable phase of community interest. In Oklahoma City, WKY offers free to civic groups what it calls "The Big Mike," a private public address system on wheels.

Mounted on top of a Chevrolet Corvair, the "Big Mike" travels to clubs, churches, civic groups and organizations of all kinds. During 1960, it was driven thousands of miles, appearing at pancake suppers, church meetings, sports events, school carnivals, picnics, high-school bonfires, fishing derbies, rallies, farm socials, fireworks shows, county fairs, "get out the vote" parades and dozens of other charitable



Stations lend support,
service, as they swim
in the mainstream of . . .

COMMUNITY

civic and social functions. The availability of the traveling public address system is announced on the air each day and events which "Big Mike" attends are given free announcements.

WKY also contributed to the public interest through its on-the-air farm information hour and associated activities. The three-man farm department sponsors several annual contests, such as the International Land, Pasture and Range Judging School and Contest. Last year the contest, an annual event for nine years, drew some 700 participants from 28 states and Puerto Rico and from 18 foreign countries.

As part of a station's role in realizing its responsibility in the community, it often assumes the obligation of clarifying for the citizen his own responsibility in local affairs. This obligation prompted WHEC Rochester, N.Y., to produce a series of four special reports on the *Pursuit of Liberty—Our Freedom Under Law*. Because the word "liberty" has come to have a taken-for-granted ring to the general public, and because the word "freedom" has become misused in every day concept, the station decided to explore "what our free way of life really means in terms of the law." The Monroe County Bar Association suggested three attorneys each of whom prepared a program.

One approached the topic by giving historical examples of how the law protects and guards liberties; another discussed what is meant by the law and why it is necessary to give protection to civilized man's rights to live and to work, and a third discussed the law as a servant of freedom and the individual's obligation to the law. The final program in the series brought all three men together for a panel discussion.

To report on the day-to-day mechanics of law-making, KSL Salt Lake City established a precedent

last year by broadcasting live the proceedings of the city commission. The broadcasts were innovated at the suggestion of KSL to combat the great degree of public apathy toward the meetings. The broadcasts so caught the interest of listeners, the station reports, that the commission chambers were soon filled to overflowing with people who were beginning to take an interest in community government.

A new weekly series, *Inquiry*, debuted this month on KGBS Los Angeles. The opening program delved into the city's notorious smog problem. Mr. S. Smith Griswold, head of the air pollution control department, was interviewed on such points as smog as a health hazard, a factor in the economy and the cost of smog auto devices. *Inquiry* is a once-a-week feature.

WSPA Spartanburg, S. C., inaugurated a new program last year under the title *Spartanburg County Debates*. Young businessmen from the city interested in public affairs carry on debates on local issues. Another new program, *Safely Speaking*, features an announcer interviewing a patrolman on driving regulations, rules of the road and particular safety hazards within the city limits.

WSJS Winston-Salem, N.C., devotes an hour of its *Night Beat* program Monday through Thursday to exploring in depth a public service activity in the community. Announcers discuss the work and operation of the agency in a series of four- and five-minute interviews. Usually three or four interviews are featured in the hour to give the listener capsule descriptions of the particular agency. Typical of the 42 subjects covered over a five-month period are "City Schools Growth," "Telephone Improvements," "Hunting Safety Tips" and "Winston-Salem Little Theatre."

SERVICE



MOTHERS' MARCH through Massachusetts is led by Dave Maynard, WBZ Boston, for annual March of Dimes fund-raising event. Mr. Maynard (c) marshalls the parade from Maynard to Boston, a 26-mile stint to aid fight against polio.

COMMUNITY SERVICE

A station may contribute to community improvement through off-the-air efforts in many ways. An example is the cooperation given by KMBC Kansas City for the "Keep Kansas City Clean" campaign. The station bought 100 litter baskets and arranged them in a massive display in front of the studios for the campaign kick-off.

On each basket the station posted a permanent metal plate with the slogan "Keep Kansas City Clean, says KMBC!" KMBC also aired spot announcements and special programs for the drive. The campaign kick-off was followed by a two-week "Best Suggestion for Keeping Kansas City Clean Contest," with an all-expense three-day trip for two to Las Vegas as the top prize.

WIKY Evansville, Ind., alarmed at community feeling that industry in the town was dying, conducted a "Salute to Evansville Industry" campaign. It saluted a different industry each day with five-minute copy five times a day explaining how long the company had been in Evansville, the number of people employed, products manufactured and money spent in the area. The campaign served to remind the public of the thriving business still operating in Evansville and such community progress as the completion of a new stadium, the building of a new museum, expressways, schools and slum clearance projects. The campaign was instrumental in restoring the public's pride in the community.

Quite often a need arises suddenly which radio can meet quickly. Radio's ability to be of service in emergencies was pointed up during the recent railroad strike affecting New York City. WICC Fairfield, Conn., rescued commuters from the strike-bound city by serving as a clearing house for car pools. The sta-

tion broadcast availability of car pools every 15 minutes for the strike's duration. Close to 800 separate car pools were arranged by the station, transporting an estimated 2,000 commuters to and from their jobs.

Stations have the opportunity to perform a community service in a number of unusual ways. WEMP Milwaukee, for instance, tied an extensive public service campaign into a station promotion. An integral part of the "Pirate Dan's Treasure Chest" promotion last year was the broadcasting of a key word approximately 100 times a day to open the treasure chest. These key words were a reference to some community project or activity, such as "Salute to Seaway," "Hospital Benefit Circus," "Scoutarama," "Primary Election," "South Milwaukee Spectacle of Music." WEMP received letters from several organizations served by the announcements, commenting on how valuable the publicity had been.

PERSONAL MEDIUM

Radio can demonstrate its closeness to the community in times of personal hardship as well. Last Christmas Eve, the parents of a small Austin, Tex., girl called KOKE Austin with a "please help" request. Their daughter, suffering from a serious and often-fatal illness, desperately wanted a white kitten for Christmas. Unable to find one, the parents asked KOKE to broadcast an appeal. Within 10 minutes, a kitten was found to fit the description.

Keeping the public informed of meetings, changes in meeting times and other civic events is another valuable service to the community. KADY St. Charles, Mo., is now in its third year with *Metropolitan Memos*, a 15-minute program of community and cultural news aired Monday through Friday. News of clubs, social and civic activity from the entire St. Louis metropolitan area has served to bring many suburban communities closer together, the station reports.

WHAT Philadelphia broadcasts its *Community Bulletin Board* four times daily. News from churches, schools, and charitable organizations is quickly assembled for timely announcements.

A similar service for listeners is provided by WLOB Portland, Me. WLOB calls its program the *Lobster Pot*, a two-minute program of announcements aired six times daily.

Community Events Calendar, aired twice an hour on KPRC Houston, is still another example of the average station's close contact with its community. Civic, social and religious groups send in announcements of all kinds which are screened by an editor to eliminate "commercial" appeals.

WAMO Pittsburgh devotes two five-minute segments daily to the *WAMO Bulletin Board*. In addition, the station singles out one public service organ-



MIKE IN MOTION for WKY Oklahoma City travels to community events at request. "Big Mike" traveled thousands of miles last year, here goes to an Optimist Club outing for youngsters.

ization each day for 10 announcements to promote some especially worthy project. *Operation 860* is a weekly program which reviews in discussion format any important community question.

KMHT Marshall, Tex., broadcasts news of local organizations eight times a day on *Big-K Bulletin Board*. KENO Las Vegas features news of near-by Nellis Air Force Base on a program broadcast from 6:30 to 7:30 a.m. daily. The base uses the program as a vocal bulletin board, performing a valuable service for its own personnel and aiding the civilian community in understanding the military.

Short Jabs is a new public feature of WGLI Babylon, N. Y., utilizing what the station calls a subliminal message. Announcements of 20 seconds or less may sound like this: "This is Patrolman Jones of the Suffolk County Investigation Bureau. I don't hand out many summonses; most of the speeders I meet are dead." Although *Short Jabs* is a special feature for long holiday weekends, WGLI used the technique before voter registration and election day last year, giving a countdown of the hours and minutes remaining until polls closed.

One important public service feature of WEJL Scranton, Pa., is its weekly *Clark-Scott Debate*, a half hour program of debate between Senator Joseph Clark (Dem.-Pa.) and Senator Hugh Scott (Rep.-Pa.) on local and national issues.

WLDM Detroit reports that requests come in frequently for help from all types of organizations—colleges, libraries, scouts, church groups, city and state police. WLDM, an fm station, provides on-the-air announcements as well as active participation when the situation demands.

FUND RAISING

The hundreds of thousands of dollars contributed annually to national and local charities owe no small part to the efforts of radio stations. Stations help raise money through contests, marathons, dances and scores of other devices. Hundreds of program hours and planning go into radio's campaigns for funds for many charities.

One of the largest fund-raising events by a station was a recent marathon broadcast for the Boy's Club of St. Louis by WIL St. Louis. Over \$14,000 was pledged in a marathon that stretched to 67 hours and eight minutes. Pledges ranged from a nickel to one of \$2,000 made by a local organization. Each contributor was given a chance to guess which of the two WIL personalities on the marathon would lose consciousness first, and at what time, for a prize of \$100.

KQV Pittsburgh has fun with public service, operates its own basketball team, the "High Hoopers," to raise funds for charities. For this winter's season, the team has booked 27 games, so far has turned over game receipts to 15 charities. The team has played against a radio station, a television station, a local record distributor and several high schools.

Proceeds from games have helped purchase new band uniforms, athletic blazers, desks, gymnasium and cafeteria equipment for local schools and other organizations.



LIFE-LINE is now longer for Regina DeVille (r), after KDIA Oakland, Calif., "Save Regina" appeal. Money station raised for operation saved her from billary artresia, rare disease.

Each year WJDX Jackson, Miss., allots from 10 to 12 hours a day to the Jackson Exchange Club. A committee from the club handles all the programming and sales that result from exchanges of all types of merchandise. Station personnel assist in writing copy and engineering. Complete proceeds from the day's sales are turned over to the Jackson Boy's Club.

In Des Moines, Ia., WHO annually aids the Salvation Army to collect funds for the needy at Christmas. In 1959, the contributions reached more than \$30,000, compared with \$15,000 in 1949, the first year WHO was called in on the campaign. The funds are collected through a "Tree of Lights" program—every time \$100 is accumulated in Salvation Army kettles or mailed to WHO, a light is illuminated on a gigantic Christmas tree. All unsponsored segments are turned over to fund-raising announcements and interviews for the project. WHO also broadcasts a half-hour weekly program, *The Iowa Round Table*, an open forum program on important issues.

A drive aimed at raising \$14,500 for the purchase of a new ambulance in Wilkes-Barre, Pa., had gone through two seasons last year and was still \$880 short of the goal. With the deadline nearing after numerous public appeals, Jim Ward, the "Morning Mayor" of WILK Wilkes-Barre, went on the air to raise the rest of the money. Within five hours, his listeners pledged more than \$1,100 and the police department announced that the goal was reached and the ambulance would be purchased.

KTSA San Antonio reports that its charity drives have netted more than \$10,000 for various local causes over the past two years. In addition to its fund-raising, KTSA holds a scholarship fund for a local boy and girl to attend college in the fields of English or journalism.

KYW Cleveland combines fund-raising and talent development with its *Road Show*, which has accounted for charity contributions totaling \$53,000 over the past three years. More than 125 talented entertainers are members of the traveling show, which gives an average of eight performances each month. Talent is recruited through monthly auditions. A KYW staff member works with younger entertainers until they are ready to appear before local charities and hospitals. Upon request, a one-hour show is set up and provided at no charge. Bookings for the *Road Show* run about seven months in advance.

COMMUNITY SERVICE

The annual March of Dimes campaign gives stations an opportunity to raise money in various ways. Dave Maynard, WBZ Boston, marched 26 miles from Maynard, Mass., to Boston to promote the 1961 campaign. In addition to his hike through many communities outside Boston, he wound up the campaign at the Boston Garden with a single lap around the track prior to the start of a track meet. March of Dimes officials and community leaders along the route arranged motorcades, parades, rallies and entertainment to hail the march.

WIP Philadelphia and WCAM Camden have designed a "Bridge of Dimes" campaign to raise enough dimes to stretch across the Benjamin Franklin Bridge connecting the two cities. WIP and WCAM personalities will try to meet half-way leaving a trail of dimes behind them. WIP estimates it will take 61,344 dimes to cover the course.

KREX Grand Junction, Colo., annually broadcasts the March of Dimes Bazaar—an all night program which last year helped raise the county total to \$22,000.

Funds to fight polio are collected every January by WILS Lansing, Mich., which sponsors a "Teens Against Polio" dance. With seven high schools participating, the attendance this year reached 3,500.

Stations also help raise more than money. WTCN Minneapolis annually aids "Operation Holiday Pantry" for the Salvation Army. Announcements urge listeners to take canned food donations to their places of worship. The contributions are collected there by the Salvation Army and routed to the needy families of the Twin Cities area. The campaign generated such good will that several large groceries donated cases of canned goods. Gains of 20 percent were noted over the previous year.

As an example of programming contributions that

are extras to the actual fund-raising, here is a run-down of one feature broadcast by KDKA Pittsburgh in support of the city's United Fund Appeal. KDKA aired a special 55-minute documentary during the drive last October focused on the people who would benefit from United Fund services.

Participants on the special ranged from youngsters of the Brashear Association Nursery School singing in their classroom to an 80-year-old woman who told of her experiences learning to lip read at the Pittsburgh Hearing Society. The program brought together, for their first meeting, a Red Cross nurse and fireman whose life she saved. A cancer researcher explained his work, and a former criminal described how the Salvation Army put him on the right path.

KDKA also investigated the world of pornography last year with a 13-part series on the station's *Program PM*. Reporters interviewed members of Congress, judges, police officials, professors of law and literature, psychiatrists, postal authorities, religious leaders, civic officials and others in examining the scope and seriousness of the topic. Staff reporters who gathered the material were invited to speak by various civic groups.

EDUCATION

Public education is the backbone of a free society; as such, schools are an important element in the community and grow in emphasis as technology advances. In its role of public servant, radio has contributed generously and creatively to schools. Its functions vary from that of liaison between schools and the community to a public platform for adult education.

One facet of radio's service to education that has come to be important is teacher placement. Last year, WNAX Yankton, S.D., inaugurated *Opportunities in Education*. On daily 10-minute broadcasts, WNAX lists the names of teachers seeking positions and a brief description of their qualifications and teaching experience. The station also airs teaching vacancies, including the type of instructor needed, the position to be filled and information about the town or city where the school is located. The station works closely with the Teachers Placement Division of the South Dakota Employment service to make the broadcasts as effective as possible. WNAX plans to enlarge the scope of broadcasts, using interviews with educational officials to acquaint listeners with the school system.

KBON Omaha renders a six-part public service program to local schools every school day. The services are explained to parents in a letter distributed by the public schools to students. Some 60,000 letters were carried home by students last year in what the station terms a departure from school policy. Topping off the services is *Instant Weather News*. Parents dial a special telephone number at any hour



POSTER BOY, Bobby Yonnen, talks with Mayor and Mrs. Henry Maier of Milwaukee before 1961 March of Dimes campaign. Andrew M. Sphaeris, president, WEMP Milwaukee (r), is chairman of the Milwaukee County Chapter of the National Foundation.

for current weather conditions as children prepare for school or extracurricular functions.

The *School Closed Report* airs school closings beginning at 6 a.m. on any day when storms force schools to shut down. School menus are broadcast at 11:05 a.m. and 1:05 p.m. so parents will know what children eat in the school cafeteria as an aid to meal-planning. To aid parents in avoiding illness in children that might interfere with school attendance, KBON airs *Help Your Health* twice weekly. *Community Bulletin Board* announces all school functions and Parent-Teacher Association activities. *Air-watch Over Omaha*, a regular traffic report broadcast twice daily, alerts parents of road conditions while driving children to or from school.

Another station broadcasting the school luncheon menu is WISN Milwaukee, which carries a three-minute program at 7:30 a.m., Monday through Friday. The station reports a rise in the number of children taking advantage of the school lunches, and the Milwaukee Public Schools have been surprised at the close attention given the program by parents.

WBML Macon, Ga., devotes a 15-minute program each week to the Miller Girls High School. In addition, the station airs a half-hour discussion program each Sunday on local educational affairs.

KYOK Houston gives high school students a chance at higher education through its "KYOK Sock Hop." The dance for teenagers is held every Friday night; disc jockeys spin records and entertain, broadcasting the first hour's proceedings. Any teenager showing student identification is admitted for 50 cents. All net proceeds go into a fund for scholarships at Texas Southern University.

HEALTH

Stations are literally close to the heart beat of a community, too, in the many ways they provide services and information that lead to better health. Emergencies such as calls for blood donors are the constant responsibility of stations serving the public.

KING Seattle listeners responded to an appeal for blood donors to help a three-year-old child burned over 60 percent of her body. To complicate the requirements for Type B blood with RH Negative factor, the donor must have had suffered burns over 20 per cent of his body. Through KING, authorities were able to locate several who met these stringent requirements.

A similar story comes from WIBG Philadelphia where an urgent request went out from a hospital for donors with a rare type of blood. Within 55 minutes the hospital received offers from 70 persons who qualified. The emergency appeal saved the patient's life. Another contribution to public health was WIBG's cooperation with the Pennsylvania Working Home for the Blind and the Lion's Club



OFF AGAIN for another day of covering heavy Long Island traffic, the WHLI Babylon "egg-beater" leaves the ground. The helicopter is ever-present at ground-breaking ceremonies, dinners and luncheons.

Auxiliary of Bustleton, Pa. The home badly needed eyeglasses for its patients, so WIBG broadcast the appeal: "New eyes are needed for the needy . . ." Within 30 days, listeners sent 2,600 pairs of eyeglasses to WIBG. The glasses were turned over to New Eyes for the Needy, an organization in its 47th year of reclaiming old glasses to provide new ones for those who cannot afford their own.

Deaf children received a helping hand from WING Dayton for the second consecutive year. Funds totaling \$782.35 for training of teachers for the deaf were raised through the WING drive to collect old license plates. More than 37 tons of license plates were collected and sold.

Station WDIA Memphis maintains two WDIA "Goodwill Buses" to transport handicapped children from their homes to a special school. The buses are driven by station personalities, twenty times a week, 700 times a year, giving handicapped children the benefit of a basic education.

A Richmond, Calif., girl who needed \$3,000 for an operation for a rare liver condition was helped by KDIA Oakland in a special appeal by one of the announcers. Listeners were asked to call in "bids" to hear their favorite records, with some pledges running as high as \$17. After 11 days the fund for the girl's operation had reached the sum of \$3,575, and her parents rushed her to the Albert Einstein Hospital in Philadelphia. Her treatment was successful.

WPAL Charleston, S.C., aids community health by special efforts to keep information on cancer flowing constantly on the airwaves. The station has received a special citation from the Charleston County Unit of the American Cancer Society.

COMMUNITY SERVICE



WILL HE or won't he? More than 75,000 people asked the same question as they watched daring performers in the Tommy Bartlett Water Thrill Show sponsored by WILS Lansing, Mich. Funds gained from admission were awarded to various local or national charities.

SAFETY

As our society become more complex, the demands for safety increase. Hazards surround the average citizen daily—at home, at work and on the road. Radio, because it is a constant companion in the home and in the automobile, has a great responsibility to the citizen to inform him of everyday dangers and help him to understand and avoid them.

Children in Cincinnati last year recorded more than 1,300 safety announcements for WLW Cincinnati. The station recruited the children from schools, Brownie and Cub Scout troops to write their own safety messages. The station felt children's voices would attract the attention of absent-minded motorists accustomed to the "dulcet tones of the radio announcer."

Youth Speaks for Safety announcements are broadcast five times daily, Monday through Friday. These announcements are a supplement to WLW's helicopter traffic reports, which numbered 3,120 last year. At least six traffic reports are issued from 7:45 to 8:15 a.m. and again from 4:45 to 5:45 p.m. by Lt. Arthur Mehring, officer in charge of safety education and traffic analysis for the Cincinnati Police Department. WYW's helicopter is also called on to render services other than traffic control—trail a hit-run motorist, supervise an industrial mobilization drill or blow out a brush fire.

Another station that records children's voices for highway safety announcements is KBHS Hot Springs, Ark. The average number of announcements during the school year is six per day. During summer

months, KBHS airs spots recorded by a member of the Indianapolis 500 Race. For special holiday traffic campaigns, the station cooperates with the National Safety Council, the Garland County Safety Council and the Fraternal Order of Police. KBHS reports that since the beginning of its school safety spot campaign last March, only one minor accident has occurred involving a school child.

WCUE Akron has taken to children's voices for safety, too. Instead of using state policemen to record safety announcements on long holiday weekends, WCUE asks the patrolmen's children to make the appeal. The station varies other public service announcements to heighten impact on the community. For instance, instead of using spot announcements supplied by the local United Fund agency, WCUE asks leading entertainment stars to record announcements directed toward the needs of the local community.

WHLI Babylon, N. Y., keeps a watchful eye on heavy Long Island traffic from day to day. The WHLI helicopter roves the airways above highways in Nassau and Suffolk Counties. The "egg-beater" also shows up to lend help at ground-breaking ceremonies, dinners, luncheons and store openings.

"A person alert is seldom hurt," said Mrs. Beatrice Wood of Scottville, Va. For her words she won a \$25 Savings Bond from WINA Charlottesville. The station will give out seven more bonds and a grand prize \$50 Savings Bond. Now in its eighth year, the WINA safety campaign this year started the WINA 3-star Safety Club. For membership a listener must send in a safety slogan, install safety seat belts in his car and have a fire inspection conducted in his home.

RELIGION

The spiritual needs of the community extend far beyond the pulpit. Radio stations offer programs of spiritual guidance and discussion as well as live broadcasts of sermons and worship services. These programs make a deep impact on the community, as evidenced by responses from hundreds of listeners who are unable to attend churches or synagogues.

WBEL Beloit, Wisc., broadcasts an unusual 45-minute segment of religious programs each Sunday. Two brothers, the Rev. Wendell Boyer and the Rev. Gerald Boyer broadcast consecutive programs of religious worship. The latter's program, *The Pastoral Call*, goes on the air at 7:45 a.m. and is followed by his brother's program, *The Good News Broadcast*, at 8 a.m. Rev. Wendell Boyer states that he receives mail from listeners throughout southern Wisconsin and northern Illinois and "We have families in our church today who are active members because they heard the gospel by means of radio. Rarely do I meet a stranger in Beloit who has not heard the program. It has been an important factor in the growth of our church." • • •

RADIO NEWS KEEPS



ON THE GO

Radio news headlines the
products of Atlantic
Refining Company in 43
markets; builds dealer,
customer enthusiasm



An advertiser whose business is essentially public service in nature often prefers to identify himself with broadcast programming that also performs a public service. Because stations evolve individual patterns of public service programs that are not available to other stations in other markets, one of the most common vehicles for a multi-market public service advertiser is news.

TWO DECADES OF NEWS

The Atlantic Refining Company, Philadelphia, has had a large stake in radio news for more than 20 years. Although Atlantic is well-known for its sponsorship of big league baseball, which dates back some 26 years, its sponsorship of news knows no season, spreads through 52 weeks.

In 1961, Atlantic news and weather programs are being broadcast by 43 stations in as many markets (See box, p. 45). All programs are of the five-minute variety, and Atlantic uses five of them per week.

Why does Atlantic use radio newscasts?

N. W. Ayer & Son, Philadelphia, Atlantic's agency.



COVERAGE MAP indicates markets where Atlantic newscasts are heard. Looking at map are (l. to r.) Bart Stoner, N. W. Ayer service supervisor, Richard Borden, Atlantic advertising manager, and Cliff Owen, Atlantic advertising department. Atlantic markets gasoline, oil and related products in 17 states.

believes that radio fulfills seven media requirements. They are:

- 1) *Reach mass audience*
- 2) *Emphasize men (Atlantic programs in peak drive-to-work hours)*
- 3) *Has market flexibility*
- 4) *Provides year-round coverage*
- 5) *Offers frequent contact with customers*
- 6) *Is public service in nature*

"The decision for radio news programming," explains Bart Stoner, Ayer service supervisor on the Atlantic account, "is based on the characteristics of our market, characteristics of our product and the merchandisability of the program.

BROAD COVERAGE

"First and foremost, ours is a broad mass market. Every car owner or driver is a customer or prospect. Because eight out of 10 households have one car or more, we have a market of universal dimension. This means our media must have broad, mass coverage with some special emphasis on men.

"Service station purchases," Mr. Stoner points out, "are made by the average motorist more than once a week throughout the entire year. Therefore, we need year-round coverage, frequent advertising contact with the consumer and programming that provides flexibility to support changing sales requirements.

"Since gasoline suffers from low brand preference, the dealer is a vital factor in our sales success. Therefore, our advertising must constantly help to build organization enthusiasm for the company and its products. To do this, our media must be merchandisable. Our dealers and distributors must be able to see or hear it and to identify with it," explains Mr. Stoner.

Atlantic is a regional 17-state marketer with distribution from Maine to Florida. This regional pattern makes it necessary for Atlantic to buy local programming as opposed to network. "Radio newscasts provide us with a flexible medium that can enable us to meet differing requirements in different markets," says Mr. Stoner.

"Our business is local," explains Richard Borden, manager of Atlantic's advertising division. "Radio is a local medium that reaches our customers and prospects market by market."

About three years ago, Ayer initiated a weather almanac feature on these shows and instructed all stations to provide a detailed weather report as a wind-up to the news. The reason for this, according to Mr. Stoner, was to make some tie-in with Atlantic's sponsorship of television weather programs in other markets.

As for merchandising and promotion tie-ins with radio advertising, the agency does encourage local newscasters to visit Atlantic dealers in their area. The newscaster or salesman may also attend Atlantic sales meetings. An important dealer impact is made

by the station when it spearheads campaigns by sending letters to dealers reminding them of upcoming changes in the advertising.

COPY PLATFORM

Copy for Atlantic newscast commercials leans toward the institutional. Usually after a soft-sell introduction, the commercial gives some informative fact about engine performance and characteristics of Atlantic gasoline. Commercial time runs 50 seconds on the newscast, in addition to an opening and closing. Here is an example of a recent commercial for Atlantic Imperial:

In just a few short months, hundreds of motorists from New England to Florida have gotten into the habit of making their gasoline stops at the Atlantic Imperial pump. In fact, Atlantic Imperial has become a big seller in the East! And there's a big reason for the popularity of this quality gasoline. Atlantic Imperial gives you everything you expect from a premium gasoline . . . then goes on to give you something more. It cleans your carburetor as you drive, and keeps it clean! This is important because harmful deposits that form around the throttle plate in the carburetor can cause rough idling, stalling and gasoline waste. But continued use of Atlantic Imperial gasoline washes 'em harmlessly away, generally in just a few thousand miles . . . and

this same cleaning action keeps new deposits from forming again. I hope you're using Atlantic Imperial gasoline—to keep your car on the go!

BASEBALL CAMPAIGN

In addition to the broad reach of Atlantic's 52-week news broadcasts, the company sponsors radio baseball to further heighten advertising pressures during the peak summer driving season. A total of 110 radio stations carry the "Atlantic Keeps Your Car on the Go!" slogan throughout the baseball season.

In keeping with Atlantic's distribution, the company takes sponsorship of the games of the Philadelphia Phillies, the Pittsburgh Pirates, the Boston Red Sox and the New York Yankees.

"While all of these 110 stations do not carry a complete schedule (some are daytime-only stations, some do not carry weekday games)," Mr. Stoner explains, "we feel that essentially we deliver a full major league schedule in all radio markets.

"Again, we look on baseball as public service programming of a sort. It fully meets the media criteria that our radio news programs fulfill," he observes.

Both Ayer and Atlantic are convinced that the public service approach to sponsorship works. The news and weather programs provide vital information for listeners who are on the go. And the refining company hopes that by associating with this type of program, the listener will be on the go with Atlantic. . . .

ATLANTIC'S RADIO NEWS MARKETS

Asbury Park, N. J.	WJLK	Hazleton, Pa.	WAZL	Paterson, N. J.	WPAT
Asheville, N. C.	WWNC	Hornell, N. Y.	WLEA	Peekskill, N. Y.	WLNA
Bloomsburg, Pa.	WCNR	Jacksonville, N. C.	WJNC	Pocomoke City, Md.	WDMV
Bradford, Pa.	WESB	Jamestown, N. Y.	WJTN	Poughkeepsie, N. Y.	WEOK
Bridgeport, Conn.	WICC	Kingston, N. Y.	WKNY	Sharon, Pa.	WPIC
Charlottesville, Va.	WELK	Liberty, N. Y.	WVOS	Sunbury, Pa.	WKOK
Columbus, Ga.	WRBL	Morristown, N. J.	WMTR	Valdosta, Ga.	WGOV
Cordele, Ga.	WMJM	Mt. Jackson, Va.	WSIG	Warsaw, Va.	WNNT
Corning, N. Y.	WCLI	Newark, N. J.	WNTA	Washington, D. C.	WRC
Fayetteville, N. C.	WFNC	New Brunswick, N. J.	WCTC	Washington, N. J.	WCRV
Fort Valley, Ga.	WFPM	Newburgh, N. Y.	WGNY	Waycross, Ga.	WAYX
Georgetown, Del.	WJWL	Oil City, Pa.	WKRZ	Wellsboro, Pa.	WNBT
Glens Falls, N. Y.	WWSC	Olean, N. Y.	WHDL	Wellsville, N. Y.	WLSV
Harrisonburg, Va.	WSVA			Williamsport, Pa.	WWPA
				Wilmington, N. C.	WMED
				Winchester, Va.	WINC

question and answer



THE QUESTION:

A New York or Chicago buyer can request copies of newspapers in outlying markets to judge framework for his ad. Similarly, he may watch network tv to learn of programming changes that occur in other markets. How can the buyer best keep up on programming changes in radio?



Edward Koehler is an associate media director for BBDO Inc., New York. His comments follow those of Richard Olsen, DCS&S, New York, who appeared last month on this subject. Mr. Koehler feels that ratings alone do not tell enough of a station's story. He lists here other factors important to a buyer.

EDWARD KOEHLER ANSWERS:

 Spot radio is probably the most difficult medium to purchase properly due to the constantly changing program formats, lack of qualitative data and a general lack of agreement between rating services.

The space buyer can request copies of local newspapers and Sunday supplements in order to evaluate the editorial climate that his advertising message will be exposed to and also check for color reproduction. Spot television can be more easily defined because of network adjacencies and generally superior audience data. The timebuyer based in New York has a somewhat more difficult position in evaluating programming formats of stations many miles away.

The broadcast buyer of today has a wealth of market data available to him. However, his selection of radio stations must be based upon coverage patterns, audience composition, programming formats and station

personalities. Obviously, the best way to become acquainted with radio stations is through a succession of field trips. However, this is an expensive and time-consuming operation and most broadcast buyers do not get the opportunity to travel.

Since the buyer must obtain this necessary data, he can secure first-hand information to bring the added dimension of qualitative judgment to the spot radio buy. Program tapes of almost all stations can be secured, which will give an indication of the station's programming format and the salesmanship of its personalities. A buyer can also utilize the knowledge of the station representatives. For the most part, a good representative salesman knows his markets like the palm of his hand. He can also tell you things which statistics cannot begin to reveal. Additionally, he knows which local radio personalities can draw the type of listeners you want to reach.

From time to time, station personnel make periodic visits to New York City to acquaint buyers and other agency decision makers with the profile of their stations. These presentations can afford buyers first-hand knowledge on the type of radio stations they will be purchasing.

Ratings are only *one* quantitative measurement. They do not tell you what kind of audience you are reaching or where the audience is located. In addition, they do not tell you anything about the value of a given local station personality, his selling power and so on. Ratings and cost-per-thousands are fine, but these alone are not the complete answer in making a good spot radio buy. In some markets, many stations are required to provide strong reach. In others, one or two strong, well-established stations can do the job. Wise selection of stations and schedules requires evaluation of all pertinent quantitative as well as qualitative facts for each market.

Here's why 50,000-watt WHO RADIO belongs on any list of 14 or more largest radio markets!

RETAIL spending in Metropolitan Des Moines accounts for only 11% of Iowa's total. All eight of Iowa's Metro Areas, combined, account for only 36% of retail sales.

75% of Iowa's total retail spending is done in areas in which WHO Radio has an NCS No. 2 circulation of more than 10%.

This circulation covers 800,000 Iowa homes. There are only 13 markets in America in which any radio station gives you larger circulation. Or more buying power.

We know you know these facts. What about the less experienced people who may help (or hurt) your station-selections? We would be delighted to have the name of anybody who should know the realities about radio-listening in Iowa. Write us, or PGW!

IOWA POPULATION-DOLLAR DISTRIBUTION						
	Population	% of State Population	CSI	% of State's CSI	Retail Sales (\$000)	% of State's Sales
Des Moines Metro Areas	284,200	9%	581,160	12%	401,903	11%
Iowa's 8 Leading Metro Areas including Des Moines	943,600	33%	1,832,792	38%	1,259,097	36%
Remainder of Iowa	1,904,800	67%	2,975,489	62%	2,286,754	64%

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



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



TENNIS CHAMPION Althea Gibson serves up a song at the fifth annual children's party sponsored by WCHB Detroit. The party held at the downtown Fox Theatre was attended by 6,500 children. Miss Gibson is now a sales representative for Tip Top Bread which sponsors "Topettes" (with Miss Gibson) a junior song and dance team.



INGEMAR JOHANSSON (l.) heavyweight challenger, talks over his rematch with Floyd Patterson on March 3rd, with Robert Pauley, v.p. in charge of the ABC Radio Network. ABC has sole coverage of the fight.



WHO SNEEZED? asks WKY Oklahoma City program manager Danny Williams. Whoever did sneeze brought down a stack of 140,000 mail response cards that had been sent to the station as part of a promotion to determine the most popular principal in Oklahoma's schools. Winner was named "Principal of the Year" and received trophy as well as \$100 for his school.



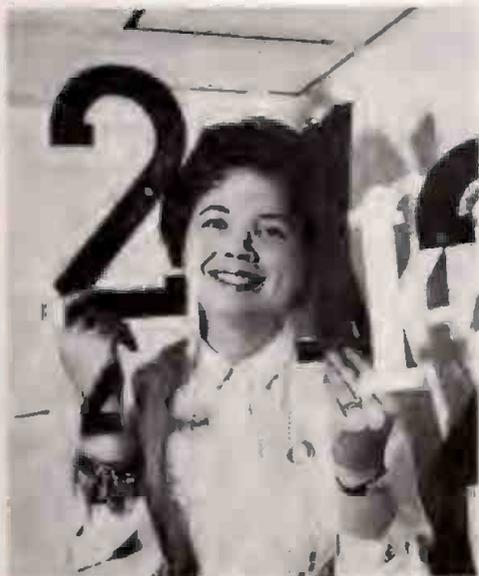
TIMEBUYER Fred Spruytenburg of Sullivan, Stauffer, Colwell and Bayles, New York, "gets the message" from Bill Morgan, head of national sales for the McLendon stations. Morgan contracted for more than 500 backseat billboards in New York taxis. The taxi campaign was designed to attract the "captive" advertising men as they cab-hopped about town.



WELCOMING the Weather Bureau to its new headquarters in the RCA Building in New York, WNBC presents retiring weatherman Ernest J. Christie with a trophy during the *Bill Cullen Show* broadcast from the Bureau's quarters. With them is G. S. Dietrich, WNBC station manager.



REMINISCING over the past 30 years of sponsorship on WKZO Kalamazoo are Frank Ryan (l.) of the Kalamazoo Laundry Co. and John Fetzer, president and owner of the station. The laundry company is the station's oldest sponsor, according to Mr. Fetzer.



PRETTY PAT ENNIS is helping the Keystone Broadcasting System Inc., Chicago, observe its 21st anniversary at New York's (that's right) 21 Club. She is New York branch office mgr.



WINNER of Cleveland's "Postman of the Year" award is John Vorebel, shown here receiving a \$100 bond from WHK personality Eddie Clarie. Assisting with the happy ceremonies is Nelson Sundermeier, who is the president of the Cleveland Letter Carriers Association.

"Me look worried, Mrs. Grymczyk?"

PROMOTION
MANAGER



"Well, if I do it's because I *am* worried.

"You see I run the promotion that puts across basic impression of our medium to advertiser. It does, too—gets us business.

"But that's just the *basic* impression. We've at least nine other reasons why advertisers should go along with us. Sure, our salesmen may have mentioned them all at various times but how much will buyers remember when they're ready to buy?

"I've got the awful feeling that advertisers all over are buying our competition for some of these other reasons when we actually have better values to offer on the same points. I can't put *all* of them in our *impression* promotion—how am I gonna' tell them? See what I mean.

"I'm not sure I do, Mr. Jones. But I do know this—I clean two agency offices in this building and very often when those men are working late, they're always looking things up in a book just like that."

"Oh, that! STANDARD RATE. Sure, we have an ad in there with our basic im-
HEY... wait a minute! ...

"That's it, Mrs. Grymczyk! That's the place I put *all* our good points. *Every last one of them*. Why I can anchor my *whole* story here where our prospects have to look before their schedules are frozen. Thanks a million, Mrs. Grymczyk!

With competent, strategically placed information in SRDS
YOU ARE THERE
Selling by helping people buy.

SRDS Standard Rate & Data Service, Inc.

the national authority serving the media-buying function

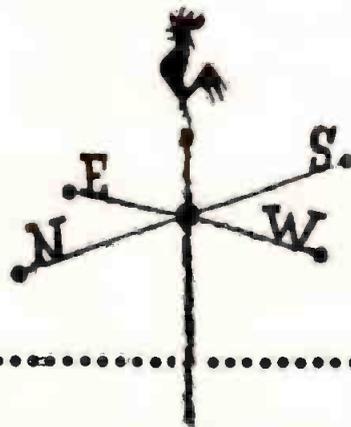
C. Laury Botthof, President and Publisher

5201 OLD ORCHARD ROAD, SKOKIE, ILL.—YORKTOWN 6-8500

SALES OFFICES—SKOKIE, NEW YORK, ATLANTA, LOS ANGELES
www.americanradiohistory.com

hometown USA

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



Establishing Listener— Station Identification

**Study probes factors involved
in creating and sustaining
local station individuality**

 Do listeners really distinguish between the sounds of various stations? What do listeners expect from radio in return for their attention? What do listeners recall vividly about commercials?

These and similar questions that relate to the area of qualitative research have resulted in a study made by Creative Research Associates of Chicago. CRA feels that though its findings are not meant to be applied to any market as a standard of image strengthening, they may offer some solution to the problem of bettering the stations rapport with its audience.

Irving White, co-director of CRA, has placed a great deal of emphasis upon radio's potential as, in his terms, a *relationship device*. "The way in which radio can affect the listener's behavior," says Mr. White, "is, in the final analysis, a far more penetrating consideration than whether its sound has managed to fall on a listener's ear."

The survey was conducted in the homes of 100 Chicagoans comprising a *stratified random sample*. Basically, this involved 30 men and 30 women in the upper-lower and lower-middle social brackets (ranging from skilled workmen and fore-

men to minor white collar, small retailers, etc.) and 20 men and 20 women in the middle and upper-middle brackets (professionals, business executives and managers, etc.) The age range was from 18 to 55.

In the Chicago area there are 13 am and 17 fm stations, Mr. White notes. In order to have listeners distinguish one station from another, he explains, stations will have to establish individual patterns of sound, innovate original programming and strive to get away from the "typical" announcer and disc jockey personality. A station must convey its character to the public. "It must,"

(Cont'd on p. 59)

commercial clinic



How a Major Agency Creates And Produces Radio Commercials

A client walking into BBDO Inc., New York, to approve music and copy for a new radio commercial would have a surprise if he weren't wise to the ways of the agency's production staff.

He would first go to the account executive's office (no surprise here). Together they would wend their way through the mammoth agency's corridors to the elevator, from whence they would alight on the 10th floor. Then they would work their way through a long hall, past high shelves of tapes, cutting rooms and storage bins.

Finally they would enter a room where a young man in his 30's sits at a piano. After introductions, the client would sit back and listen as the young man bangs out some tunes for a new commercial, much in the fashion of an old Tin Pan Alley song-plugger.

And this is the way many of BBDO's radio commercials with music have been born during the past five years. The man at the piano is Ben Allen, writer-producer, who has a professional scorn for the word "jingle." "It's a degrading term," he says, "but for lack of something better, I call a spot a musical commercial." He has an equal distaste for the label "jingle writer," and feels more at home with the phrase "music-oriented advertising man."

BBDO, he explains, is one of the few major agencies that creates both music and words for its clients. Most firms farm the work out to independent production companies. Fully 99 percent of BBDO commercials are born under the agency's roof, he points out, which is a high batting average along Madison Avenue. "Writers in outside firms are actually advertising-oriented musicians," Mr. Allen defines, "with an

approach to creating a commercial that is somewhat different from an agency man's."

His own work philosophy makes it mandatory to start working on the words of a commercial before composing the music. "After all, the advertising message is more important. Without it you begin to wander all over the place."

Words are supplied by the copy department. They may be the final words used for the jingle; and they may be "ground words," symbolic of a theme that must be carried out but can be changed. If Mr. Allen comes up with some phrases that put the theme across more effectively, the original words are thrown out and he starts from scratch.

The latest radio commercials to come from the BBDO team were done for the Pepsi-Cola Co., an account the agency acquired last year from Kenyon & Eckhardt Inc., New York. The successor to the "Be Sociable" theme takes its keynote from the phrase, "Those who think young." Mr. Allen did not get a crack at doing original music for this one, but turned in his own arrangement of "Makin' Whoopee." The key four lines from the commercials, which go on the air across the country by February 15, are these:

The lively crowd today agrees
those who think young say,
"Pepsi please!"
They pick the right one,
the modern light one,
now it's Pepsi—for those
who think young!

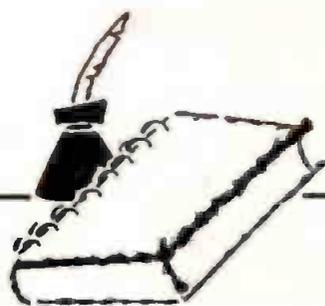
Mr. Allen picked his own talent for this commercial, which he normally does anyway. His "discovery" for the Pepsi spots is Joanie Sommers, a 19-year-old jazz stylist from the West Coast. She sings the lyrics for the spots, and will be promoted by the agency as "The Little Pepsi-Cola Girl."

The music for the Lucky Strike cigarette commercial, "Remember How Great A Cigarette Used to Taste," is a creation of Mr. Allen. It rated the number five spot in the list of the "10 Most Effective Radio Commercials" selected by Radio Advertising Bureau (see box). He also wrote and produced the Campbell Soup "Good Things Begin to Happen" melody and the music for the local New York Yellow Pages spots. Also among his credits is the music for the "Miss America" song, made famous by Bert Parks' annual rendition. • • •

10 Best Radio Commercials, 1960—RAB

- Budweiser
D'Arcy, St. Louis
- Chun King
BBDO, Minneapolis
- Ford
J. Walter Thompson, Detroit
- L & M
Dancer-Fitzgerald-Sample, N. Y.
- Lucky Strike
BBDO, New York
- Nescafe
William Esty, New York
- Northwest Orient Airlines
Campbell-Mithun, Minneapolis
- Schlitz
J. Walter Thompson, Chicago
- Winston
William Esty, New York
- Wrigley's Doublemint
Arthur H. Meyerhoff, Chicago

Station log



► **News:**

Starting with its own staff, WINF Manchester, Conn., is laying the groundwork for the community's appreciation of good music. Staff members are going to class one night a week for 15 weeks to sharpen their appreciation of good music and improve their news reporting. Music appreciation teacher for the course is John Gruber, former piano soloist with the Boston Symphony Orchestra. According to John Deme, manager, WINF's emphasis in programming has been on cultural programs and quality music.

Another station devoted to the support of "culture" in the community, WHEB Portsmouth, has donated more than 3,000 classical records to the University of New Hampshire. Along with the records, valued between \$8,000 and \$10,000, went a complete file catalog. According to general manager Harold E. Segal, the library holds instrumental, choral, vocal and operatic selections including some that may be collector's items.

In other news, KMA Shenandoah, Va., reports it helped locate five Civil Air Patrol cadets lost on a 100-mile survival training hike. The CAP lost contact with the hikers on the fourth day of the trip. KMA broadcast the approximate location of the group; listeners spotted the team and reported their exact whereabouts in time for arrival of emergency food rations.

► **Programming:**

Changes and advances in technology have prompted WRC Washington to add a new five-minute feature, "Engineering Reports," to its programming. Tailored to the interest of the general audience, as well as professional engineers and students, the program is aired each weekday morning at 7:35. The report is delivered

in news style, featuring capsules of articles in technical, semi-technical and professional publications. Marquardt Corporation, Van Nuys, Calif., sponsors the program on WRC and stations in Los Angeles and Ogden, Utah.

CKGM Montreal has increased discussion and commentary programs, excluding news, to 10 hours a week. The move is part of long range programming changes which include late evening musical segments with a maximum of two commercials during a half-hour. On the news side, CKGM editorials on local issues were increased from four to eight per day. The station also airs eight editorials a day on national and international matters.

Three Florida stations are programming a six-times-weekly wrap-up of Canadian news, weather, sports and market reports for Canadians wintering in Florida. The reports are broadcast direct from Toronto to WGTO, Cypress Gardens, WGBS Miami, and WQXQ Daytona Beach.

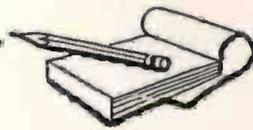
► **Public Service:**

Considering their community a likely target for nuclear attack because it "literally sits under the guns of Strategic Air Command Headquarters," KBON Omaha officials last month decided to combat community apathy to Civil Defense shelter program. The station sponsored a "Scramble for Shelter" contest with top prize a fully stocked fall-out shelter. To all entrants in the contest, the Omaha Office of Civil Defense sent a pamphlet giving instructions on how to build and stock a fall-out shelter.

Direct reports from the North American Air Defense Command at Colorado Springs will be broadcast as a public service by KGB San Diego. The station reports that every 86 seconds an aircraft penetrates the North American Air Space from an Asiatic or European airport. NORAD's job is to make sure not one of these thousand daily penetrations are hostile. The show will be aired every second and fourth Monday of the month over KGB's 7:30 a. m. news. • • •



WINNER of the Greater Trenton Symphony Audition on-the-air, sponsored by WTTM Trenton and Nationwide Insurance Co., is Pfc Salvatore J. Pusateri, shown receiving a \$250 award. (l. to r.): Maj. Marcus Bottorff of Fort Dix; Private Pusateri; Mrs. Mary G. Roebbling, president of the Trenton Symphony; Byron L. Davis of Nationwide; Albert W. Wassell, chairman of the Symphony's Awards Committee and Glenn Jackson, resident vice president and general manager of sponsoring station WTTM.



BPA Promotion Budget Survey Shows Increases

The new Broadcasters' Promotion Association president, John F. Hurlbut of WFBI Indianapolis, has released the results of a promotion budget survey conducted recently. The survey shows that broadcast stations will be spending record amounts on promotion in 1961.

The over 350 member stations reported budget increases in 63 percent of the stations, with an average increase of 18.3 percent. According to Mr. Hurlbut, both radio and television stations are following similar patterns. It was noted that radio's average budget increase was slightly higher than that of tv; however, the percentage spread between the two media is only 1.3 points. Of the stations reporting, 62 percent stated their budget increases will be used in the areas of audience promotion and image building. Increased sales promotion accounts for 18 percent of the budget increases, and additional trade paper advertising for 15 percent.

Of the stations surveyed 31 percent will maintain their 1960 promotion budget levels, but 81 percent of these stations had increased their budgets during that year.

On January 7, the BPA board of directors met with President Hurlbut in Indianapolis to outline the coming year's program. Items on the board's agenda included the publication of an "idea book" to be edited by Bruce Wallace of WTMJ Milwaukee. "The book," says Mr. Hurlbut, "will incorporate highlights of the promotion and merchandising ideas garnered from monthly bulletins published by BPA since its organization. Distribution by May will be confined to new and present members, associate members, affiliate members and those colleges and universities with whom BPA is cooperating in classroom promotion and public relations training."

The board also determined to intensify its membership campaign to effect an increase of associate memberships among agencies, representatives and clients. Heading the voting and affiliate membership committee is Jim Bowermaster of the WMT stations, Cedar Rapids, Ia., while Ken Chernin of the Triangle Stations, Philadelphia, is head of the committee recruiting associate memberships. Other board action included—approval of the current operating budget of over \$13,000, which will be reviewed at the June 10 board meeting at the Waldorf

Astoria hotel in New York City; authorization of study on manpower requirements in the promotion fields; expansion of BPA's cooperation with colleges and universities teaching promotion; continued cooperation with the national Junior Achievement and the creation of a liaison with the National Association of Broadcasters, the Radio Advertising Bureau and other broadcast associations.

Dan Bellus and Jim Mullen, of Transcontinent Television Corporation and WCBS New York, respectively, reported to the board on arrangements for the 1960 BPA convention to be held at the Waldorf-Astoria in New York on Nov. 6, 7 and 8 with registration scheduled for Nov. 5.

Appointments to the BPA bulletin were made recently by President Hurlbut. They are, Paul Woodland of WGAL Lancaster, Pa., editor-in-chief; Arthur Garland of WGY and WRGB Schenectady, N. Y., merchandising editor, and H. Taylor Vaden of WJZ-TV Baltimore, who will handle the sales promotion news.

Free Tickets to Broadway Show Spark Promotion

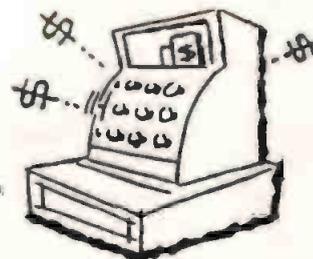
The opportunity to see a Broadway show as a guest of WNEW New York led to the biggest audience promotion in the station's history. In the three weeks that the promotion was run the station reports it received 188,822 cards, the largest mail response to date. (The previous record, according to the station, was 154,087 entries for a 1959 contest that featured transistor radios as the prizes.)

The show for which contestants were vying was the current musical success, "Do Re Mi." Months before it opened the station purchased 200 orchestra seats worth \$1,800 for the December 30 performance. During the promotion WNEW ran two announcements an hour utilizing station personalities and Broadway stars, William Bentlax, Ethel Meriman, Elizabeth Seal and Phil Silvers, the star of "Do Re Mi."



BPA BOARD holds first meeting of 1961. Seated (l. to r.): Kenneth Chernin, Triangle Stations, Philadelphia; John F. Hurlbut, WFBI Indianapolis (president); Gene Godt, KYW-TV Cleveland; Harvey Clarke, CFPL London, Ont. (second vice-president); Don Curran, KTVI St. Louis (first vice-president). Standing: Caley Augustine, WIC Pittsburgh; L. Walton Smith, WROC-TV Rochester; Jim Bowermaster, WMT Cedar Rapids, Ia.; Heber Darton, WHBF Rock Island, Ill.; Clark Grant, WOOD Grand Rapids, Mich. and Bud Sullivan, KYW-TV (secretary-treasurer). Board recently met with President Hurlbut in Indianapolis.

radio registers



MAGAZINE

The Doane Agricultural Digest a subsidiary publication of the Doane Agricultural Service Inc., St. Louis, a farm management organization specializing in appraising and agricultural research, ran a four-week campaign on WMT Cedar Rapids, Ia., to promote circulation. Using early morning farm programming with one-minute spots and a 10-minute program the last week of the drive, the digest sold 589 subscriptions, according to the station.

HOME-SIDING

Sales increases resulting from participation on the "Party Line" show over WFDF Flint, Mich., were the incentive for the McLain-Powell Distributing Co., distributors of aluminum and stone siding, to sponsor the "Magic Four Hours" promotion with the station. Sales results, according to Maurice V. McLain of the company, "gave us a margin of profit nothing short of phenomenal in our business. We closed 12 complete home-siding jobs directly, and we are continuing to experience the advantage the promotion gave us."

TRAVEL SERVICE

Using radio as its single advertising outlet, the Doug Fox Travel Service of Seattle, Wash., established 17 reservations to Europe in an eight day period. Mr. Fox placed all of his advertising in the hands of KTIK. The Seattle station reported that on a weekly expenditure of \$50, the account grossed close to \$20,000.

APPLIANCE DEALER

Taking advantage of the WBRN Big Rapids, Mich., "Horn Blowin'" promotion package, a local appliance dealer sold nearly \$20,000 worth of merchandise on the three days of the campaign. Basically, the "Horn Blowin'" package consisted of 50 spots used over a four or five-day period and six hours of broadcasting direct from the sponsor's place of business. Whenever the sponsor "tooted" his horn, someone in the store received a special merchandise prize.

Station Offers Pittsburghers Completely Furnished House

A three bedroom house valued at \$18,500, plus \$15,000 worth of furnishings was offered as first prize in a recent KDKA* Pittsburgh contest. The promotion, part of the station's 40th anniversary celebration, ran for eight weeks and drew approximately 50,000 entries. Each week a different "sound charade" was played and listeners were asked to identify the sounds and then complete a 25-word statement on "why they would like to live in the Big K Birthday House." Weekly winners were awarded an appliance starter set. On one Sunday during the contest, KDKA held open house at the home; over 3,000 listeners came to inspect and share coffee and doughnuts with station personalities.

Friday the 13th is Lucky Day For Binghamton Housewife

To prove that Friday the 13th isn't an unlucky day for everyone, Dick Kirby, WNBC Binghamton, N. Y. disk jockey offered his listeners the opportunity of winning a stereo hi-fi unit valued at \$200.

On his all-night show *Nightsound*, Mr. Kirby announced that the person who could guess the temperature at 1:00 a.m. on Friday, January 13, 1961, would become the proud owner of the above mentioned stereo set. The "Wither-the-Weather" contest which ran over a two week period resulted in a mail response of around 100 entries.

The temperature turned out to be 5 degrees and the winner was Mrs. Henry Bartnicki of Binghamton.

But the story doesn't end here. The station made arrangements for Mrs. Bartnicki to receive her prize at her home the following Sunday. When Mr. Kirby arrived for the presentation, he found that the Bartnicki's, their friends and relatives had arranged a full-scale Polish "welcoming party" complete with a three layer chocolate cake, homemade dumpernickle, kolachki's, polish sausage and many salads. Somehow, in the midst of all the festivities, Mr. Kirby managed to get Mrs. Bartnicki to receive the reward via a remote broadcast from the station's news cruiser. • • •

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

In Rochester, N.Y.

People Are Switching

FROM "TIRED" Radio

TO WVET 1280 KC

- FOR MUSIC THEY LOVE
- NEWS NAMES THEY KNOW
- COMPLETE NEWS COVERAGE

BASIC NBC AFFILIATE

WVET RADIO, Rochester 4, N. Y.
Nat'l Rep.: Robert E. Eastman & Co., Inc.

WARNING! RADIO ACTIVE MINUTES

KBIG minutes "click" for advertisers. New persuasive personalities like Joe Niagara, Jim O'Leary, and Bob Gage pack more sales power into every commercial.

Quote: Alpine Cooler campaign on KBIG an unqualified success... 20% sales increase... no other advertising used.

Quote: Response to Arrowhead-Puritas Water campaign on KBIG immediate and unmistakable... proves So. Calif. listens alertly to KBIG.

Use KBIG, Radio Catalina... the economical sales force for all Southern California... 740 kc/10,000 watts.

KBIG
JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd., Los Angeles 28, Calif.
HOLLYWOOD 3-3205
National Representative: Weed Radio Corp.

report from RAB

Most New Yorkers Heard Collision News on Radio First

A recent study commissioned by Radio Advertising Bureau reveals again the breathtaking speed with which modern communications media inform the public. On December 16th, when two airliners collided over New York in what was the greatest air disaster in history, more than eight out of 10 households in the New York area were aware of the tragic news event within four hours of the tragedy.

Immediate Survey

Within hours after the planes collided over Staten Island, RAB commissioned R. H. Bruskin Associates to start a same-day survey to measure accurately the time it takes people to learn of a major news event. The survey also sought to determine by what means households first learned of the crash, and by what media they followed the tragic news as it happened.

The survey, made through random phone calls placed on the afternoon of the fateful crash, covered 596 households in the New York metropolitan area. It revealed dramatically the tremendous number of homes that are reached in less than a single day by radio. The survey showed: More than half of all households (55.9%) either first heard

about the crash on radio, or turned to radio that day for additional news. Among the more than eight out of 10 families who were aware of the disaster that day, 56.2% knew about it first through radio.

Of the remaining households who knew about the crash: 34.2% got the flash first from television; 7.2% got the tragic news word-of-mouth; and only 2.4% read the front-page story first in their newspapers.

In addition, the survey documents not only the speed and flexibility of radio, but also its position as a news medium people turn to with trust. It revealed that 27.5% of those who first heard of the disaster by other means (television, word-of-mouth, newspapers) turned their radio sets on for a more graphic and comprehensive account of the raging fire and mounting death toll the collision left in its wake.

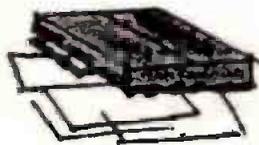
Already Listening

States RAB: "It is significant that a large number of households were already listening to radio on what started as a typical Friday morning. It is obvious from these facts that—because of this tremendous audience—radio can alert a high percentage of the local population in a remarkably short time." • • •

RAB ANNOUNCES MAJOR CASH AWARDS FOR COMMERCIAL CREATORS

For what RAB believes is the first time in history, creators of radio commercials can win major awards in 1961. Incentive awards of \$1,000, \$500 and \$250—according to RAB the biggest such jackpot currently offered specifically for excellence in creative advertising—will be given by RAB to the man most responsible for the best new commercial produced primarily for radio in 1961. RAB president Kevin B. Sweeney, in announcing the awards, said that the ground rules of the contest—covering eligibility, time limit—will be circulated among the nation's advertisers and agencies within the next few months.

report from representatives



PGW Studies Lack of Research In Area of Spot Penetration

The constant problem, how to get advertising's leading accounts into spot radio, has been given a thorough going-over by the representative firm, Peters, Griffin, Woodward Inc. For months the firm's radio sales development department, under the direction of C. L. Richards, has been combing the advertising woods for solutions to the problem. Special meetings were held with agency personnel in the account, media, research and creative departments.

In dealing with advertising's "decision makers," PGW correlated sales techniques as they applied to individual station programming concepts with specific product requirements. "A typical example of the problem," says Robert H. Teter, vice president in charge of the radio division, "is that of getting major advertisers such as the soap companies to use spot radio as an integral part of the overall effort."

"We think we have come up with the key to the problem," continues Mr. Teter. "Stated simply, the spot radio industry has not been talking the marketing man's language. We have probed deep enough at the advertiser level to know that the main issue is 'what medium can best penetrate (or reach) a market at an economical cost.'"

The main points of the problem, according to PGW are:

- Industry material has dealt only with radio's total audience, rather than the kind of specifics needed for planning purposes by an advertiser.
- Television being a basic medium, most large advertisers and agencies have invested heavily in reach and frequency analyses for television but little for radio.
- The large advertisers know television is a big reach medium, but with little or no data avail-

able for spot radio, their image has been that of low reach and, as a result, have ignored the medium.

Once the basics of the problem were realized, PGW distributed data collected in a 100 market penetration study made by the A. C. Nielsen Co. Reaction to the study entitled, "Spot Radio's Penetration," has been extensive and favorable, according to Mr. Teter. "Comments like 'this indicates a bigger reach than we had thought possible for the medium' are typical. One large agency, traditionally a light user of radio, is conducting a major radio study on behalf of its largest client as a result of PGW findings in the study." But, warns Mr. Teter, "the industry must do more." Specifically, he means:

- Radio research firms must find a way to provide the same type of information and in as many markets as they currently do for television and at a price the stations can afford.
- Radio research firms must also find ways of pinpointing qualitative factors for individual stations. . . size of household, age and income of head of household, product usage by household and so on.
- Industry, organizations, representatives and stations must develop information to show marketing men how spot radio is the ideal mix with television . . . how the medium can put greater frequency into the low viewing television homes.

"While the often-voiced complaints relating to rates, over-commercialization and difficulty of buying are factors," concludes Mr. Teter, "they are subordinate to the main issue. Once the advertiser believes he can penetrate markets deeply and sell merchandise . . . these issues will fade into limbo." • • •

Review, please,
the latest survey
of your choice:

Nielsen (Louisville Metro Area, July-Aug., 1960)

Hooper (Oct.-Dec., 1960)

Pulse (Louisville Metro Area, Nov., 1960)

Trendex (Louisville, Aug. 24-28, 1959)

Verifax (Louisville, Oct., 1960)

Conlan (Louisville, Nov., 1960)

The largest
unduplicated audience
in the

Louisville Metro Area
belongs to **WKLO***

Need we say more?

*Nielsen, July-August, 1960

see



Robert E.
Cassman & CO., Inc.

Other Air Trails Stations:

WING, Dayton, O.
WCOL, Columbus, O.
WIZE, Springfield, O.
WEZE, Boston, Mass.

NOW we can offer you

PROVEN RESULTS*

with these
TELE-BROADCASTER STATIONS

IN Hartford - **WPOP**
(CONNECTICUT)

IN Kansas City - **KUDL**

IN Los Angeles - **KALI**
(SPANISH LANGUAGE MARKET)

IN San Francisco - **KOFY**
(SAN MATEO)

- ★ TOP RATINGS IN AUDIENCE
- ★ MORE LISTENERS PER DOLLAR
- ★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures **CALL**
A TELE-BROADCASTER STATION

3 LOCAL RADIO STATIONS IN 1

That's what you get when you buy time on

BIG 5,000-WATT

WFHR

WISCONSIN RAPIDS

with full time studios in

MARSHFIELD AND STEVENS POINT

BIG Coverage at Lowest Cost-Per-Thousand . . . 20 Years of Local Radio Service

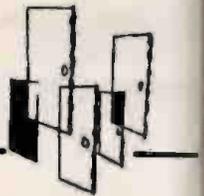
WFHR

WISCONSIN RAPIDS, WISC.

Phone HA-3-7200

Represented by Devney, Inc.

report from agencies



Expanding Media Services Change Relationship of Sellers and Buyers

As the media department's role in the advertising agency becomes increasingly expanded, major developments have occurred in the broadcast area which have changed the relationship between sellers of broadcast time and the progressive media department. The point was made recently by Herbert Zeltner, vice president and media director of Lennen & Newell Inc., New York, in a speech before a meeting of the Radio and Television Executives Society.

In the past, Mr. Zeltner pointed out, the seller of broadcast time might have worked only with the timebuyer. But today expanded media departments now have a variety of media supervisors, research specialists and account people who have an interest in the selling situation.

"The buyer is still the principal contact when it comes to the selection of one station over another or one spot plan in preference to an alternate, as well as for the proper selection of the best broadcast pattern for his particular strategy situation," the media executive commented.

"But if it is a matter of broader policy, or general market selling, the planning supervisor may very well be a proper and worthwhile contact. If new research developments or a difference of opinion revolving around technical problems of reading research results is to be considered, the various analysis and research people involved should be a part of the group contacted.

"If the seller of time is indiscriminate about his contacts in a diversified organization, he may well wind up using his limited time less efficiently. It behooves him to give some thought to what members of the organization should be specifically covered in a particular selling situation and then to restrict his presentation to material of primary

concern to these people," according to Mr. Zeltner.

Another change the executive cited in the sales situation today deals with speed. "With more buyers able to determine those limited and desirable locations in a market and greater pressure for getting the best availabilities for a client, faster service is more necessary." Mr. Zeltner foresees the time when much of the routine drudgery of buying time will be done by automation, leaving the buyer free to weigh alternative and exercise experienced judgment.

As the media department plays an increasingly important role in major marketing decisions and budget planning for clients, Mr. Zeltner warned that media department must, in the near future:

1) Establish programs for recruiting personnel directly from college and universities;

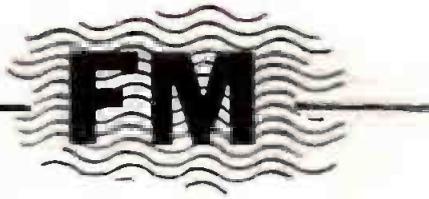
2) Institute formal training programs for new personnel to develop their full potential as quickly as possible;

3) Eliminate the haphazard job hopping and talent raiding that now exists in the field;

4) Evaluate carefully all available rating and research services and select only that one or combination of services which best meets department and client needs;

5) Abolish unnecessary routine paper work to free top level personnel for the more important tasks of planning—together with account group—over-all marketing strategy and effective budget and media plans.

"These are rewarding possibilities but they cannot be attained simply by default," Mr. Zeltner explained. "The media department must provide to account groups, agency management, clients and the representative from whom it buys that it is a fast maturing and increasingly capable arm of the modern advertising agency." • • •



Agency Man Looks at Headaches Facing Fm Medium Today

(Joe Gans, president of his own radio and tv agency, airs his personal feelings about some fm problems. For full details see Feb. U. S. FM, p. 3)

Like the weather, everybody talks about fm, but nobody or almost nobody does anything about it.

I find it no longer amusing, for example, to hear people say they listen to fm because they enjoy the background music and are not bothered with commercials.

Fm desperately needs more commercials! But even more than that, it now needs more—much more—than merely a good music format. Fm must create the desire in peo-

ple to turn to it for the kind of listening they cannot find readily available elsewhere. It must start identifying itself with all the demands for cultural expansion and entertainment made on it by its selective but ever-expanding audience.

Fm's often-made claim to a small, uniquely selective audience is no longer valid. More am stations than ever before are switching to the so-called good music format.

The fm station that persists in catering to the relatively insignificant percentage of its audience which is looking for unobtrusive music to do things by will soon discover the game is not worth the candle.

Fm Group Conducts Study To Probe Listener Characteristics

(For full details see Feb. U. S. FM, p. 6)

Six fm stations in the Sacramento Valley area of Northern California make up the membership of the Sacramento Valley Fm Broadcasters (SVFMB), founded "for the general betterment of fm."

At two separate events, the California State Fair and the Sacramento Stereo Hi-Fi Show, the SVFMB conducted surveys on the age, income, education, listening habits and musical preference of fm set owners. The same questionnaire was utilized at both events.

In the age category, persons forming the 25-35 year age group accounted for nearly 29 percent of the total listeners, with the 36-45 age group coming in for a close second at approximately 25 percent, according

to the survey.

Except for those in the five digit income bracket (around 12 per cent) income appeared to have little effect on listenership. Each of the four brackets from under \$4,000 to the \$10,000 level accounted for about 20 to 25 percent of listenership.

Most fm listeners, the survey indicates, have had some college with over 30 percent holding degrees.

Over 25 percent of the listeners stated that they listen to fm from two to three hours a day.

The 6:00 to 9:00 p.m. time slot proved to be most popular with all listeners. Over 60 per cent tuned in during these hours, states SVFMB.

And, finally, in the area of musical preference, symphonic music took first place, light concert second and sacred music was third in popularity. Least preferred was opera and dixie land. • • •

(Cont'd from p. 51)

Mr. White states, "communicate to them a point of view; what its values are and what it stands for."

The CRA study indicates that there are approximately three stations in the Chicago area that have established a relationship with the public to the point that they can "almost be personified by the listeners."

Develop Character

In order to develop a specific character that will influence its audience, it is important for the station to realize that the listener is a human being and not, as Mr. White explains, "merely a listening machine." Stations that do realize this and make it their programming responsibility, he notes, "can be imagined by listeners almost as a person, with actual tastes and beliefs, providing companionship even when they program so-called 'background' music."

One theory developed by the Creative Research Associates was that of the *automatic tuneout*. "Attention," according to Mr. White, "is a function of the value derived. A member of any station audience can listen 24 hours a day if he feels he is getting value for his attention. Conversely, the tolerance for radio can be less than two minutes, if the listener feels he is getting no value. Automatic tuneout, then, occurs at the point where the listener feels he is paying too much attention for the value derived from radio."

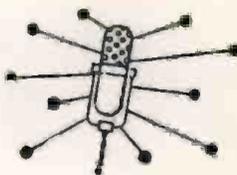
This is visually demonstrated by CRA with the use of a steadily declining graph line of "pleasure of interest response." Simultaneously, the line indicating the amount of "effort required" on the part of the listener to extract that pleasure or information will rise in proportion to the declining line. When these two lines converge, automatic tune-out occurs; that is, the listener is no longer willing to put forth the effort for a full response to what is being broadcast, according to CRA.

This factor is, in large, determined by the listener's expectation of a radio's obligation to them.

Mr. White explains that, "Listeners feel strongly that if radio is a commercial medium, if it relates to them as potential customers of advertised products, it owes them two things—entertainment and information. Failure of stations to provide

(Cont'd on p. 60)

report from networks



[Cont'd from p. 59]

these two elements causes listeners to feel as if they are merely objects of a pitchman's routine, not selective listeners."

"Radio programming is not designed for the purpose of occupying a continual foreground in the listener's mind," he continues. "Radio is now used both for a direct contact relationship, as in the news, sports and special programs, as well as for a background interest against which other activities may be performed."

He also points out that "Commercials are remembered in two ways: First, with some feeling of tolerance and even pleasure. Secondly, with feelings of tension. Commercials remembered best with tolerance and pleasure include jingle and humorous sell, but only when the humor angle is relevant to the product, otherwise the product or service involved is forgotten. Commercials recalled with tension associations include the very hard sell and the so-called 'scientific' or otherwise exaggerated claims.

"Stations that have achieved authority, or character, invest every utterance they make," Mr. White continues, "with an added value that exceeds the literal commercial message. A listener will generally take positive action from an authoritative voice, but remain relatively unmoved by an innocuous one."

In summary, Mr. White notes, "The fact that radio programming and advertising reaches a broad market quantitatively speaking, seems to have clouded the basic problem of assessing radio's effectiveness as a commercial medium.

Not Box Office

"The question of the nature of radio's influence on listeners, if any, has been assessed primarily by counting listeners. The effectiveness of this technique as an adequate measurement of advertisement efficiency has been contested by many advertisers and researchers. The basic framework for evaluating such influences is theoretically that of communications and not of box office.

"It would seem more logical to determine the images, feelings, memory traces and values which radio has communicated to its listeners regarding its programs and its advertised products." • • •

► CBS:

Arthur Hull Hayes, president of CBS Radio, recently spoke on "Radio in a Television Era" at Athens, Ga. The talk was given at the 16th annual meeting at the Georgia Radio and Television Institute, under the joint sponsorship of the University of Georgia's Henry W. Grady School of Journalism and the Georgia Association of Broadcasters.

Concerning network radio, Mr. Hayes noted, "Each [network] station faces stiff competition for listeners in its own community from the huge increase in the number of radio stations. Why, then, should stations continue their network affiliations? The biggest reason, I believe, is that a radio network, uniquely, can supply programming which it would be difficult or impossible for the individual station to duplicate."

In conclusion, Mr. Hayes stated that there was a definite need for more extensive qualitative radio research that would show not just the cost-per-thousand, but "the cost-per-thousand . . . who." The answer to radio's real value can be found through "more thoughtful, more imaginative, more precise research than we have developed as yet."

► NBC:

George A. Graham Jr., vice president and general manager of the NBC Radio network, states that sales in the six weeks ending January 13 totaled \$3,200,000 in net revenue, making it one of the most productive six-week periods since the fall of 1956. All but \$952,000 was new business.

The network's advertisers and their agencies include: Lever Bros. Co. for Pepsodent (Foote, Cone and Belding), General Motors Corp. for Buick (McCann-Erickson), Mogen David Wine Corp. (Edward H.

Weiss), American Motors (Geyer, Morey, Madden and Ballard), Rollie Co. for Sea and Ski (Foote, Cone and Belding), Kellogg Co. (Leo Burnett), International Minerals and Chemical Corp. for Accent (Needham, Louis and Brorby), Wagner Electric Corp. (Arthur R. Mogge), Reader's Digest Association (Schwab, Beatty and Porter) and Sinclair Refining Co. (Geyer, Morey, Madden and Ballard).

► ABC:

The rematch between heavyweight boxing champion Floyd Patterson and Ingemar Johansson scheduled for March 13, will get exclusive radio coverage by ABC. Robert R. Pauley, vice president in charge of ABC Radio, announced that the fight package, which has been sold to the Carling Brewing Co. and the Mennen Co., is worth over \$350,000, and that the cost to the network for the broadcast rights may be the highest in the history of radio.

Planters Nut & Chocolate Co., a subsidiary of Standard Brands, and Lewis-Howe (NR tablets and Tums) have signed up for major schedules on the networks *Flair*. The Don McNeill *Breakfast Club* has picked up extensive schedules from Sylvania Electric Products Inc. and the Hudson Vitamin Corp. The program's sales have increased 15 percent over last year.

► MBS:

On February 6, Mutual opened its San Francisco news bureau, the first of two on the West Coast. The second, in Los Angeles, will be opened in mid-spring. KQBY San Francisco has assumed the responsibility of running the bureau there. Don Heath is the bureau chief with Bob Wildrop, former NBC newsmen, assisting. As a pick-up for the West Coast and the Far East, the bureau will provide late evening news shows. • • •

report from Canada



Radio Households, Population Rise According to BBM Fall Survey

Radio households in Canada have increased by nearly 200,000 in 1960 according to the fall estimates recently issued by the Board of Broadcast Measurement, Toronto. Radio households are considered equivalent to total households by the BBM, because of the nearly 100 percent radio set ownership in Canada.

Total households as of November, 1960, reached 4,459,100 compared with 4,294,500 households as of November, 1959. The BBM does not measure multiple radio set ownership, according to W. L. Hudson, director of research and development.

The household estimates are prepared twice a year, using the latest census figures as a base. Population and household estimates are broken down into counties, census divisions "or parts and balances thereof." Cities, municipalities, towns, villages, townships and parishes are included in the listing, with the exception of those in the Yukon and Northeast territories.

Reports are distributed to all BBM members as well as to broadcasters, advertisers and agencies.

The table below shows a 1959-60 comparison of population-radio household figures of 10 Canadian provinces.

Ethics Code in Effect

In other news from Canada, the Canadian Association of Broadcasters has announced that its long-discussed Code of Ethics went into effect

early this month.

A major advancement toward self-regulation among Canadian broadcasters, the code numbers 156 radio and television stations as subscribers.

The code provides that all groups of listeners shall have some part of the station's general programming devoted to their special likes and desires. Stations are pledged to serve the interest of the community and identify themselves with worthwhile community activities.

News should be presented accurately and free from bias, the code provides. Newscasters may analyze and clarify news, as long as comments are clearly labeled and kept distinct from regular news presentation.

Enforcement of the code is handled by a five-man Code of Ethics Committee, which has the power to withdraw certification from a member station for failure to adhere to provisions. • • •

BBM FALL ESTIMATES

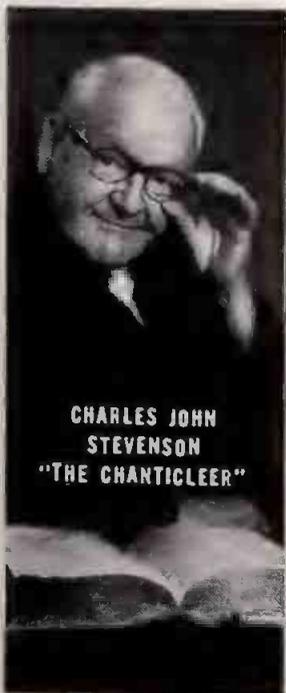
Province	Population		Radio Household	
	1960	1959	1960	1959
Newfoundland	463,000	452,000	89,000	85,900
Prince Edward Isl.	104,000	102,800	24,000	23,500
Nova Scotia	728,000	722,400	170,100	169,400
New Brunswick	605,000	595,500	132,000	129,200
Quebec	5,166,500	5,048,900	1,143,900	1,092,200
Ontario	6,173,400	6,013,100	1,593,100	1,549,100
Manitoba	905,000	893,000	232,000	229,000
Saskatchewan	914,000	910,400	249,900	241,700
Alberta	1,307,000	1,257,100	350,000	329,300
British Columbia	1,628,000	1,585,800	475,000	444,500
*Canadian total	17,993,900	17,581,400	4,459,100	4,294,500

*Not including the Yukon and Northwest territories. Population and radio households are rounded to hundreds.

These Men Capture Listeners!

WGY offers advertisers a unique (for its area) opportunity to sell specific adult groups

Through personality shows such as "The Chanticleer" and "Breakfast With Bill," WGY captures specific and mature audience groups in its market area: Northeastern New York and Western New England. This varied programming earns top listenership among all adults—listeners who *spend the money* for your products. With spots on WGY, you can pin-point your sales message to individual buying groups (farmers, housewives, sports fans, many others)—an advantage no competing station offers. Varied programming makes WGY your best area buy for a class or mass message. For availabilities, contact the Henry I. Christal Co. or WGY, Schenectady, N. Y.



CHARLES JOHN
STEVENSON
"THE CHANTICLEER"



BILL EDWARDSEN
"BREAKFAST
WITH BILL"

50,000 Watts • NBC Affiliate • 810 Kilocycles
A GENERAL ELECTRIC STATION

KFAL RADIO

FULTON, MISSOURI

DOMINANT FARM RADIO SERVICE

16 hours of farm radio a week
*... Interesting, pertinent and
 factual information and pro-
 gramming for farmers.*

"Smack in The Middle" of the Cross-roads of the Nation! Dominating a vast moving audience, travelers, and vacationers going everywhere all year long . . . On U.S. 40, and U.S. 50—both transcontinental highways, and on U.S. 54 Chicago to the Southwest. From Border to Border in Missouri, KFAL RADIO reaches the great auto-radio, and portable-radio audience, with news, information and entertainment. Are you represented here?

Represented by John E. Pearson Co.
 KFAL RADIO Tel: Midway 2-3341
 Fulton, Missouri
 900 Kilocycles 1000 Watts

Cuisine Exquise . . . Dans
 Une Atmosphère Élégante



575 Park Avenue at 63rd St
 NEW YORK

Lunch and Dinner Reservations
 Michel Templeton 8-6490

radio research



Out-of-Home Listening Reached

New Peak Last Summer, Pulse Reveals

Out-of-home listening during the summer of 1960 made its largest gains in a four-year upward climb, according to figures released recently by The Pulse Inc. covering 29 major markets.

A record 34 percent was added to the in-home audience according to figures released by Larry Roslow, associate director of Pulse. This was a gain in out-of-home listening of nearly four percent over 1959's 30.5 percent. In 1958 out-of-home listening reached 28.3 percent and in 1957, 25.7 percent.

The markets surveyed contained

20,514,100 radio homes—40.1 percent of the U. S. total. In terms of actual audience size in these areas, five percent of all radio families reported listening in automobiles, at work or in other away-from-home places during the average one-quarter hour between 6 a.m. and midnight.

"If these results are projected nationally," Mr. Roslow indicated, "the out-of-home audience during the past summer added 2,558,000 families to the audience during the average one-quarter hour throughout the day."

A summary of the results by market is shown in chart below. . . .

In-Home and Out-of-Home Radio Listening— Summer 1960 *

(All Areas surveyed during July-August, 1960 except where otherwise noted)¹

Market	(Summer '60) Homes Using Radio In-Home	(Summer '60) Homes With Out-of-Home Listening	Total Audience	(Summer '60) % Added by Out-of-Home Listening
Atlanta	11.6	4.4	16.0	38.0
Baltimore	11.9	4.8	16.7	40.4
Birmingham	12.3	4.6	16.9	37.4
Boston	14.3	4.1	18.4	28.7
Buffalo	15.9	6.2	22.1	39.0
Chicago	13.1	4.9	18.0	37.2
Cincinnati	11.7	4.6	16.3	39.3
Cleveland	16.5	5.3	21.8	32.1
Columbus, Ohio	15.4	3.7	19.1	24.0
Dallas	13.0	5.0	18.0	38.4
Detroit	11.9	4.9	16.8	41.2
Fort Worth	12.9	4.8	17.7	37.2
Houston	14.2	5.1	19.3	35.5
Kansas City	16.3	4.7	21.0	28.8
Los Angeles	16.8	5.7	22.5	33.9
Miami	17.2	5.2	22.4	30.2
Milwaukee	17.5	4.6	22.1	26.3
Minneapolis-St. Paul	15.1	3.8	18.9	25.2
New Orleans	11.3	3.5	14.8	31.0
New York	14.9	5.6	20.5	37.6
Philadelphia	15.2	4.7	19.9	30.9
Pittsburgh	13.6	4.9	18.5	36.0
Portland, Oregon (2)	18.5	3.8	22.3	20.5
Richmond	13.7	3.7	17.4	27.0
St. Louis	15.3	4.1	19.4	26.8
San Diego	15.3	4.8	20.1	31.4
San Francisco	16.6	4.6	21.2	27.7
Seattle	16.2	4.3	20.5	26.7
Washington	12.4	4.8	17.2	38.7
Average, 29 Markets	14.7	5.0	19.7	34.0%

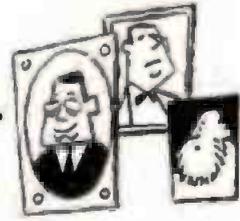
*Figures on "homes using radio" cover 6 AM to Midnight, Sunday-thru-Saturday. All figures expressed as % of radio families surveyed.

¹Miami . . . June-July Chicago, New York, Washington . . . August only

Cleveland, Dallas, Fort Worth, Houston, Kansas City, Pittsburgh . . . August-September

²Rating based on Monday-Friday only

names and faces



Noting the Changes Among The People of the Industry

AGENCIES

Ralph Zeuthen is now with Compton, New York, as a v.p. and account supervisor. He was formerly with Edison Electric Institute.

Robert Steres of D'Arcy, St. Louis, has been moved to that agency's new San Diego office where he will serve as media director.

Victor Armstrong, senior v.p. of account management at Kenyon & Eckhardt, New York, has been elected to the agency's board of directors.

John H. Leonard and Herbert R. Roberts are newly elected v.p.'s of BBD&O, New York. Mr. Leonard is in charge of an account group while Mr. Roberts manages the agency's marketing department. Another BBDO

vice presidency has gone to M. Michael Griggs who joined the agency in 1946 and is now a group head there. C. Wendell Muench, long time head of his own Chicago agency has merged with Presba, Fellers and Presba. This combine will now be known as Presba-Muench Inc.

Robert J. Probst, formerly president of Concept Design and Development Ltd., St. Louis, has moved to Needham, Louis and Brorby, New York, as account executive.

The agency's Chicago office now has the services of Gordon Buck as media supervisor. Buck was formerly with Aubrey, Finlay, Marley & Hodgson, Chicago. In addition, William Barclay, previously with Quaker Oats Co., is now a research supervisor at the NL&B New York office.

STATIONS

Mark Woods, a former president of ABC, who has been away from the industry for ten years has been named v.p. and general manager of WSPB Sarasota, Fla.

Robert E. Sharon, former general manager of KDEO San Diego, assumes position of sales manager for KFWB Hollywood.

Station manager appointments in the Franklin Broadcasting Co., Fort Lauderdale, Fla., include: Charles W. Loufek, formerly manager of KOME Tulsa, Okla., and now manager of WEW St. Louis; former sales manager Gordon H. Lund to replace Loufek at KOME; Sherod F. Rouser previously at WWIL Ft. Lauderdale, to head WLOD.

Bill Crews, former sports announcer at KMOX St. Louis has been named manager of KFSA Fort Smith, Ark.

Irv Trachtenberg has been appointed assistant manager of KTIK Seattle. He was previously group sales manager at the Radio Advertising Bureau, New York.

Robert C. Fehlman manager of WHBC Canton, O., has been selected to manage WPDQ Jacksonville, Fla. Replacing him will be Paul E. Gilmor, who has been the station's sales manager.

Jack Gelzer, formerly account executive, appointed local sales manager, WGR Buffalo.

REPRESENTATIVES

Norman Flynn has been named v.p. of Broadcast Time Sales. He has been with the firm's sales department for three years. In the representative's Chicago office, Robert Wencel, formerly with WBBM-FM Chicago, will become the midwest account executive for BTS.

H. Malcolm Stuart, a former sales executive with ABC

joins the Charles Bernard Co., New York, in a sales management capacity.

Santo J. Crupi, previously with Middlesex Broadcasting Co., assumes managership of Avery-Knodel's new Boston office.

Arthur Gordon, general manager of National Time Sales, New York, has been appointed v.p.

Thomas Carroll, v.p. at Radio-TV Representatives has been made an executive v.p., while Fred L. Bernstein has joined the firm as v.p. in charge of new business. Bernstein was with International Good Music, the Heritage Stations.

Jim Smith has been selected to head up the new Boston office of Adam Young. He was formerly with the firm's New York office.

Kenneth F. Campbell, previously with the Branham Co., has joined H-R Representatives as account executive.

The Katz Agency has announced two additions to their New York radio sales staff: Scott Eddy, formerly a salesman there will now concentrate on improving spot radio and Sal Agovino, previously with H-R Representatives, will work in sales.

NETWORKS

William L. McDaniell has been elected executive v.p. for the NBC Radio Network. He was v.p. in charge of network radio sales.

Irv Lichtenstein has been appointed to the newly created Mutual Broadcasting System post of director of advertising, sales development and promotion. He was formerly with National Telefilm Assoc. as director of promotion and merchandising. The new general sales manager for the network is Frank Rogier, formerly with Thermo Fax as general sales manager.



Gelzer



Crupi



Gilmor



Eddy



Agovino



Flynn



Sharon



Fehlman



can public service be measured?

RADIO'S PUBLIC INTEREST RECORD

U.S. RADIO'S second annual survey of *Radio in the Public Interest* (see p. 20) reveals once again the impressive role the sound medium plays in serving communities across the country.

It is a record that defies measurement by most standards: Expansion of news activity, immediacy of information during a weather emergency, the finding of a pet, day-to-day support of community campaigns, special activities on behalf of fund drives, regular flow of happenings in and around town, editorials and discussions intended to stimulate thinking on local—or even national—problems.

How can the extent and results of these activities be truly measured?

CHANGES IN REPORTING METHODS?

There is a strong industry move afoot—supported by the National Association of Broadcasters—to change the present reporting system used by the Federal Communications Commission.

The FCC standard requires that stations report their public interest programming activity in percentages on a "composite week" basis.

The NAB has told the FCC that "submission by the broadcaster of a percentage breakdown of his programming is unrealistic and unnecessary."

Under consideration by the FCC is a plan to permit broadcasters to report their public interest responsibilities in narrative or qualitative form rather than the present "numbers" system.

According to U.S. RADIO'S questionnaire survey, stations are overwhelmingly in favor of the narrative form on the grounds that it is a more

effective way of reporting public service.

Here's a typical station comment:

"Numbers are only half a story. In public service, how do numbers explain an appeal for a needy family burned out of its home or the hospital asking for a special type of blood. We say that we programmed 150 hours of public service in 1960, but that doesn't tell you that approximately 100 hours of that time was station-produced programs dealing with local affairs, farm activities, special drives."

Similar comments from stations support the proposed narrative form because it would better show the effort involved as well as the effectiveness of various public interest undertakings.

One broadcaster sums it up this way: The percentage report does not "give consideration to the cost of research, writing, production and talent in producing programs in various categories, nor to the true type of some public service programs."

And a station that relies on public service announcements rather than programs says, "We are in favor of the qualitative form because one 1-minute locally-produced public service spot may take hours of time for planning and recording."

MERIT OF THE PLAN

The merit of the plan itself is not questioned by its critics. They only mention that the narrative form would involve considerably more effort to prepare. It is up to the broadcasters—and the FCC—to decide if presenting the whole picture is worth the effort.

But no matter how one measures it—whether by numbers or by effort and results—the public interest record of radio is impressive.

IF YOUR CLIENT IS THINKING OF SELLING FOOD IN NEW YORK

(and he should be; it's the biggest market in the U.S.)



START WHERE THE SELLING IS EASY

(easier because the N.Y. market is bigger than the next 3 combined)



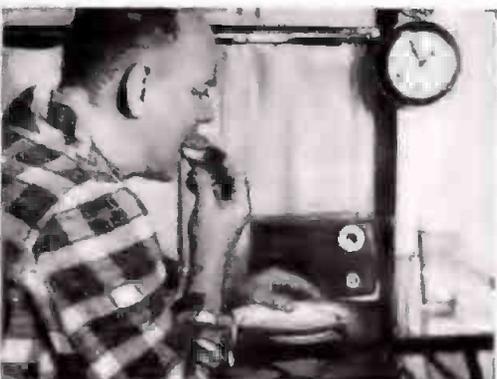
START WITH WINSland

(the proven path for reaching these people)



WHERE THE MARKET IS HAPPILY HOMOGENEOUS

(all ages, all interests, all incomes)



No matter what walk of life they come from, WINSLANDERS have one thing in common. They all like to eat. They spend over six billion dollars a year on food. Almost every minute of the day and night, WINS is the station in New York. MEDIA MORAL: If you sell something good to eat, sell it on WINS, the station that has the eager eaters.

For complete information call WINS JUDson 2-7000



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LOOK! All of Mutual's 400 affiliates are sold on Mutual's "Go Network—Stay Local" programming concept. Result? Clearances are not a problem.

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THE AIR**

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RADIO**

A SERVICE TO INDEPENDENT STATIONS • Subsidiary of Minnesota Mining & Manufacturing Company 

A Grows

2% in '60*

1000 homes added
Golden Sound Circle



more than coincidence that
great growth occurred in the
year of WFBM-FM's oper-
ation. Planned variety program-
ming, outstanding news-in-depth
coverage and day-in-and-day-
promotion have focused more
attention on FM.

WFBM-FM "Golden Sound
of the Middle West"

reaches a market of 237,557 select
FM Families

dominates a 51 county area
where retail sales total more than
2 billion.

is the *select* market for your
product . . . just ask Walker-
Salt, Inc.

1960 FM set sales in WFBM-FM coverage area.

WFBM 94.7mc
GOLDEN SOUND OF THE MIDDLEWEST
D D D

the nation's most powerful commercial FM station
A Service of TIME-LIFE Broadcast

U.S.

F M

A U.S. RADIO PUBLICATION FOR FM BROADCASTERS AND ADVERTISERS

VOL. 2 — NO. 2

FEBRUARY • 1961

35 CENTS

Broaden Programming

Two Agency Executives Urge Fm'ers to Add
Cultural and Talk Fare to Program Line-up

Today's Radio?

NAB LIBRARY

Prominent Fm Broadcaster Examines Ups
and Downs of Fm and Why He Sees Bright Future

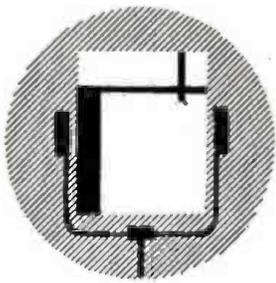
Near Record Set Output

MAR 6 1961

Final Tally of Fm Set Production Shows
1960 Biggest Year in More Than a Decade

Fm Facts in Pocket

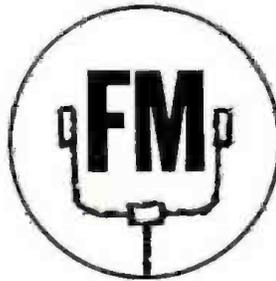
NAFMB Prepares New Circular Pocket-Sized
Computer of Fm Facts for Member Stations



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Company or

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City _____ Zone _____ State _____

Please Bill

Payment Enclosed

FORE MOST

Fm Set Buying Turns In Year Record Year in Production

Fm production in 1960, reaching its highest mark since 1918, has exceeded expectations. The final count by the Electronics Industries Association shows that fm output last year was 904,766 units, compared with the 1959 figure of 540,522. In 1948, production exceeded a million and a half receivers. Earlier optimistic estimates on the 1960 total were pegged around 700,000.

AFMB Prepares Pocket Computer of Fm Facts for Salesmen

The National Association of Fm Broadcasters is preparing a circular pocket-sized computer of fm facts for salesmen of member stations. It will contain figures from a composite analysis of Pulse fm studies of last year (see *NAFMB Notes*, p. 19).

Fm Info File to Provide Agencies With Audience Data

A compilation of audience survey results and available fm audience information intended for use by timebuyers and agency personnel is being published by International Good Music Inc., Bellingham, Wash. First part of the file contains condensations of two fm surveys by Alfred Politz Research Inc. and by the University of Southern California Department of Telecommunications. The file is available without charge to agency personnel. And, according to John D. Tuttle, administrative vice president, the publication will contain no IGM promotions.

Seattle Fm Broadcasters Add Joint Voice to Fm Promotion

In another move to pool and coordinate promotional efforts, nine Seattle fm stations have formed the Seattle Fm Broadcasters Association. The group is studying the possibilities of making joint presentations to media buyers and originating a Sunday fm section in one of the daily newspapers. Cortland Clark, KLSN-FM, is chairman. Stations represented thus far are KGMJ-FM, KING-FM, KMCS-FM, KGFM, KETO-FM, KZAM-FM, KOL-FM and KGMI-FM (Bellingham). Tacoma stations are expected to be invited to join.

25 Fm Questions Highlight Texas Broadcaster Session

The "25 most asked questions" about fm highlighted the fm meeting of the Texas Association of Broadcasters held early this month. The three-hour session featured a panel comprising Jim Morris, KTBC-FM Austin; Webb Hunt, KQUE Houston, and Tommy Lanyon, KSPL Daboll. Presiding was Lynn Christian, KHGM Houston, and head of the TAB fm section.

Fm Homes in Indianapolis Nearly Double in 1960

Growth of fm homes in the metropolitan Indianapolis marketing area was 92.24 percent in 1960. A survey of set distributors conducted by WFBI-FM also indicates that 50,000 fm units were sold last year in a 51-county area. Fm-equipped homes in the metropolitan marketing area, according to the station survey, now stands at just under 80,000.

In the Black

We have been on the air for just a little over six months and all our evening time is sold out, Monday through Sunday, plus three hours across the board during the daytime.

We sell block time only and limit our commercials to only four per hour; and what is more important, we are operating in the black.

Perry P. Walders
General Manager
WJMD(FM)
Washington, D.C.

Accolades

Recent issues of U.S. FM have been received with thanks. Such a publication would appear to provide a very beneficial service for fm.

Henry Broderick
WDRG(FM)
Hartford, Conn.

Last week I saw your interesting copy of U.S. FM. The material in the December issue was unusually interesting.

Last year, as part of my brokerage service, I handled the sale and transfer of four fm stations in California, so one might say I am quite familiar with the fm field. Congratulations on your fm magazine. It should be a great help to fm broadcasters.

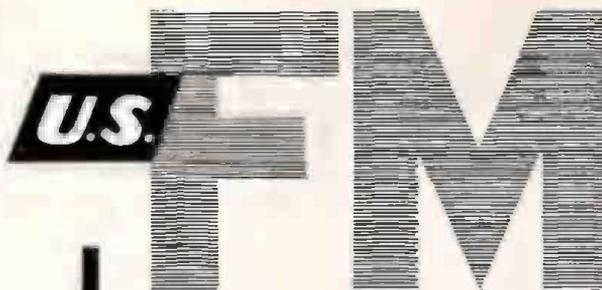
Wilt Gunzendorfer
Wilt Gunzendorfer & Assoc.
Los Angeles

Belated congratulations on your excellent publication devoted to the growing fm medium. We join the chorus of those saying it fills a long-felt want.

A. A. McDermott
Radio & Television Sales, Inc.
Toronto
Canada

I enjoy reading your U.S. FM magazine, and appreciate what you are doing for the industry. There are many fm stations across the country who, like WMIT, have been dormant for the past few years. However, your publication has given me renewed faith and encouraged us to take a good look at our advertising potentials.

Seddon Goode, Jr.
Treasurer
WMIT (FM)
Charlotte, N. C.



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TWO AGENCY MEN CHARGE . . .

Broaden Scope Of Programming

**Agency owner Gans and Ayer's Heston
examine various fm areas—program
content and titles, commercials and promotion**



Joe Gans, head of his own New York radio-tv agency and one of the most consistent national buyers of fm, urges remedial improvements.

Like the weather, everybody talks about fm, but nobody or almost nobody, does anything about it. I am by no means trying to belittle the herculean efforts of those sincere, dedicated fm'ers who have toiled diligently in its behalf. But it seems to me much of what has been done has been, in many cases, wasted.

I find it no longer amusing, for example, to hear people say they listen to fm because they enjoy the background music and are not bothered with commercials.

Fm desperately needs more commercials! But even more than that, it now needs more—much more—than merely a good music format. For not until it keeps pace with today's lively world, will it be in a position to carry more commercials. It is foolish in my opinion to strive for a "sound" when, in some cases, the sound is dull. It is sheer economic suicide to continue playing everything from the "Star Spangled Banner" to Franck's symphonic variations and make it all sound like Montavani's "Green Sleeves."

The audience is there and is growing every day! The audience, like Topsy, just "grewed." It is time now for fm to capitalize on this growth, to start providing more creative fare than merely its present good music format. It is time to change the listings from the monumentally unimaginative titles of *The Morning Concert*, *The Afternoon Concert* and *Candlelight Concert*.

Fm must create the desire in people to turn to it for the kind of listening they cannot find readily available elsewhere. It must start identifying itself with all the demands for cultural expression and entertainment made on it by its selective but ever expanding audience. It must start broadening its base to fill the vacuum which now exists if it is going to create the desire in more people to discover its wares.

Fm's often-made claim to a small, uniquely selective audience is no longer valid. More am stations than ever before are switching to the so-called good music format. More quality programming of a wide variety is now being carried on television. Class publications are enjoying booming circulation gains. All these have a tendency to dilute fm's quality audience.

The fm station that persists in catering to the relatively insignificant percentage of its audience which is looking for unobtrusive music "to do things by" will soon discover the game is not worth the candle.

The arts, the sciences, programs of public interest, community welfare,

programming

education and information are merely some of the specialized areas in which I believe fm must direct its attention if it is to compete successfully against other media for listeners and advertisers' dollars. There is a wealth of material available on tape and transcriptions, a wealth of opportunity to do local live programming with imagination and force. These ostensibly are the kinds of stimulating programs a well-informed, and well-educated, audience would relish.

I am not suggesting fm lower its



John Heston, service representative-markets and plans department, N. W. Ayer & Son Inc., Philadelphia, and one of the first in his agency to investigate fm, believes that fm today has the goods, but lacks promotional force to help it deliver.

As one of the first in his agency to investigate fm for national advertisers, Mr. Heston believes:

"Fm programming in general is good. What is dull to one listener may be highly entertaining to another. And in the large metropolitan markets, like New York, Chicago, San Francisco, Boston and others, there are enough fm stations that each can, and does, narrow programming enough to give variety with a switch of the dial.

"Program titles, although not highly imaginative, are for the most part, pretty good. They help dress up the station's program offerings and guide the listener to the kind of

standards. On the contrary, I am urging they be raised in order to provide the public with something it does not now have. This would inevitably lead to rapidly increased set sales, which in turn would lead to an increased audience—a combination any advertiser would find hard to resist.

More imaginative programming, broader scope, a more enlightened management, along with a more positive assist from the fm set manufacturers, will do much toward helping fm radio turn its potential into reality. And the time to start is now!

music he wants to hear.

"Fm stations could and should add quality features of interest to a good-music oriented audience. Programs in the allied fields of art, science and public service would balance programming and would probably be welcomed by listeners who are unable to find these features on am radio or even on television. The addition of quality talk programs is a logical step for stations that are second, third and fourth in their markets. With nothing more to distinguish one fm station from another than shades of good music, quality 'arts' programs may find a lively audience and give a station a more solid programming ground.

Technical Advantages

"But to venture too far afield from musical programming would be to lose sight of the technical advantages of the medium. Music has been and always will be the program base for fm because of the fidelity of the

broadcast. It is this technical aspect that has gained for fm its most loyal audience."

Although much progress has been made in the last three or four years, lack of enough information on fm is still the main barrier between agencies, advertisers and the medium, Mr. Heston observes.

"When N. W. Ayer first stirred the fm breeze for clients Hamilton Watch Co. and Steinway & Sons, there was little material available on the medium. We had to make our own studies and dig up enough information to make our media plans worthwhile.

"That was three years ago, and the situation, although improved, is much the same today. Market facts, audience figures, set penetration—all these things should be available to us because we're in the (agency) business.

"Stations themselves are caught in a squeeze. They have less money, fewer sales executives than other media. They have a story to tell, but not enough money to tell it. So naturally the medium is held back by self-limitations.

Carrying the Ball

"But who is going to carry the ball? Should it be the station? Should it be the set manufacturer? Should it be the representative?"

Mr. Heston feels that none of these groups is really taking advantage of the great publicity boosts the medium has entertained in the past several months. Set manufacturers could do more to help the medium grow within their own scope. Stations are financially limited, but should take more initiative because any progress is obviously to their self-interest and gain.

He points out that many of the national advertisers now using fm tried the medium as a result of their own or their agency's thinking and planning. Their buys followed their own initiative, and did not result from a conscious wooing by fm promoters. "It's not that stations were unwilling; they just did not know how to go about it. If that is the case with the handful of advertisers on fm today, imagine the long range results if the industry were to sell itself with clarity and force." • • •

Fm: Today's Radio

Harold I. Tanner, president and general manager of WLDM Detroit, which he founded in 1949, surveys fm's future. He explains what has held fm back and why he believes fm is firmly established



 While am is still the preferred choice of most advertisers, the day of re-appraisal of these buying methods has already arrived.

Only a few short years ago fm was known to the world as the realization of an inventor's dream. Later it was referred to as the "sleeping giant." Still later the "frustrated medium." We believe it is now known as "today's radio" because fm is the story of the better mouse trap.

To examine the history of fm we find that it was first discovered by Major Edwin Armstrong in 1938. The man who had given us virtually every modern development that has come to radio.

During World War I, he discovered the hetrodyne circuit which he later improved with the super-hetrodyne circuit that is still the basis for all radio reception.

In 1940, when fm first flashed across the horizon, it was hailed as the system that within a very few years, because of its technical superiority, would cause the rapid demise of all am stations. At that time some industry leaders predicted as little as two years, others as long as five.

But from the first fm was plagued with difficulties. World War II caused the complete curtailment of all civilian production.

In the post-war period, a severe blow was dealt fm when the Federal

Communications Commission decided to move fm from the 42-to-50 megacycle to the 88-to-108 megacycle band. Thus at a single stroke making all existing fm receivers obsolete.

In 1948, it ran head on into another electronic miracle—television.

From a post-war high of 732 stations in 1950, the number declined to 530 in 1957. But today the total figures including commercial, educational, construction permits and applications pending totals 1,180. (Commercial stations on air as of December 1960 number 821.) In 1960, station grants established a new 10-year high and fall-offs a new 10-year low.

Sales of fm home receivers have continually climbed. Sales in 1959 were 55 percent over 1958. 1960 will double 1959 or about 2,140,000. Estimates for 1961 are well over the three million mark.

In regard to automobile radios, too, sales of fm-only receivers are soaring.

In the larger metropolitan areas today, comprehensive surveys indicate that fm has more than passed the half-way mark in attracting the listeners in each city. Fm penetration in New York is 57 percent, Boston 52 percent, Los Angeles 49 percent, San Francisco 48 percent, Detroit 51 percent, Washington 42 percent and so on across the nation.

It is interesting to note how so

many of the more astute and successful businesses and their advertising agencies sometime ago recognized fm and have given the support of their advertising dollars and have become staunch friends of this strong new medium.

We find among them such household names as General Motors Corp., Chrysler Corp., General Electric, Hamilton Watch Co., *Time* and *Harper's* magazines, Lowenbrau and Tuborg imported beers, Northwest Orient, BOAC, KLM and Japan Airlines, Zenith Radio Corp., Sheraton Hotels, Sinclair Oil, Columbia and RCA Victor records and many more whose names are as outstanding in their respective fields.

But what of the future?

We believe there will be as many different types of radio stations as there are restaurants, each with a definite bill of fare that will appeal to all tastes, to all levels of society.

However, we feel confident that the group of fm pioneers who have led the way will maintain their high standards that have enabled them to acquire their large audiences.

These are the stations that are being and will be emulated by others because of their success. This means better radio—better listening—better service to the public we all serve. This trend is firmly established. Fm has truly become Today's Radio. • • •

Is There a Research Vacuum?

If there is, many local groups are attempting to document fm listener characteristics by supplementing national research efforts with various community-wide techniques

 It has often been said that fm has its own "special" audience. An audience that is generally inclined to quality programming.

Agencies complain that the background and listening habits of this group have not been clearly determined in enough cases.

What is the image of the fm listener? In one recent sampling taken, 36.3 percent of fm listeners were college graduates; 26 percent were in the \$7,000-10,000-a-year income bracket, and in the majority it was a young (35 or under) audience.

These are a few of the findings of the Sacramento Valley Fm Broadcasters (SVFMB). This association of six fm broadcasters meets once a month to arrive at concrete methods of improving fm broadcasting in the northern California area.

Realizing a need for more information concerning the fm listener, the SVFMB conceived and conducted two surveys that might shed some light on the listening habits and backgrounds of the listener.

At the last California state fair, the SVFMB set up and manned an fm booth. "The purpose of the

project," says a spokesman from the group, "was to educate fair goers on the advantages and the programming of fm radio. Still deeper was the desire to stimulate the sets-in-use factor for the area. A variety of domestic and foreign table models, transistor and auto fm receivers was displayed."

By demonstrating the quality of the small receivers the group was attempting to indicate that it was not necessary for an individual to own the more expensive console sets in order to get full enjoyment of fm listening.

Visitors to the booth were asked if they owned fm sets. If their answer was affirmative, they were invited to participate in the survey. It is noted that "printed forms requiring, for the most part, only check marks and numbers for completion were used."

The response to the survey at the state fair was so strong that the SVFMB decided to repeat it at the Sacramento Stereo-Hi Fi Show. Again, a display of small fm/am receivers was set up, with the added feature of giving away some of the sets as door prizes. In order to make

the survey more accurate, identical questionnaires to those used at the fair were offered to the visitors at the hi fi show.

In St. Louis, KCFM ran a telephone survey, in which listeners were asked to indicate the number of hours they listen to fm. It is interesting to note the similarity in listening hours in this survey to the one conducted in Sacramento:

KCFM asked 537 respondents who listen to fm, "How many hours a day do you listen?"

Number of Hours	Percent
2 hours or less	28.3
3-4 hours	29.2
5-6 hours	16.8
7-10 hours	15.8
More than 10 hours	5.4
Only on weekends	4.5

Another KCFM question was "Would you like to hear a short newscast on fm?" 60.3 percent replied that they would, 38.6 percent said "no" and 1.1 percent had no opinion.

In listing the results of its survey the SVFMB did not couple the State Fair and the Hi-fi show responses together, each was listed as a separate group. ■ ■ ■

Fm Listening Survey

Conducted by the Sacramento Valley FM Broadcasters

Age	State Fair Group	Hi-Fi Show Group		State Fair Group	Hi-Fi Show Group
Under 18	8.4%	4.4%	6-9 p.m.	51.6	61.2
19-25	26.2	22.2	9-12 m	38.3	38.0
26-35	23.7	32.8	Saturday		
36-45	24.0	26.4	6-9 a.m.	13.4	11.2
46-60	15.9	12.1	9-12 n	24.2	23.9
Over 60	1.8	2.1	12-3 p.m.	27.7	28.0
Income			3-6 p.m.	33.1	33.2
Under \$4000	28.2%	15.2%	6-9 p.m.	44.6	49.2
\$4000-5500	20.0	14.8	9-12 m	33.2	38.2
\$5500-7000	23.6	27.0	Sunday		
\$7000-10,000	19.1	26.2	6-9 a.m.	11.6	11.4
Over 10,000	9.7	16.8	9-12 n	18.8	22.4
Education			12-3 p.m.	29.9	29.7
Some High School	10.5%	4.6%	3-6 p.m.	34.2	33.0
High School Grad.	23.4	20.0	6-9 p.m.	41.3	50.8
Some College	35.5	39.2	9-12 m	32.6	34.9
College Grad.	30.6	36.3	Musical Preference		
Daily Listening Average			(These were listed in alphabetical order on the form)		
Under 1 hour	4.7%	3.9%	Type		
1-2 hours	16.8	19.6	Symphony	15.2%	14.2%
2-3 hours	23.3	26.5	Light Concert	11.9	13.8
3-4 hours	19.8	20.4	Sacred	10.4	2.1
4-5 hours	12.4	11.1	Pop Concert	9.7	12.3
5-6 hours	15.7	13.1	Mood	9.1	11.5
Over 6 hours	7.3	5.3	Jazz	7.4	8.8
Listening Habits			Dance	7.3	9.8
Monday-Friday			Show	7.2	7.6
6-9 a.m.	20.6%	15.4%	Chamber	5.7	4.6
9-12 n	22.0	19.1	Choral	4.2	3.3
12-3 p.m.	21.6	17.4	Folk	3.8	2.9
3-6 p.m.	29.0	27.4	Ballet	3.0	2.1
			Opera	2.7	2.7
			Dixie	2.4	3.3

FAVORABLE MENTIONS

Restaurant Group—The 12 Portland, Ore., restaurants that comprise the "Dine Downtown Association" have purchased a 26-week flight over KPFB. The purpose of the association, represented by Goodrich and Snyder, Portland, is to stimulate business for the downtown restaurants. The program being used is *Candlelight and Silver*, and will provide light classical music during the dinner hour, Monday through Friday. According to the station, "commercials will urge listeners to dine downtown, with four one-minute announcements spotlighting different downtown restaurants during the program."

In another development, KPFB is now on a 24-hour operation with the scheduling of a six-hour segment (midnight to 6:00 a.m.) for the Portland General Electric Co. The all-night show is titled *Music Out of the Night* and, the station says, "features mood music, light classical, jazz and show tunes Monday through Saturday. On Friday and Saturday nights the jazz section moves from midnight to 2 p.m."

Coffee—Yuban Coffee through Benton & Bowles, New York, has assumed full sponsorship of the new KBIQ Los Angeles, Mantovani show. To provide greater fidelity the station will simultaneously broadcast the program over its fm and television facilities.

The Union Pacific R. R., through its agency Geyer, Morey, Madden & Ballard, Los Angeles, has purchased a 13-week spot campaign over KBIQ. Purpose of the campaign is to "woo travelers for winter train travel," according to Bob Hammond, the station's commercial manager.

Other KBIQ buys include: A 20-week campaign for the Pacific Coast Club of Long Beach, designed to spark a new membership drive for the club; Southern California Plasterer's Institute; Warner Brothers Film Co.; Concerts Inc.; Universal Pictures and KCOP television.

Bank—The Bank of America, San Francisco, which has been running a nightly (8 to 9 p.m.) classical music program for the past year, has just renewed its contract with KSFR,

reports the Bay Area concert station. "We have found," states Charles Stuart, advertising manager for Bank of America, "that fm radio focuses our advertising on an influential and affluent market and helps to build a long term friendship with our customers."

Travel—With spring just around the corner, firms such as airlines and various travel associations are placing schedules for the upcoming vacation season. WFMT Chicago reports a heavy influx of airline travel accounts slated for its spring schedule. Among the airlines, WFMT reports the following have recently placed spot schedules: Sabena Belgian World Airlines through McCann-Marschalk and KLM Royal Dutch Airlines through Erwin Wasey, Ruthrauff & Ryan. Air France, via BBD&O, has doubled its present schedule. Two additional airlines are Japan Air Lines through Botsford, Constantine & Gardner and Scandinavian Airlines System. The station adds that this is their third year with Air France, JAL and SAS.

Two travel accounts recently signed are, The Swiss Tourist Office through Sudler and Hennessey which will sponsor a weekly program of classical music, and The French National Railroads through Byrd, Richard & Pound, which has taken a schedule of one-minute announcements.

WFMT notes that many of the advertisers have taken space in the station's monthly program magazine, the *WFMT Chicago Fine Arts Guide* which has a paid circulation of 25,000.

Supper Club—Following a format that has already proved successful, WLIR Garden City, N.Y., is instituting its second remote show, Al Grant's *Jazz Nocturne*. It opened the San-Su-San Supper Club in New York by Mineola on Washington's Birthday. The program runs from 10 to 12 p.m. on Wednesday nights. The all-modern jazz show is to be sponsored by San-Su-San and Pan Am.



MAESTRO EUGENE ORMANDY (l), conductor of the Philadelphia Orchestra is interviewed by Max M. Leon, president of WDAS-FM. The program, part of a WDAS concert series entitled *Backstage at the Academy of Music*, was recently broadcast by the Philadelphia station.

ican Van Lines. The station's first weekly remote has been on the air since last summer under the title of *Idlewild Calling*. Emanating from the Seaway Idlewild Hotel near the New York International Airport, this two-hour, Wednesday afternoon show includes interviews with airline personalities and executives. The program's sponsor is the Walter R. Blaha & Co., investment brokers. WLIR notes that the remote concept has proved so popular that it is considering additional programs of this nature.

Recording Firms—Offering its listeners the opportunity to learn a little more about their favorite artists, WABC-FM New York is running an hourly Monday night series entitled *Meet the Artist*. Co-sponsors for this interview program are Capitol Records and RCA Victor Records. Each guest discusses with Don Lowe, the moderator, the highlights of his career, various anecdotes and his specific impressions on musical subjects. Throughout the show, excerpts from the artist's recordings are played. Some of the guests to be featured are Elanor Steber, Georgio Tozzi, Nicolai Gedda, Anneliese Rothenberger, Michael Rabin, Arthur Rubenstein, Rosalind Elias and Andre Kostelanetz. "The program," says the station, "is designed to bring the classical artist closer to his public, to reveal his off-stage personality and afford him the opportunity of highlighting his newest recordings."

Press Conference Coverage

WIP-Fm Philadelphia has announced that in addition to its current coverage of the United Nations will cover the White House Press conferences through the facilities of specially leased lines. However, the station noted that on days when there is a conflict between the UN session and a press conference, the latter will be carried.

Concert Series

WYMM Baltimore has announced a

series of concert previews that is being run during the course of the present Baltimore Symphony season. Each Sunday evening, the station airs recordings of the music to be heard at the next performance of the symphony orchestra. "This preview," says the station, "permits the listener to get a feeling of the program before-hand and invites comparison between the recorded and live versions."

Hi-Fi Showcase

A new program, aimed at the hi-fi enthusiast who has a liking for lighter musical fare, will be aired from 11 p.m. to midnight, Monday through Friday over KEX Portland. Entitled *Hi-Fi Music Hall*, the show will feature recordings of the big bands and jazz groups prominent during the past forty years.

Orchestra Tapes

That other sections of the country may have the benefits of Philadelphians, that city's Academy of Music in conjunction with the Philadelphia Orchestra Association, is taping a series of 26 programs to be leased to good music stations throughout the country.

The Orchestra Association reports, "Eugene Ormandy, now celebrating his 25th anniversary season as music director and conductor of The Philadelphia Orchestra, will conduct most of the programs in the series. Among the guest conductors will be assistant conductor William Smith, William Steinberg, George Georgescu and Leopold Stokowski. Among solo artists who will be heard on this series are pianists Eugene Istomin and Philippe Entremont. • • •"

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Fm Station Key

These statistics and other data contained herein are taken from reports received by us from FM stations. They are believed by us to be accurate and reliable, but, of course, cannot be guaranteed. This issue of U.S. FM includes returns from 391 fm stations. The *Fm Station Key* will be augmented each month as information is reported by additional operations. See box below for abbreviations. Stations not listed are advised to send in the necessary information.

Abbreviations

Rep.—representative; ERP—effective radiated power; pen.—penetration; prog.—programming; where there is an am affiliate, sep.—refers to the fm being separately programmed and dup. refers to the fm station duplicating the am programming; c/—classical; con—concert; op—opera; s-cl—semi-classical; pop—popular; st—standards; shw—show; flk—folk; jz—jazz; nws—news; wthr—weather; dr—drama; intvw—interview; cmtry—commentary; rel—religious; sprts—sports; educ—educational programming; disn—discussion.

Counties: 3; 58 kw
Market Pen.: 31.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KMLA
National Rep.: Albert Chance
Counties: 6; ERP: 60,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Con, shw, st, nws, pop

KNOB
National Rep.: Modern Media Fm Sales
Counties: 7; ERP: 79,000 w
Market Pen. 49.1% (Pulse)
Prog.: jz

KRHM
Counties: 8; ERP: 58,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Pop, st, jz, flk, shw

Oxnard

KAAR (Am: KOXR)
National Rep.: Forjoe
Counties: 2; ERP: 10,000 w
Prog. (Sep.): Nws, cl, shw, s-cl, st

Riverside

KDUO
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 72,000 w
Market Pen.: 50% (Pulse 1958)
Prog.: S-cl, cl, con, op, rel

KPLI
ERP: 1,570 w
Prog.: S-cl, st, shw, nws, wthr

Sacramento

KCRA-FM (Am: KCRA)
National Rep.: Petry
Counties: 14; ERP: 11,000 w
Prog. (Sep.): St, pop, cl, con, shw

KHIQ
National Rep.: Albert Chance
Counties: 14; ERP: 17,300 w
Prog.: S-cl, cl, nws, wthr, rel

KJML
National Rep.: Walker-Rawalt
Counties: 5; ERP: 2,700 w
Prog.: Cl, con, shw, s-cl, comtry

KSFM
National Rep.: Meeker Co.
ERP: 60,000 w

KXRQ
National Rep.: W. S. Grant
Counties: 11; ERP: 35,000 w
Prog.: Pop, jz, shw, s-cl, flk

Salinas

KSBW-FM (Am: KSBW)
Counties: 6; ERP: 18.5 kw
Prog. (Sep.): Cl, pop, s-cl, con, op

San Bernardino

KFMW
National Rep.: Heritage Stations
Counties: 8; ERP: 30,000 w
Market Pen.: 31.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz
WGMS-FM (Am: WGMS)
National Rep.: Avery-Knodel
Counties: 23; ERP: 20,000 w
Prog.: Cl, con, op, s-cl, nws

San Diego

KGB-FM (Am: KGB)
National Rep.: H-R
Counties: 1; ERP: 37,000 w
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, pop, s-cl, cl, shw

KITT
Counties: 1; ERP: 56,000 w
Market Pen.: 40% (Pulse)
Prog.: St, shw, flk, pop, s-cl

KFMB-FM (Am: KFMB)
National Rep.: Petry
ERP: 18400 w

Counties: 12; ERP: 2,200 w
Prog. (Sep.): Cl, s-cl, st, pop, sprts

Pine Bluff

KOTN-FM (Am: KOTN)
Counties: 19; ERP: 3,200 w
Prog. (Dup.): S-cl, st, shw, con, pop

CALIFORNIA

Alameda

KJAZ
National Rep.: Albert Chance
Counties: 6; ERP: 1,000 w
Prog.: Jz

Beverly Hills

KCBH
National Rep.: Walker-Rawalt
Counties: 8; ERP: 75,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Cl, con, s-cl, op, shw

El Cajon

KUFM
Counties: 1; ERP: 3.5 kw
Prog.: Cl, con, op, s-cl, nws

Fresno

KRFM (Am: KFRE)
Counties: 12; ERP: 70,000 w
Prog. (Sep.): St, pop, s-cl, cl, shw

Glendale

KUTE
Counties: 7; ERP: 23,800 w
Prog.: Shw, s-cl, pop, nws, wthr

Indio-Palm Springs

KCHV-FM (Am: KCHV)
National Rep.: Tracy Moore and Hal Holman
Counties: 2; ERP: 25,000 w
Prog.: Pop, st, con, flk, shw

Los Angeles

KBIQ (Am: KBIG)
National Rep.: Weed
Counties: 7; ERP: 110,600 w
Market Pen.: 48.9% (Pulse 6/59)
Prog. (Sep.): St, pop, jz, shw, flk

KFMU
National Rep.: Heritage Stations

ALABAMA

Albertville
WAVU-FM (Am: WAVU)
Counties: 15; ERP: 4,700 w
Prog. (Dup.): Pop, nws, wthr, sprts

Birmingham

WJLN (Am: WJLD)
National Rep.: Forjoe
Counties: 28; ERP: 23,000 w
Prog. (Dup.)

Decatur

WHOS-FM (Am: WHOS)
Counties: 6; ERP: 2.35 kw
Prog. (Sep.): St, pop, shw, cl, sprts

Dylacauga

WMLS-FM (Am: WMLS)
Counties: 4; ERP: 693 w
Prog. (Sep.): St, shw, pop, wthr, cl

ARIZONA

Phoenix
KELE
ERP: 18,000 w
Prog.: Country & Western

KITH
Counties: 7; ERP: 5,000 w
Prog.: St, s-cl, shw, nws, rel

YEW
Prog.: Cl, shw

ucson

FMM
National Rep.: Good Music Broadcasters
Counties: 3; ERP: 7,200 w
Prog.: Cl, con, s-cl, st, dr

ARKANSAS

onesboro
BTM-FM (Am: KBTM)
National Rep.: Burns-Smith
ERP: 8,000 w
Prog. (Dup.): St, sprts, nws, wthr, con

sceola
OSE-FM (Am: KOSE)

FM STATION KEY (Cont'd)

Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, shw, nws

KFMX
National Rep.: Heritage Stations
Counties: 1; ERP: 30,000 w
Market Pen.: 40% (Pulse)
Prog.: Cl, con, op, jz
KFSD-FM (Am: KFSD)
National Rep.: QXR Network
Counties: 8; ERP: 100,000 w
Market Pen.: 39% (Pulse)
Prog. (Sep.): Cl, con, s-cl, st, op

KPRI
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 1; ERP: 25,000 w
Market Pen.: 42.5% (Pulse)
Prog.: Pop, st, shw, cl, s-cl

San Fernando
KVFM
Counties: 1; ERP: 860 w
Market Pen.: 48.7% (Pulse)
Prog.: Pop, st, shw, s-cl, disn

San Francisco
KAFE
National Rep.: QXR Network
ERP: 100 kw
Prog.: Cl, op, s-cl, shw, nws

KBAY
National Rep.: Heritage Stations
Counties: 8; ERP: 30,000 w
Market Pen.: 47.3% (Pulse)
Prog.: Cl, con, op, jz

KEAR
Counties: 24; ERP: 82,000 w
Market Pen.: 47.3% (Pulse 9/57)
Prog.: Rel, intvw, disn, educ, wthr

KOBY-FM (Am: KOBY)
National Rep.: Peters, Griffin, Woodward

Counties: 10; ERP: 10,500 w
Prog. (Dup.): S-cl, st, pop, shw, nws

KPEN
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 8; ERP: 120,000 w
Market Pen.: 47.3% (Pulse)
Prog.: Cl, s-cl, pop, st, shw

KSFR
National Rep.: Good Music Broadcasters
ERP: 100,000 w
Market Pen.: 48% (Pulse 1958)

San Jose
KRPM
Counties: 1; ERP: 4 kw
Prog.: Cl, s-cl, op, flk, cmtry

San Luis Obispo
KATY-FM (Am: KATY)
National Rep.: Meeker
Counties: 3; ERP: 3.8 kw
Prog. (Sep.): S-cl, st, con, nws, cmtry

San̄a Barbara
KRCW
National Rep.: Walker-Rawalt
Counties: 3; ERP: 18 kw
Prog.: Educ, op, shw, st, con

COLORADO

Colorado Springs
KFMH
Counties: 26; ERP: 23,000 w
Market Pen.: 25% (Pulse 3/60)
Prog.: Cl, con, s-cl, st, nws, shw, flk, wthr

Denver
KDEN-FM (Am: KDEN)
National Rep.: Heritage Stations
Counties: 12; ERP: 30,000 w
Market Pen.: 38.5% (Pulse 6/60)
Prog. (Sep.): Cl, con, op, s-cl, jz

Manitou Springs
KCMS-FM (Am: KCMS)
National Rep.: Fm Media
ERP: 22,000 w
Market Pen.: 25% (Pulse 3/60)
Prog. (Dup.): Shw, con, st, s-cl, jz

CONNECTICUT

Brookfield
WGHF
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 7; ERP: 20 kw
Market Pen.: 39.7% (Pulse 12/58)
Prog.: Mood, st, s-cl, jz, cl

Fairfield
WJZZ
Counties: 20; ERP: 9,000 w
Prog.: Jz

Hartford
WCCC-FM (Am: WCCC)
National Rep.: QXR Network
Counties: 7; ERP: 6.8 kw
Prog.: Cl, s-cl, con, shw, jz
WDRC-FM (Am: WDRC)
National Rep.: Peters, Griffin, Woodward
Counties: 12; ERP: 20,000 w
Prog.: Pop, nws

WHCN
ERP: 7,000 w
Market Pen.: 39.7% (Pulse 11/58)
Prog.: Cl, con, s-cl, op, shw
WTIC-FM (Am: WTIC)
National Rep.: Christal
ERP: 8 kw
Prog.: Cl, con, op, s-cl, shw

Meriden
WBMI

ERP: 20,000 w
Prog.: St, s-cl, shw, con

New Haven
WNHC-FM (Am: WNHC)
National Rep.: Daren McGavren
Counties: 3; ERP: 12,500 w
Prog. (Sep.): Con, cl, s-cl, shw, op

Stamford
WSTC-FM (Am: WSTC)
National Rep.: Everett-McKinney
Counties: 1; ERP: 650 w
Market Pen.: 30% (Pulse)
Prog. (Dup.): Nws, wthr, pop, shw, con

DELAWARE

Wilmington
WDEL-FM (Am: WDEL)
National Rep.: Meeker
Counties: 21; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Sep.): Cl, s-cl, pop, shw, nws
WJBR
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 22; ERP: 20,000 w
Market Pen.: 44.5% (Audience Analysts)
Prog.: S-cl, st, nws, cl, wthr

DISTRICT OF COLUMBIA

WASH (Am: WDCN)
National Rep.: QXR Network
Counties: 37; ERP: 15,000 w
Market Pen.: 41% (Pulse 12/56)
Prog. (Sep.): Cl, con, s-cl, shw, nws
WFAN
National Rep.: United Broadcasting
ERP: 20,000 w
Prog.: Latin American music
WGAY (Am: WQMR)
National Rep.: Grant Webb
ERP: 20,000 w
Prog. (Sep.): Flk, nws, rel, disn
WJMD
ERP: 20,000 w
Prog.: S-cl, shw, con, nws, wthr
WWDC-FM (Am: WWDC)
National Rep.: Blair
Counties: 12; ERP: 20 kw
Market Pen.: 40.3% (Pulse 1959)
Prog. (Sep.): S-cl, st, cl, pop, nws

FLORIDA

Coral Gables
WVCG-FM (Am: WVCG)
National Rep.: Broadcast Time Sales
Counties: 7; ERP: 18.5 kw
Prog. (Dup.): C&N, s-cl, nws, cl, wthr

Fort Lauderdale
WFLM
National Rep.: Fm Unlimited

(For abbreviations, see box, p. 11)

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WASH-FM

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FM STATION KEY (Cont'd)

Counties: 3; **ERP:** 3,500 w
Prog.: St, cl, s-cl, shw, op
WWIL-FM (Am: WWIL)
National Rep.: Rambeau-Vante-Hopple
Counties: 5; **ERP:** 31,000 w
Prog. (Sep.): St, s-cl, con, shw, jz

Jacksonville
WMBR-FM (Am: WMBR)
National Rep.: John Blair
Counties: 9; **ERP:** 40,000 w
Prog. (Sep. after 4 pm): Pop, st

Gainesville
WRUF-FM (Am: WRUF)
National Rep.: Thomas Clark
Counties: 16; **ERP:** 12,000 w
Market Pen.: 31.7% (Pulse 1956)
Prog. (Sep.): Op, st, con, shw, cl

Orlando
WHOO-FM (Am: WHOO)
National Rep.: Hollingbery
Counties: 9; **ERP:** 59,000 w
Prog. (Sep.): Cl, con, s-cl, st, nws, wthr
Pensacola
WPEX
National Rep.: Good Music Broadcasters
Western FM Sales
Counties: 5; **ERP:** 2,500 w
Prog.: Cl, s-cl, st, shw, jz

Sarasota
WYAK
National Rep.: Rajko & Mahaffey
Counties: 9; **ERP:** 2,730 w
Prog.: Cl, s-cl, pop, st, jz

Tampa
WFLA-FM (Am: WFLA)
National Rep.: John Blair
Counties: 34 **ERP:** 46,000 w
WPKM
National Rep.: Good Music Broadcasters
Counties: 7; **ERP:** 10,500 w
Prog.: Pop, st, shw, s-cl, jz

GEORGIA
Athens
WGAU-FM (Am: WGAU)
National Rep.: John E. Pearson
Counties: 25; **ERP:** 4,400 w
Prog. (Dup.): Std, jz, nws, shw, wthr

Atlanta
WSB-FM (Am: WSB)
National Rep.: Petry
Counties: 204; **ERP:** 49,000 w
Prog. (Dup. & sep.): Pop, st, nws, wthr, intvw

Augusta
WAUG-FM (Am: WAUG)
ERP: 9,000 w
Prog. (Sep.): Cl, s-cl, pop
WBBQ-FM (Am: WBBQ)
Counties: 31; **ERP:** 19.3 kw
Prog. (Dup.): St, pop, nws, sports, intvw

Columbus
WRBL-FM (Am: WRBL)
National Rep.: Hollingbery
Counties: 50; **ERP:** 21.2 kw
Prog. (dup.): St, cl, con, op, djsn

Gainesville
WDUN-FM (Am: WDUN)
National Rep.: Thomas Clark
Counties: 11; **ERP:** 300 w
Prog. (Dup.): Pop, nws

LaGrange
WLAG-FM (Am: WLAG)
National Rep.: India Sales
Counties: 8; **ERP:** 2.3 kw

Prog. (Sep.): St, nws, sprts, shw, wthr

Marietta
WBIE-FM (Am: WBIE)
Counties: 21; **ERP:** 3.5 kw
Prog. (Dup.): Pop, st, shw, sprts, nws

Newnan
WCOH-FM (Am: WCOH)
National Rep.: Bernard Ochs
Counties: 11; **ERP:** 330 w
Prog. (dup.): Nws, wthr, st, pop, cl

Savannah
WTOC-FM (Am: WTOC)
National Rep.: Avery-Knodel
Counties: 24; **ERP:** 8 kw
Prog. (Dup.):

IDAHO
Boise
KBOI-FM (Am: KBOI)
Counties: 17; **ERP:** 17.5 kw
Prog. (Dup.):

Lewiston
KOZE-FM (Am: KOZE)
National Rep.: Gill-Perna
Counties: 6; **ERP:** 903 w
Prog. (Sep.): S-cl, st, shw, jz, nws

ILLINOIS
Anna
WRAJ-FM (Am: WRAJ)
National Rep.: Bernard Howard
Counties: 6; **ERP:** 1,000 w
Prog. (Sep.): St, pop, nws, wthr, sprts

Bloomington
WJBC-FM (Am: WJBC)
National Rep.: John Pearson
Counties: 13; **ERP:** 15,300 w
Prog. (Dup.): St, pop, shw, nws, wthr

Champaign
WDWS-FM (Am: WDWS)
Counties: 11; **ERP:** 27,000 w
Prog. (Sep.): Pop, st, shw, nws, jz

Chicago
WCLM
ERP: 60,000 w
Prog.: S-cl, jz, st, hawaiian
WDHF
Counties: 9 **ERP:** 52,000 w
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Pop, shw, s-cl, st, flk

WFME
National Rep.: Walker-Rawalt
Counties: 15; 33,000 w
Prog.: St, s-cl, shw, jz, nws
WFMT
Counties: 38; **ERP:** 29,500 w
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Cl, op, dr, nws, intvw

WKFM
National Rep.: Modern Media Firm Sales
Counties: 38; **ERP:** 50,000 w
Market Pen.: 42.4% (Pulse)
Prog.: St, s-cl, shw, nws, wthr

WNIB
Counties: 10; **ERP:** 11 kw
Market Pen.: 42.4% (Pulse)
Prog.: Cl, con, jz, op, shw

WSBC-FM (Am: WSBC)
National Rep.: Devney-O'Connell, FM
Unlimited
Counties: 5; **ERP:** 27,400 w
Prog. (Sep.): Cl, flk, jz, dr, nws

WXFM
ERP: 32,000 w
Prog.: Cl, s-cl, pop, st, shw

Decatur
WSOY-FM (Am: WSOY)
National Rep.: Weed
Counties: 19; **ERP:** 30,000 w
Prog. (Dup.): St, shw, nws, s-cl, cl
Effingham
WSEI
ERP: 20 kw
Dup. programming of WSOY-FM Decatur

Elgin
WRMN-FM (Am: WRMN)
National Rep.: Devney-McConnell
Counties: 5; **ERP:** 1,000 w
Prog. (Sep.): Cl, con, s-cl, st, nws

Evanston
WEAW-FM (Am: WEAW)
National Rep.: Good Music Broadcasters
Counties: 6; **ERP:** 180,000 w
Prog. (Sep.): S-cl, st, shw, con, nws

Harrisburg
WEBQ-FM (Am: WEBQ)
Counties: 11; **ERP:** 4,200 w
Prog. (Sep.): Sprts, nws, wthr, educ, cl

Jacksonville
WLDS-FM (Am: WLDS)
National Rep.: Holman
Counties: 5; **ERP:** 9 kw
Prog. (Dup.): Sprts, pop, nws, st, pub, sevc.

Litchfield
WSMI-FM (Am: WSMI)
Counties: 6; **ERP:** 6,100 w
Prog. (Sep.): St, nws, sprts

Mattoon
WLBH-FM (Am: WLBH)
National Rep.: Hal Holman
Counties: 12; **ERP:** 23,000 w
Prog. (Dup.):

Mt. Carmel
WSAB (late fall start)
Counties: 12; **ERP:** 37.4 kw
Prog.: S-cl, cl, con, st, shw

Mt. Vernon
WMIX-FM (Am: WMIX)
National Rep.: John E. Pearson
Counties: 40; **ERP:** 50,000 w
Prog. (Dup. days, sep. nights): Pop, st, nws, sprts

Paris
WPRS-FM (Am: WPRS)
Counties: 7; **ERP:** 1,000 w
Prog. (Dup.): St, shw, pop, nws, wthr

Quincy
WGEM-FM (Am: WGEM)
ERP: 8.9 kw
Prog. (Dup.):

WTAD-FM (Am: WTAD)
National Rep.: Branham
Counties: 23; **ERP:** 27 kw
Prog. (Dup.):

Rock Island
WHBF-FM (Am: WHBF)
National Rep.: Avery-Knodel
Counties: 14; **ERP:** 39 kw
Prog. (Dup.): Con, s-cl, st, shw

Springfield
WTAX-FM (Am: WTAX)
National Rep.: Gill-Perna
Counties: 12; **ERP:** 6.7 kw
Prog. (Sep. early evenings):

INDIANA
Bloomington
WJTV (Am: WTTS)

(For abbreviations, see box, p. 11)

FM STATION KEY (Cont'd)

National Rep.: Meeker
Counties: 54; **ERP:** 37.2 kw
Prog. [Dup.]: St, nws, flk, sprts, cl

Columbus

WCSI-FM (Am: WCSI)
National Rep.: Thomas Clark
Counties: 12; **ERP:** 760 w
Prog. (Sep.): St, shw, sprts, s-cl

Elkhart

WTRC-FM (Am: WTRC)
National Rep.: Branham
Counties: 13; **ERP:** 9.7 kw
Prog. (Dup.):

Evansville

WIKY-FM (Am: WIKY)
National Rep.: John Pearson
Counties: 34; **ERP:** 36 kw
Prog. (Dup.): St, shw, s-cl, con, cl

Fort Wayne

WPTH-FM
Counties: 20; **ERP:** 44.4 kw
Prog.: St, shw, pop, jz, s-cl

Hammond

WYCA
Counties: 5; **ERP:** 31,000 w
Prog.: Rel, nws, s-cl, sprts, wthr

Indianapolis

WFBM-FM (Am: WFBM)
Counties: 50; **ERP:** 51,875 w
National Rep.: Walker-Rawalt
Prog. (Sep.): St, s-cl, cl, jz, cmtry

WFMS

ERP: 4.5 kw
Prog.: St, shw, pop, s-cl, cl
WIBC-FM (Am: WIBC)
Counties: 40; **ERP:** 24,000 w
Prog. (Sep.): Cl, s-cl, con, jz, op

Madison

WORX-FM (Am: WORX)
National Rep.: Hil Best
Counties: 6; **ERP:** 350 w
Prog. (Dup.): St, s-cl, sprts, shw, con

Marion

WMRI-FM (Am: WMRI)
National Rep.: Burn-Smith
Counties: 10; **ERP:** 31,000 w
Prog. (Sep.): S-cl, st, shw, nws, sprts

Muncie

WMUN (Am: WLBC)
National Rep.: Hal Holman
Counties: 17; **ERP:** 14.4 kw
Prog. (Sep.): Programatic

Richmond

WKBY-FM (Am: WKBY)
National Rep.: Everett-McKinney
Counties: 20; **ERP:** 23,000 w
Prog. (Sep.): Pop, s-cl

Warsaw

WRSW-FM (Am: WRSW)

Counties: 60; **ERP:** 34,000 w
Prog. (Dup.): Cl, con, s-cl, pop, nws

Washington

WFML (Am: WAMW)
National Rep.: Hil Best
Counties: 14; **ERP:** 14,000 w
Prog. (Dup.): Sprts, nws, st, pop, shw

IOWA**Des Moines**

KDMI
ERP: 115,000 w
Prog.: Rel, sacred, nws, wthr, cl
WHO-FM (Am: WHO)
National Rep.: Peters, Griffin, Woodward
ERP: 25 kw
Prog. (Sep.): St, pop, shw, s-cl, nws

Muscatine

KWPC-FM (Am: KWPC)
National Rep.: Venard, Rinfoul & McConnell
Counties: 7; **ERP:** 780 w
Prog. (Sep.): Sprts, con, s-cl, nws, sh

KANSAS**Salinas**

KAFM
Counties: 9; **ERP:** 3.6 kw
Prog.: Cl, con, s-cl, pop, st

Topeka

KTOP-FM (Am: KTOP)
National Rep.: Daren McGavren
Counties: 1; **ERP:** 3,200
Prog. (Sep.): Jz, cl, st, shw, qcl

Wichita

KFH-FM
Counties: 12; **ERP:** 10.6 kw
Prog. (Dup.):

KENTUCKY**Hopkinsville**

WKOF (Am: WKOA) (Under construction)
Counties: 10; **ERP:** 3.73 kw
Prog. (Sep.): Pop, st, shws, nws, sprts

Louisville

WLVL
National Rep.: Walker-Rawalt
Counties: 16; **ERP:** 35,000 w
Prog.: Cl, pop, s-cl, shw, flk

Owensboro

WOMI-FM (Am: WOMI)
National Rep.: Everett-McKinney
Counties: 14
Prog. (Dup.): Cl, con, op, nws, sprts

LOUISIANA**Baton Rouge**

WBRL (Am: WJBO)
Counties: 64; **ERP:** 2,450 w
Prog. (Dup.): Cl, s-cl, pop, st, nws, wthr

New Orleans

WDSU-FM (Am: WDSU)
National Rep.: John Blair
ERP: 42,000 w
Market Pen.: 24.1% (Pulse)
Prog. (Dup.): Pop, st, shw, con, cl, s-cl, nws
WWMT
National Rep.: Good Music Broadcasters
Counties: 17; **ERP:** 48,000 w
Prog.: St, s-cl, shw, cl, con

Shreveport

KWKH-FM (Am: KWKH)
National Rep.: Henry I. Christal

Counties: 6; **ERP:** 17,000 w
Prog. (Dup.): Pop, flk, nws, sprts, wthr

MAINE**Poland Spring**

WMTW-FM
Counties: 36; **ERP:** 49.1 kw
Prog.: Cl, con, s-cl, op, nws

Portland

WLOB-FM (Am: WLOB)
Counties: 4; **ERP:** 3,700 w
Prog. (Sep.): Programatic
WMTW-FM
Prog.: Cl

MARYLAND**Annapolis**

WXTC (Am: WANN)
Counties: 25; **ERP:** 20,000 w
Prog. (Sep.): Cl, con, s-cl, pop, st

Baltimore

WBAL-FM (Am: WBAL)
ERP: 20,000 w
Prog. (Sep.): Cl, s-cl, shw, flk, jz
WFMM
National Rep.: Walker-Rawalt
Counties: 30; **ERP:** 20,000 w
Prog.: S-cl, st, flk, cl, op
WITH-FM (Am: WITH)
National Rep.: QXR Network
Counties: 31; **ERP:** 20,000 w
Market Pen.: 33.7% (Pulse)
Prog. (Sep.): C, con, nws, op, s-cl
WRBS
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 30; **ERP:** 20,000 w
Prog.: Cl, s-cl, st, nws, wthr

Westminster

WTTR-FM (Am: WTTR)
Counties: 5; **ERP:** 4,600 w
Prog. (Dup.): St, s-cl, pop, nws, wthr

MASSACHUSETTS**Boston**

WBCN
Counties: 3; **ERP:** 25,900 w
Market Pen.: 50.1% (Pulse 2/59)
Prog.: Cl, con, s-cl, op, shw
WCRB-FM (Am: WCRB)
National Rep.: Broadcast Time Sales
ERP: 3.3 kw
Market Pen.: 50.1% (Pulse 2/59)
Prog. (Dup.): Con, cl, s-cl, nws, shw
WHDH-FM (Am: WHDH)
National Rep.: Blair
Counties: 25; **ERP:** 3.3 kw
Prog. (Dup.): Pop, st, nws, sprts, wthr
WXHR (Am: WTAO)
National Rep.: QXR Network
Counties: 9; **ERP:** 20,000 w
Market Pen.: 50.1% (Pulse)
Prog. (Sep.): Cl, con, shw, nws, intw

Cambridge

WHRB-FM (Am: WHRB)
National Rep.: Ivy Network
Counties: 3; **ERP:** 796 w
Prog. (Dup.): Cl, jz, nws, spl, synts, sprts

Worcester

WTAG-FM (Am: WTAG)
National Rep.: QXR Sales
Counties: 15; **ERP:** 10 kw
Market Pen.: 33.7% (Pulse 1959)
Prog. (Sep.): Cl, con, s-cl, op, nws

(For abbreviations, see box, p. 11)

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Walker-Rawalt
 Nat'l. Rep.

FM STATION KEY (Cont'd)

MICHIGAN

Bay City
WBCM-FM (Am: WBCM)
National Rep.: Hollingbery
Counties: 20; ERP: 41,000 w
Prog. (Sep.): S-cl, cl, st, con, op

Coldwater
WTYB-FM (Am: WTVB)
National Rep.: Donald Cooke
Counties: 8; ERP: 7,900 w
Prog. (Dup.): Pop, sprts, s-cl, cl, st

Detroit
WABX
Counties: 14; ERP: 36,400 w
Prog.: Cl, con, s-cl, op

WDTM
National Rep.: Good Music Broadcasters
Counties: 20; ERP: 61,125 w
Prog.: Con, nws, cmtry, flk, shw

WLDM
National Rep.: Walker-Rawalt
Counties: 6; ERP: 20,000 w
Prog.: St, shw, s-cl, cl, con

WMUZ
Counties: 8; ERP: 115,000 w
Prog.: Sacred music, s-cl, cl, rel, nws

WOMC (Am: WEXL)
National Rep.: Larry Gentile
Counties: 20; ERP: 61,000 w
Prog.: St, shw, s-cl, nws

WWJ-FM (Am: WWJ)
National Rep.: Peters, Griffin, Woodward
Counties: 26; ERP: 50,000 w
Prog. (Dup.): Nws, pop, st, con, s-cl

East Lansing
WSWM
National Rep.: Walker-Rawalt
Counties: 10; ERP: 30,000 w
Prog.: S-cl, cl, nws, shw, jz

Grand Rapids
WJEF-FM (Am: WJEF)
National Rep.: Avery-Knodel
Counties: 32; ERP: 115,000 w
Prog. (Sep. after 7pm)
WLAV-FM (Am: WLAV)
National Rep.: Everett-McKinney
Counties: 7; ERP: 1,750 w
Prog. (Sep. and Dup.): Cl, con, s-cl, pop, sprts

Kalamazoo
WMCR
Counties: 15; ERP: 36 kw
Prog.: Cl, con, educ, nws, op

Mt. Clemens
WBRB-FM (Am: WBRB)
National Rep.: Donald Cooke
Counties: 4; ERP: 61 kw
Prog. (Sep.): St, disn, cmtry, pop, nws

Trinidad
VSAM-FM (Am: WSAM)
National Rep.: Everett-McKinney
Counties: 6; ERP: 1,700 w
Prog. (Dup.): St, shw, nws, wthr, sprts

Troy
VSTR
National Rep.: Masla Assbc.
ERP: 1,000 w
Prog. (Dup.): Pop, nws

MINNESOTA

Minneapolis
LIZ-FM (Am: KLIZ)
National Rep.: Walker-Rawalt
Counties: 7; ERP: 15,000 w
Prog. (Sep.): S-cl, st, nws, cl, sprts

Minneapolis

KWFM
National Rep.: Walker-Rawalt, QXR Network
ERP: 22.5 kw
Prog.: Cl, s-cl, jz, nws, st

WAYL
Counties: 8; ERP: 3.5
Prog.: St, shw, jz, flk, spoken word
WLOL-FM (Am: WLOL)
National Rep.: Heritage Stations
Counties: 5; ERP: 9.7 kw
Prog. (Sep.): Cl, con, op, s-cl, jz

WPBC-FM (Am: WPBC)
National Rep.: Broadcast Time Sales
ERP: 5.4 kw
Prog. (Sep.): Cl, con, s-cl, st, shw

MISSISSIPPI

Jackson
WJDX-FM (Am: WJDX)
National Rep.: Hollingbery
ERP: 39 kw
Prog. (Sep.): Pop, st, s-cl, sprts, rel

Laurel
WNSL-FM (Am: WNSL)
National Rep.: Grant Webb
Counties: 34; ERP: 4,700 w
Prog.: St, shw, pop, s-cl, cl

MISSOURI

Kansas City
KCMK
National Rep.: Good Music Broadcasters
Counties: 8; ERP: 35,000 w
Prog.: St, wthr, jz, shw, pop

KCMO-FM (Am: KCMO)
Counties: 54; ERP: 65,000 w
Prog. (Sep.): St, s-cl, cl, shw, nws

KXTR
National Rep.: Walker-Rawalt
Counties: 18; ERP: 58,200 w
Market Pen.: 35.2% (Pulse)
Prog.: Cl, con, nws, flk, s-cl

St. Louis
KADI (Am: KADY)
National Rep.: Broadcast Time Sales
ERP: 24,700 w
Prog. (Sep.): St, s-cl, shw, cl, nws

KCFM
National Rep.: Walker-Rawalt
ERP: 21.5 kw

KSTL-FM (Am: KSTL)
Counties: 88; ERP: 78,000 w
Prog. (Sep.): St, store casting

KWIX
Counties: 14; ERP: 25.5 kw
Prog.: St, pop, nws, sprts, s-cl

WIL-FM (Am: WIL) (Not on air yet)
National Rep.: Eastman
ERP: 22 kw

Springfield
KTTS-FM (Am: KTTS)
National Rep.: Weed
ERP: 9.1 kw
Prog. (Sep.): Pop, st, s-cl, cl, jz

NEBRASKA

Kearney
KHOL-FM
National Rep.: Meeker
Counties: 19; ERP: 56,750 w
Prog.: St, shw, con, nws, wthr

Lincoln

KFMQ
National Rep.: Walker-Rawalt
Counties: 7; ERP: 363 w
Prog.: Cl, s-cl, st, jz, disn

Omaha

KFAB-FM (Am: KFAB)
National Rep.: Petry
Counties: 50; ERP: 58,000 w
Market Pen.: 12.4% (Pulse 12/59)
Prog. (Sep.): S-cl, st, shw, nws, wthr
KOIL-FM (Am: KOIL)
National Rep.: Good Music Broadcasters
Counties: 32; ERP: 3,400 w
Prog. (Sep.): S-cl, pop, st, shw, nws
KQAL
National Rep.: Walker-Rawalt
ERP: 70,000 w
Prog.: Cl

NEVADA

Reno
KNEY
Counties: 14; ERP: 35,000 w
Prog.: St, s-cl, con, cl, shw

NEW JERSEY

Asbury Park
WHTG-FM (Am: WHTG)
National Rep.: Grant Webb
Counties: 12; ERP: 1,000 w
Prog. (Dup.): St, shw, s-cl, nws, wthr

Bridgeton
WSNJ-FM (Am: WSNJ)
National Rep.: Thomas Clark
ERP: 9 kw
Prog. (Sep.): Cl, con, op, s-cl, pop, QXR

Long Branch
WRLB
Counties: 10
Prog.: S-cl, nws, cl, shw, con

Paterson
WPAT-FM (Am: WPAT)
Counties: 31; ERP: 4,400 w
Prog.: (Dup.) St, s-cl, shw, cl, jz

Red Bank
WFHA
ERP: 1,000 w
Market Pen.: 56% (Pulse)
Prog.: Pop, st, shw, s-cl, jz, nws, wthr, disn, infw, sprts

NEW MEXICO

Albuquerque
KHFM

(For abbreviations, see box, p. 11)

WLDM

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146,000 watts

-DETROIT-

QXR FM NETWORK

... the nation's biggest FM radio network, reaching a quality audience for quality advertisers in major metropolitan markets with New York Times news and the good music format of WQXR, America's Number One Good Music Station.

Albany-Troy, N. Y. WFLY-FM
Allentown, Pa. WFMZ
Baltimore, Md. WITH-FM
Binghamton, N. Y. WKOP-FM
Boston, Mass. WXHR
Buffalo, N. Y. WGR-FM
Hartford, Conn. WCCC-FM
Ithaca-Elmira, N. Y. WRRR-FM
Jamestown, N. Y. WJTN-FM
Olean, N. Y. WHDL-FM
Philadelphia, Pa. WDAS-FM
Poughkeepsie, N. Y. WKIP-FM
Providence, R. I. WPFM
Rochester, N. Y. WROC-FM
Southern New Jersey WSNJ-FM
Syracuse, N. Y. WSYR-FM
Utica-Rome, N. Y. WRUN-FM
Washington, D. C. WASH-FM
Worcester, Mass. WTAG-FM

Non-interconnected group

Chicago, Ill. WFMF-FM
Cleveland, Ohio WDOK-FM
Detroit, Mich. WLDL-FM
Indianapolis, Ind. WFBM-FM
Kansas City, Mo. KCMO-FM
Los Angeles, Cal. KCBH-FM
Miami, Fla. WWPB-FM
Milwaukee, Wis. WFMR-FM
Minneapolis, Minn. KWFN-FM
Norfolk, Va. WRVC-FM
Pittsburgh, Pa. WLOA-FM
St. Louis, Mo. KCFM-FM
San Diego, Cal. KFSD-FM
San Francisco, Cal. KAFE-FM

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THE QXR NETWORK

229 West 43 Street, New York 36, N.Y.
Lackawanna 4-1100

FM STATION KEY (Cont'd)

National Rep.: Modern Media Fm Sales
Counties: 6; ERP: 1,500 w
Prog.: Cl, con, s-cl, sf, nws

NEW YORK

Babylon
WTFM (Am: WGLI)
Counties: 8; ERP: 15,000 w
Market Pen.: 56% (Pulse)
Prog. (Dup.): S-cl, st, nws, shw, con

Binghamton
WKOP-FM (Am: WKOP)
Counties: 9; ERP: 33 kw
Market Pen.: 17% (Pulse 1957)
Prog. (Sep.): Pop, st, shw, educ, nws

WNBF-FM (Am: WNBF)
ERP: 4.6 kw
Prog. (Sep.): Cl, con, op, s-cl, shw

Buffalo
WBEN-FM (Am: WBEN)
National Rep.: Henry I. Christal
Counties: 17; ERP: 110,000 w
Prog. (Sep. and Dup.)

WYSL-FM (Am: WYSL)
National Rep.: McGavren
Counties: 8; ERP: 5,000 w
Prog. (Sep. nights): Disn, s-cl

Corning
WCLI-FM (Am: WCLI)
National Rep.: Donald Cooke
ERP: 14,000 w
Prog. (Dup.): Cl, educ, con, s-cl, shw

Garden City
WLIR
Counties: 4; ERP: 1,000 w
Market Pen.: 56.7% (Pulse)
Prog.: Shw, st, cl, jz, nws

Hempstead
WHLI-FM (Am: WHLI)
National Rep.: Gill-Perna
Counties: 6; ERP: 1,000 w
Prog. (Dup.): St, pop, s-cl, nws, wthr

Hornell
WWHG-FM (Am: WWHG)
National Rep.: John Pearson
Counties: 23; ERP: 8,300 w
Prog. (Dup.): Pop, st, nws, sprts, educ

Jamestown
WJTN-FM (Am: WJTN)
National Rep.: Venard, Rintoul & McConnell
Counties: 15
Market Pen.: 33.7% (Pulse 1959)
Prog. (Sep.): Cl, nws, con, s-cl, wthr

New York
WABC-FM (Am: WABC)
National Rep.: Blair
Counties: 17; ERP: 1.5 kw
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Sep.): Cl, con, s-cl, shw, flk
WNCN
Market Pen.: 53.4% (Pulse 7/60)
Prog.: Cl, con, s-cl, op, shw
WQXR-FM (Am: WQXR)
National Rep.: Reyster
ERP: 11,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Dup.): Cl, nws, con, op, s-cl
WRFM (Am: WWRL)
Counties: 20; ERP: 20,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Sep.): St, cl, con, s-cl, op

Niagara Falls
WHLD-FM (Am: WHLD)
National Rep.: Headley-Reed
ERP: 46,000 w
Prog. (Sep.): Cl, con, s-cl, shw, st

Olean
WHDL-FM (Am: WHDL)
National Rep.: Everett-McKinney
Counties: 9; ERP: 43,000 w
Prog. (Sep.): Cl, con, op, wthr, educ

Peekskill
WLNA-FM (Am: WLNA)
National Rep.: Grant Webb
Counties: 23; ERP: 20,000 w
Prog. (Sep. nights): Cl, s-cl, st, pop, shw

Plattsburgh
WEAV-FM (Am: WEAV)
National Rep.: Jack Masla
Counties: 6; ERP: 3,700 w
Prog. (Dup.)

Poughkeepsie
WKIP-FM (Am: WKIP)
National Rep.: Jack Masla
Counties: 5; ERP: 2,300 w
Prog. (Sep.): Cl, con, s-cl, nws, shw, QXR

Rochester
WCMF
ERP: 1.35 kw
Market Pen.: 49.2% (Pulse 1959)
Prog.: Cl, con, op, s-cl, st, shw, folk, jz, rel, disn

Syracuse
WONO
Counties: 8; ERP: 1 kw
Prog.: S-cl, shw, jz, con

Utica
WRUN-FM (Am: WRUN)
National Rep.: QXR Network
Counties: 12; ERP: 4,300 w
Prog. (Sep.): QXR

White Plains
WFAS-FM (Am: WFAS)
Counties: 3; ERP: 1,000 w
Market Pen.: 61.4% (Pulse)
Prog. (Dup.): S-cl, con, pop, nws, wthr

NORTH CAROLINA

Burlington
WBAG-FM (Am: WBAG)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 2,800 w
Prog. (Dup.): Pop, st, nws, sprts, wthr

(For abbreviations, see box, p. 11)

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10:05 PM to Midnight
on weekdays; 'til
1 AM on weekends

WLIR—92.7 mc—Garden City, L. I.
Pioneer 1-4700

FM STATION KEY (Cont'd)

WBBB-FM (Am: WBBB)
National Rep.: Thomas Clark
Counties: 10; ERP: 3.8 kw
Prog. (Sep.): Spts, st, pop, nws, educ

Charlotte
WSOC-FM (Am: WSOC)
National Rep.: Peters, Griffin, Woodward
ERP: 36,000 w
Prog. (Dup.): St, nws, pap, wthr, spts
WYFM
Counties: 12; ERP: 3,800 w
Prog.: Cl, con, s-cl, shw, wthr

Forest City
WAGY-FM (Am: WAGY)
Counties: 7; ERP: 3,333 w
Prog. (Sep.): St, s-cl, nws, spts, pop

Gastonia
WGNC-FM (Am: WGNC)
National Rep.: Continental
ERP: 11,000 w
Prog. (Dup.): St nws, pop, wthr, spts

Greensboro
WMDE
Counties: 9; ERP: 5.8 kw
Prog.: S-cl, cl, st, rel, cmtry

Leaksville
WLOE-FM (Am: WLOE)
Counties: 12; ERP: 13,500 w
Prog. (Dup.): S-cl pop, st, nws, wthr,
Programatic

Lexington
WBUY-FM (Am: WBUY)
National Rep.: George Hopewell
Counties: 4; ERP: 300 w
Prog. (Dup.): Spts, st, pop, nws, wthr

Mt. Mitchell
WMIT
National Rep.: Walker-Rawalt
Counties: 85; ERP: 36,000 w
Prog.: Cl, con, op, s-cl, st

Raleigh
WPTF-FM (Am: WPTF)
National Rep.: Peters, Griffin, Woodward
Counties: 32; ERP: 50 kw
Market Pen.: 27.2% (Pulse)
Prog. (Dup.): Cl, con, op

Rocky Mount
WFMA (Am: WCEC)
National Rep.: John Pearson
Counties: 29; ERP: 33,000 w
Prog. (Sep.): Pop, shw, spts, nws, wthr

Salisbury
VSTP-FM (Am: WSTP)
National Rep.: Walker-Rawalt
ERP: 15 kw
Prog. (Dup.): St, nws, wthr, rel, spts

Wanford
WWGP-FM (Am: WWGP)
ERP: 490 w
Prog. (Dup.): St, nws, flk, shw, wthr

Watauga
WFMX (Am: WSIC)
National Rep.: Good Music Broadcasters
ERP: 3,000 w
Prog. (Sep.): Con, s-cl, st, shw, dfin

Winston-Salem
WSJS-FM (Am: WSJS)
National Rep.: Peters, Griffin, Woodward
Counties: 36; ERP: 15,000 w
Prog. (Dup.): Cl, s-cl, st, shw, nws

OHIO

Akron
WAKR-FM (Am: WAKR)
National Rep.: McGavren
Counties: 6; ERP: 5,000 w
Prog. (Sep.): Shw, con, op, s-cl, nws

Alliance
WFAH-FM (Am: WFAH)
National Rep.: Grant Webb
Counties: 6; ERP: 1,000 w
Prog. (Dup.): Spts, st, s-cl, con, iz

Canton
WCNO (Am: WAND)
National Rep.: Walker-Rawalt
Counties: 28; ERP: 27,700 w
Prog. (Sep.): Pop, s-cl, st, shw, cl

WHBC-FM (Am: WHBC)
National Rep.: Venard, Rintoul & McConnell
ERP: 15,000 w
Prog. (Dup.): St, pop, s-cl, nws, spts

Cincinnati
WAEF
National Rep.: Walker-Rawalt
Counties: 13; ERP: 4.8 kw
Market Pen.: 29.1% (Pulse)
Prog.: St, s-cl, iz, cl, nws

WKRC-FM (Am: WKRC)
National Rep.: Good Music Broadcasters
Counties: 8; ERP: 15,500 w
Prog. (Sep.): Cl, s-cl, shw, con, st

Cleveland
KYW-FM (Am: KYW)
Counties: 27; ERP: 21,500 w
Market Pen.: 33% (Pulse)
Prog. (Sep.): Cl, con, s-cl, shw, op

WCUY
National Rep.: United Broadcasting
ERP: 20 kw
Prog.: Jz

WDOK-FM (Am: WDOK)
National Rep.: H-R
Counties: 7; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, shw

WGAR-FM (Am: WGAR)
National Rep.: Christal
Counties: 12; ERP: 31,000 w
Prog. (Dup.): St, shw, cl, con, s-cl

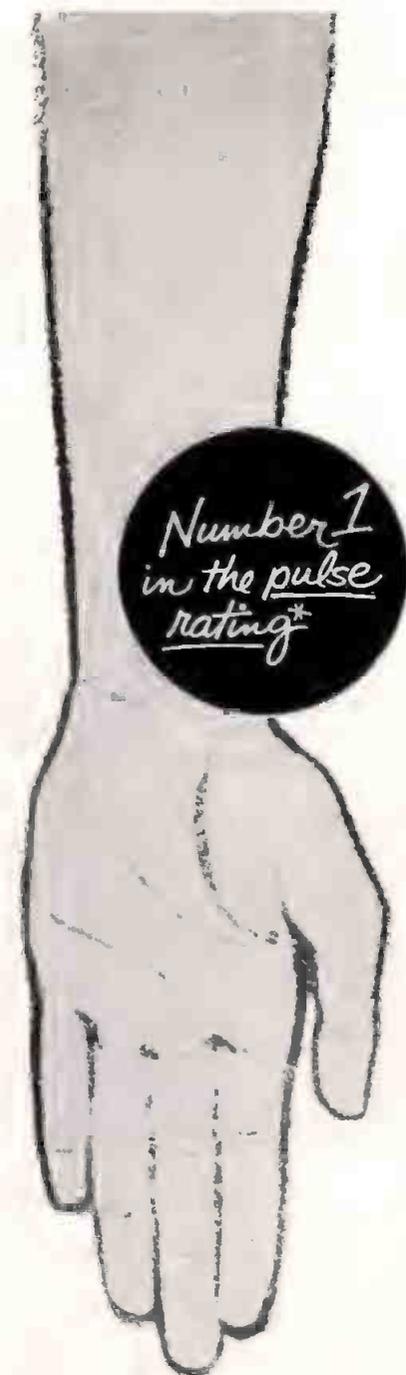
WJW-FM (Am: WJW)
National Rep.: Katz
Counties: 5; ERP: 2.8 kw
Prog. (Dup.): St, shw, nws, educ, con

WNOB
National Rep.: Walker Rawalt
Counties: 24; ERP: 135,000 w
Market Pen.: 36.1% (Pulse)
Prog.: S-cl, shw, st, pop, nws

Columbus
WBNS-FM (Am: WBNS)
National Rep.: John Blair
Counties: 20; ERP: 54,000 w
Market Pen.: 37.4% (Pulse)
Prog. (Sep.): Cl, con, op, s-cl, pop, st,
shw, iz

WTVN-FM (Am: WTVN)
National Rep.: Good Music Broadcasters
Counties: 10; ERP: 26 kw
Market Pen.: 37.4% (Pulse 2/60)
Prog. (Sep.): Cl, con, s-cl, pop, st

(For abbreviations, see box p. 11)



pulsating
WRFM

Now! The FM station with the selective sound of music is the select station for New York's discriminating FM listeners. And discriminating time buyers know a good buy when they hear one. So get the PULSE of the FM market... get the story of WRFM leadership and listenership in New York.

WRFM

105.1 MC New York

FM beamed stations only April 1960 PULSE



GOOD THINGS HAPPEN + WHEN YOU HELP RED CROSS

NEW

DIFFERENT "MEANWHILE, BACK ON EARTH"

(13½ minutes—16MM Black and White—sound cleared for TV)

A newsworthy blend of the MISSILE AGE, the CIVIL WAR, and present day RED CROSS activities—this film features the years most dramatic disaster

footage on the CHILEAN EARTH-QUAKE and HURRICANE DONNA. More than a public service film—it's a motion picture with audience appeal.

TIMELY

ANIMATED TV SPOTS (60-20-10 seconds)

PARKER FENNELLY is again featured as the lovable POSTER BILL. With him is the well-known actor HOWARD MORRIS—as a roving reporter who is left "speechless" in a humorous "bite" by Bill's loyal dog, Max. These spots provide the "light" touch to a serious fund drive. They are available in TWO versions—one for MARCH CAMPAIGN cities and one for UNITED FUND cities.

ALSO

COLOR SLIDES TELOPS FLIP CARDS With voice-over copy

AND—a recording with 5 to 15 second IDs for station breaks—voice over credits and crawls.

STAR STUDDED JINGLES SONGS APPEALS (all lengths from .05 to 60 seconds)

ETHEL MERMAN with the RUSS CASE orchestra—STEVE LAWRENCE with the UNITED STATES ARMY BAND sing SAUL TEPPER'S great Red Cross Campaign Song GOOD THINGS HAPPEN WHEN YOU GIVE.

THE FOUR LADS with PERCY FAITH and his orchestra sing ARTHUR KENT'S exciting Red Cross jingle WHERE THE NEED IS with voice-over appeals by MITCH MILLER and EDWARD R. MURROW.

Straight appeals by

DAVE GARROWAY JOHN DALY
RALPH EDWARDS DON McNEILL

PLUS—A VARIETY OF SHORT IDs

All these materials available from

YOUR LOCAL RED CROSS CHAPTER
THE AMERICAN NATIONAL RED CROSS
In New York, call MURRAY Hill 9-1000
In Hollywood, call HOLLYWOOD 5-5262

THE ADVERTISING COUNCIL



New York
Chicago
Hollywood

THIS SPACE CONTRIBUTED AS A PUBLIC SERVICE

NAFMB Notes

- **New Pocket Computer for Salesmen**
- **Fm Day at NAB Convention**

The National Association of Fm Broadcasters is in the process of having published a new circular pocket-sized computer for fm salesmen of its member stations.

Facts and figures on fm listening patterns and habits as well as the economic and educational aspects of the fm listener will be presented in this promotion piece. Fm penetration figures in cities where they are available will be included. The pocket computer is currently being published, according to Fred Rabell, president of NAFMB, and should be in the mail on its way to member stations by the end of March.

Main source for the figures that will appear in the circular piece is a composite analysis of fm studies

conducted by Pulse in 1960. These figures will replace a similar composite analysis that the association incorporated in a flip-card presentation that was made available to members last year.

The back of the computer will be left open for station promotion and for such things as presentation of rate cards. Each NAFMB station will receive one copy free; additional copies can be purchased.

For the second year in a row, the NAFMB will conduct Fm Day at the 1961 National Association of Broadcasters' convention. Fm Day will be Sunday, May 7.

So far, the tentative agenda calls for a sales and programming seminar in the morning. It will be conducted by the eight regional directors of the association.

Before the NAB meeting gets underway, the NAFMB will hold a board of directors meeting Friday night. On Saturday morning, there will be a business meeting and election of officers.

In the afternoon on Saturday, a meeting will feature a discussion on "ways and means of stimulating the promotion of fm to advertisers and listeners."

On the sales front, Mr. Rabell comments that national fm business continues to be sluggish. He states, however, that NAFMB stations have experienced very encouraging results with local business.

As an example, Mr. Rabell reports that his KITT San Diego has signed Sears Roebuck to a 52-week contract, calling for a weekly expenditure of \$125. The campaign uses 47 spots a week spread over seven days and is selling everything from freezers to fences. Spots are aired day and night.

FM STATION KEY (Cont'd)

WVKK-FM (Am: WVKK)
National Rep.: Venard, Rintoul & McConnel
Counties: 33; ERP: 52 kw
Prog. (Sep.): Nws, s-cl, st, shw, jr

Dayton

WHIO-FM (Am: WHIO)
ERP: 20,000 w
Prog. (Sep.): Con, st, cl, nws, wthr

WIFE (Am: WONE)
National Rep.: Headley-Reed
Counties: 16; ERP: 24 kw
Prog. (Sep.): Quality music

Findlay

WFIN-FM (Am: WFIN)
National Rep.: Thomas F. Clark
Counties: 20; ERP: 8,200 w
Prog. (Sep.): St, shw, cl, s-cl, con, sprts

Lancaster

WHOK-FM (Am: WHOK)
Counties: 6; ERP: 16,000 w
Prog. (Sep.): S-cl, pop, st, nws, sprts

Lima

WIMA-FM (Am: WIMA)
National Rep.: Daren McGavren
Counties: 20; ERP: 15,000 w
Prog. (Sep. and Dup.): Pop, sty news, wthr, sprts

Middletown

WPFB-FM (Am: WPFB)
Prog.: (Sep.) Sprts, pop, st, nws, wthr

Oxford

WOXR
Counties: 6; ERP: 600 w
Prog.: St, pop, shw, flk, rel

Portsmouth

WPAY-FM (Am: WPAY)
National Rep.: Devney-O'Connell
ERP: 7 kw
Prog. (Sep.): St, con, s-cl, shw

Sandusky

WLEC-FM (Am: WLEC)
National Rep.: Venard, Rintoul & McConnel
Counties: 6; ERP: 6,000 w
Prog. (Dup.): Pop, nws, sprts, wthr, st

Toledo

WMHE
Counties: 10; ERP: 10,000 w
Prog.: St, s-cl, shw, cl, con

OKLAHOMA

Oklahoma City

KEFM
National Rep.: Good Music Broadcasters
ERP: 3.7 kw
Prog.: Pop, cl, shw, jr, wthr

KYFM

National Rep.: Walker-Rawalt
Counties: 10; ERP: 1,500 w
Prog.: St, nws, shw, sprts, cl

Stillwater

KSPI-FM (Am: KSPI)
National Rep.: Thomas E. Clark
ERP: 4,000 w
Prog.: (Sep.) St, con, jr, sprts, nws

Tulsa

KOCW
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 1,500 w
Prog.: Cl, s-cl, pop, shw, jr

(For abbreviations, see box, p. 11)

MEMO TO ALL WHO BUY TIME:

Where else can you buy time with no waste coverage than in FM?

1. An adult audience in the age of accumulation.
2. An audience with the money to buy.

The FM audience are the people who are NOT unemployed . . . **YOUR BEST MARKET TODAY.**

THE NATIONAL ASSOCIATION OF FM BROADCASTERS

Dedicated to the promotion of FM

FM STATION KEY (Cont'd)**KOGM**

Counties: 8; ERP: 4.1 kw
 Prog.: Pop, st, cl, shw, s-cl

OREGON**Eugene****KFMY**

Counties: 3; ERP: 3,600 w
 Prog.: St, s-cl, cl, shw, jz

Portland**KEX-FM (Am: KEX)**

National Rep.: AMRadio Sales
 Counties: 17; ERP: 57,000 w
 Prog. (Sep.): Cl, con, s-cl, up, nws

KGMG

National Rep.: Heritage Stations
 Counties: 15; ERP: 68,250 w
 Market Pen.: 30.3% (Politz 1960)
 Prog.: Cl, con, op, nws, jz

KPFM (Am: KPAM)

National Rep.: Weed
 Counties: 22; ERP: 33,000 w
 Prog. (Sep.): Cl, s-cl

KPOJ-FM (Am: KPOJ)

National Rep.: Petry
 Counties: 11; ERP: 4.4 kw
 Market Pen.: 46% (Pulse)
 Prog. (Dup.): Nws, st, pop, sprts

KQFM

Counties: 11; ERP: 17.7 kw
 Prog.: S-cl, st, pop, shw, educ

PENNSYLVANIA**Allentown****WFMZ**

National Rep.: QXR Network
 Counties: 20; ERP: 4.8 kw
 Prog.: Cl, nws, cp, shw, flk

Altoona**WFBG-FM (Am: WFBG) (Due on air 10/60)**

Counties: 35; ERP: 33 kw
 Prog. (Sep.): S-cl, cl, st, con, op

Beaver Falls**WBVP-FM (Am: WBVP)**

ERP: 16.6 kw
 Sets: 100,000
 Prog. (Dup.)

Bloomsburg**WHLM-FM (Am: WHLM)**

National Rep.: Raymer
 Counties: 10; ERP: 10,000 w
 Prog. (Dup.): St, con, nws, wthr, jz

Harrisburg**WHP-FM (Am: WHP)**

National Rep.: Bolling
 Counties: 14; ERP: 1.8 kw
 Market Pen.: 13% (Pulse 5/60)
 Prog. (Sep.): St, nws, cmtry, cl, disn

Johnstown**WJAC-FM (Am: WJAC)**

National Rep.: Meeker
 Counties: 25; ERP: 8,300 w
 Market Pen.: 28.5% (Pulse 4/60)
 Prog. (Dup.): St, pop, nws, sprts, con

Lancaster**WDAC**

Counties: 9; ERP: 15 kw
 Prog.: Rel, nws, con, cl, s-cl
WLAN-FM (Am: WLAN)
 National Rep.: Headley-Reed

Counties: 4; ERP: 7.2 kw

Prog. (Sep.): cl, con, s-cl, nws, shw

Philadelphia**WDAS-FM (Am: WDAS)**

National Rep.: QXR Sales
 Prog. (Sep.): Cl, QXR Network

WFIL-FM (Am: WFIL)

National Rep.: Triangle
 Counties: 33; ERP: 6,300 w
 Market Pen.: 37.6% (Pulse 1960)
 Prog. (Sep.): Con, s-cl, st, shw, jz

WFLN-FM (Am: WFLN)

National Rep.: Good Music Broadcasters
 Counties: 22; ERP: 20 kw
 Market Pen.: 37.6% (Pulse 5/60)
 Prog. (Dup.): Cl, con, nws, s-cl, wthr

WHAT-FM (Am: WHAT)

Counties: 8; ERP: 20,000 w
 Market Pen.: 17.5% (Pulse)
 Prog. (Sep.): Jz

WIBG-FM (Am: WIBG)

National Rep.: Katz
 ERP: 20 kw
 Prog. (Dup.): Pop, nws, st, wthr, svco info

WIFI

National Rep.: Walker-Rawalt
 Counties: 28; ERP: 20,000 w
 Market Pen.: 37.6% (Pulse 6/60)
 Prog.: Pop, st, shw, nws, wthr

WPEN-FM (Am: WPEN)

National Rep.: Gill-Perna
 Counties: 28; ERP: 20 kw
 Market Pen.: 37.6% (Pulse 6/60)
 Prog. (Sep.): St, shw, nws, pop, cmtry

WQAL

Counties: 24; ERP: 20 kw
 Market Pen.: 36.9% (Pulse 5/60)
 Prog.: Pop, st, shw, s-cl, cl

Pittsburgh**KDKA-FM (Am: KDKA)**

Counties: 40; ERP: 47,000 w
 Market Pen.: 25% (Pulse)
 Prog.: (Dup) Cl, s-cl, op, shw, con

WAZZ (Am: WAMO)

National Rep.: Bernard Howard
 Prog: Jz

WCAE-FM (Am: WCAE)

National Rep.: Daren McGavren
 Counties: 30; ERP: 30,000 w
 Prog. (Dup.): Pop, nws, wthr, con, sprts

WKJF-FM

National Rep.: Walker-Rawalt
 Counties: 19; ERP: 40,000 w
 Prog.: Pop, nws, wthr, con

WLOA-FM (Am: WLOA)

National Rep.: Good Music Broadcasters
 Counties: 52; ERP: 68,000 w
 Prog. (Dup. to 5 p.m.): St, s-cl, con, cl, nws

WPIT-FM (Am: WPIT)

ERP: 20,000 w
 Prog. (Sep.): Rel, forgn lang

WWSW-FM (Am: WWSW)

National Rep.: Blair
 ERP: 50,000 w
 Prog. (Dup.): Pop, cl, s-cl, sprts, disn

Scranton**WGBI-FM (Am: WGBI)**

National Rep.: H-R
 Counties: 22; ERP: 1.8 kw
 Prog. (Dup.): St, nws, sprts, wthr, jz

Shenandoah Heights**WPPA-FM (Am: WPPA)**

Counties: 5; ERP: 2.8 kw
 Prog. (Dup.)

Sunbury**WKOK-FM (Am: WKOK)**

Counties: 10; ERP: 4,400 w
 Prog. (Dup.)

Warren**WRRN (Am: WNAE)**

Counties: 15; ERP: 3200 w
 Prog. (Dup. days): St, sprts, nws

Wilkes-Barre**WYZZ**

National Rep.: Walker-Rawalt
 Counties: 30; ERP: 3.1 kw
 Prog.: Cl, con, s-cl, st, op

York**WNOW-FM (Am: WNOW)**

National Rep.: Radio-TV Representatives
 Counties: 12; ERP: 1.2 kw
 Prog. (Sep. after 8 pm): St, nws, shw

RHODE ISLAND**Providence****WLOV**

Counties: 5; ERP: 3.4 kw
 Prog.: Shw, st, pop, jz, s-cl

WPFM

National Rep.: QXR Network

ERP: 20,000 w

Market Pen.: 35.1% (Pulse)
 Prog.: Cl, nws, shw, jz, flk

WPJB (Am: WEAN)

National Rep.: Venard, Rinfoul & McConnell
 Counties: 13; ERP: 20,000 w
 Prog. (Sep.): Cl, nws

WXCN

National Rep.: Adam Young Fm
 ERP: 20,000 w
 Market Pen.: 35.1% (Pulse 10/58)
 Prog.: Cl, con, s-cl, op, shw

SOUTH CAROLINA**Charleston****WCSC-FM (Am: WCSC)**

National Rep.: Peters, Griffin, Woodward
 ERP: 50,000 w
 Prog.: Cl, s-cl, st, pop, nws

Columbia**WCOS-FM (Am: WCOS)**

National Rep.: Meeker
 Counties: 24; ERP: 5,300 w
 Prog. (Sep.): Cl, jz, con, op, s-cl

Greenville**WESC-FM (Am: WESC)**

National Rep.: Headley-Reed
 Counties: 11; ERP: 12,500 w
 Prog. (Sep.): St, shw, con, s-cl, pop

WMUU-FM (Am: WMUU)

National Rep.: Beattie
 ERP: 840 w
 Prog. (Dup. until sunset): Cl, con, op, s-cl, rel

TENNESSEE**Chattanooga****WDOD-FM (Am: WDOD)**

ERP: 12.6 kw
 Prog. (Dup.): Pop, nws, cl

WLOM

Counties: 53; ERP: 33,000 w
 Prog.: Cl, con, s-cl, jz, shw

(For abbreviations, see box, p. 11)

FM STATION KEY (Cont'd)

Gallatin
 WFMG
 Counties: 10; ERP: 8,200 w
 Prog.: Pop, st, con, shw, s-cl

Jackson
 WTJS-FM (Am: WTJS)
 National Rep.: Branham
 ERP: 50,000 w
 Prog. (Dup.): Nws, pop, sprts, st, rel

Knoxville
 WBIR-FM (Am: WBIR)
 Counties: 37; ERP: 3,300 w
 Prog. (Sep.): St, shw, pop, s-cl, nws

Memphis
 WMCF (Am: WMC)
 National Rep.: John Blair
 ERP: 300,000 w
 Prog. (Sep.): St, shw, s-cl, cl, con

Nashville
 WFMB
 National Rep.: Good Music Broadcasters,
 Fm Unlimited
 Counties: 10; ERP: 3.4 kw
 Prog.: Cl, con, s-cl, jz, st

WSIX-FM (Am: WSIX)
 National Rep.: Peters, Griffin, Woodward
 ERP: 30,000 w

TEXAS

Amarillo
 KGNC-FM (Am: KGNC)
 National Rep.: KATZ
 Counties: 18; ERP: 14.6 kw
 Prog. (Sep.): Cl, st, s-cl, shw, nws

Austin
 KHFI
 National Rep.: Good Music Broadcasters
 Counties: 5; ERP: 780 w
 Prog.: Cl, s-cl, op, st, shw

KTBC-FM (Am: KTBC)
 National Rep.: Rayburn
 Counties: 29; ERP: 94 kw
 Prog. (Sep.): Pop, st, s-cl, cl, withr

Dallas
 WCPA
 National Rep.: Walker-Rawalf
 Counties: 20; ERP: 4.83 kw

KRLD-FM (Am: KRLD)
 National Rep.: Branham
 Counties: 58; ERP: 59 kw
 Prog. (Dup.): Pop, s-cl, cl, nws, dr

WRR-FM (Am: WRR)
 National Rep.: Adam Young Fm
 Counties: 123; ERP: 68,000 w
 Prog. (Sep.): Cl, con, op

Fort Worth
 KFJZ-FM (Am: KFJZ)
 National Rep.: Blair
 Counties: 16; ERP: 28.1 kw
 Prog. (Sep.): Shw, st, pop, nws, withr

Gainesville
 KGAF-FM (Am: KGAF)
 ERP: 215 kw
 Prog. (Sep.): Pop, st, nws, withr, shw

Harlingen
 KELT (Am: KGBT)
 Counties: 4; ERP: 3 kw
 Prog. (Sep.): St, s-cl, con, shw, jz

Houston
 KFMK
 Counties: 25; ERP: 10.5 kw
 Market Pen.: 30.9 (Pulse 1/60)
 Prog.: Pop, st, shw, jz, withr, nws, s-cl, flk,
 intvw, rel

KHGM
 National Rep.: Good Music Broadcasters
 Counties: 14; ERP: 49,000 w
 Prog.: S-cl, shw, con, st, nws

KHUL
 National Rep.: Adam Young Fm
 Counties: 9; ERP: 15,500 w
 Market Pen.: 30.9% (Pulse 1/60)
 Prog.: Pop, st, nws, withr, shw

KRBE
 Counties: 88; ERP: 79,100 w
 Prog.: Cl, con, s-cl, op, rel

KTRH-FM (Am: KTRH)
 Counties: 17; ERP: 29,500 w
 Market Pen.: 30.9% (Pulse 1/60)
 Prog. (Sep.): S-cl, pop, cl, st, shw

Lubbock
 KBFM
 Counties: 9; ERP: 3.6 kw
 Prog.: St, shw, s-cl, jz, cl

KRKH
 Counties: 15; ERP: 3 kw
 Prog. Pop, cl, s-cl, shw, op

Port Arthur
 KFMP
 Counties: 5; ERP: 3.2 kw
 Prog.: Pop, cl, withr, nws, rel

San Antonio
 KEEZ
 National Rep.: Good Music Broadcasters
 Counties: 5; ERP: 17,300 w
 Market Pen.: 22.2% (Pulse)
 Prog.: St, shw, s-cl, pop, cl

KISS (Am: KMAC)
 ERP: 3,000 w
 Prog. (Sep.): Cl, jz, shw

KITY (Am: KONO)
 National Rep.: Adam Young Fm
 Counties: 13; ERP: 4,400 w
 Prog. (Sep.): St, pop, cl, shw, s-cl

Waco
 KEFC
 Counties: 13; ERP: 4,400 w
 Prog.: Cl, con, s-cl, st, nws, withr, rel

UTAH

Salt Lake City
 KLUB-FM (Am: KLUB)
 National Rep.: Hollingbery
 Counties: 5; ERP: 15,000 w
 Prog. (Sep.): Cl, s-cl, st, shw, nws

(For abbreviations, see box, p. 17.)



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FM STATION KEY (Cont'd)**VIRGINIA****Charlottesville**

WINA-FM (Am: WINA)
Counties: 13; ERP: 620 w
Prog. (Dup.): Pop, st, nws, s-cl, sprts

Fredericksburg

WFVA-FM (Am: WFVA)
Counties: 19; ERP: 5.1 kw
Prog. (Dup.): St, pop, nws, sprts, con

Harrisonburg

WSVA-FM (Am: WWSA)
Counties: 11; ERP: 7.2 kw
Prog. (Sep.)

Martinsville

WMVA-FM (Am: WMVA)
National Rep.: Bob Dore
Counties: 8; ERP: 2,900 w
Prog. (Dup.): St, pop, nws, wthr, sprts

Norfolk

WYFI
National Rep.: Fred Smith
Counties: 20; ERP: 13,500 w
Prog. (Sep.): s-cl, pop, st, shw, flk

Newport News

WGH-FM (Am: WGH)
National Rep.: Blair
Counties: 20; ERP: 37,000 w
Prog. (Sep.): S-cl, st, shw, con, educ

Richmond

WRNL-FM (Am: WRNL)
National Rep.: Petry
ERP: 50,000 w
Prog. (Dup.): Sprts, nws, wthr, st, shw

WRVA-FM (Am: WRVA)
National Rep.: Peters, Griffin, Woodward
Counties: 46; ERP: 25,000
Prog. (Dup.): Cl, con, s-cl, op, shw

Roanoke

WDBJ-FM (Am: WDBJ)
National Rep.: Peters, Griffin, Woodward
Counties: 27; ERP: 14,350 w
Prog. (Dup.): S-cl, pop, st, shw, flk

WSLS-FM (Am: WSLS)
Counties: 66; ERP: 21,100 w
Prog. (Sep.): St, shw, con, s-cl, cl

Staunton

WAFC-FM (Am: WAFC)
National Rep.: Thomas Clark
Counties: 19; ERP: 500 w
Prog. (Sep.): Pop, cl, jz, educ, con

Winchester

WRFL (Am: WINC)
ERP: 22.2 kw
Prog. (Dup.): Sprts, pop, nws, wthr

WASHINGTON**Bellingham**

KGMI
National Rep.: Heritage Stations
Counties: 11; ERP: 16,500 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

Seattle

KETO
Counties: 10; ERP: 17,700 w
Market Pen.: 21.3% (Pulse 2/60)
Prog.: St, shw, nws, wthr, jz

KGFM (Am: KGDN)
National Rep.: Western FM Sales
Counties: 15; ERP: 120,000 w
Prog. (Sept.): Cl, con, s-cl, nws, rel

KGMJ

National Rep.: Heritage Stations
Counties: 14; ERP: 71,000 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KING-FM (Am: KING)

National Rep.: Blair
Counties: 3; ERP: 16,000 w
Prog. (Dup.): Cl, op, jz, flk, shw

KISW

National Rep.: Hi-Fi Music Broadcasters
Counties: 13; ERP: 10.5 kw
Prog.: Cl, con, op, cmtry, dr

KLSN

National Rep.: Walker-Rawalt
Counties: 13; ERP: 19,000 w
Prog.: Cl, con, s-cl, shw, jz

KMCS

ERP: 10.5 kw
Prog.: St, wthr, flk

Spokane

KXLY-FM (Am: KXLY)
National Rep.: H-R
Counties: 7; ERP: 2,000 w
Prog. (Sep.): Cl, s-cl, jz

Tacoma

KTNT-FM (Am: KTNT)
National Rep.: Weed
Counties: 7; ERP: 10,000 w
Prog. (Dup.): Pop, st, jz, nws, wthr

KTWR

National Rep.: Fm Unlimited
Counties: 3; ERP: 10 kw
Prog.: Disn, rel, cmtry, dr, s-cl

WEST VIRGINIA**Bekley**

WBKW (Am: WJLS)
Counties: 55; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, st

Charleston

WKNA
Counties: 15; ERP: 2,600 w
Prog. (Sep.): Cl, con, op, s-cl, st

Huntington

WKEE-FM (Am: WKEE)
National Rep.: Raymer
Counties: 43; ERP: 53,000 w
Prog. (Dup. and Sep.): Pop, st, jz, nws, wthr

Wheeling

WOMP-FM (Am: WOMP)
National Rep.: Hollingbery
Counties: 12; ERP: 10,000 w
Prog. (Sep.): St, shw, s-cl

WISCONSIN**Eau Claire**

WIAL (Am: WEAQ)
National Rep.: Hollingbery
Counties: 11; ERP: 60,000 w
Prog. (Dup.): Nws, st, sprts, disn, shw

Fort Atkinson

WFAW
Counties: 4; ERP: 3,000 w
Prog.: Nws, pop, st, shw, sprts

Madison

WIBA-FM (Am: WIBA)
National Rep.: Avery-Knodel
Counties: 15; ERP: 11 kw
Prog. (Dup.)

WISM-FM (Am: WISM)
National Rep.: Radio-Tv Represen
Counties: 9; ERP: 1 kw
Prog. (Dup.): Pop, nws, wthr, st, c

WMFM

Counties: 6; ERP: 7,500 w
Prog.: St, cl, s-cl, flk, disn

WRVB

Counties: 5; ERP: 3.9 kw
Prog.: Rel, s-cl, cl, educ, intvw

Milwaukee**WFMR**

National Rep.: Good Music Broa
Counties: 5; ERP: 22,000 w
Prog.: Con, cl, s-cl, op, dr

WISN-FM (Am: WISN)

National Rep.: Edward Petry
Counties: 5; ERP: 3,600 w
Prog. (Dup.): S-cl, st, shw, wthr, nws

WMIL-FM (Am: WMIL)

Counties: 5; ERP: 25,500 w
Prog.: Con, s-cl, st, shw, jz, wthr, sprts

WTMJ-FM (Am: WTMJ)

National Rep.: Henry I. Christal
Counties: 12; ERP: 2,800 w
Prog. (Sep.): St, cl, s-cl, shw, jz

Racine

WRJN-FM (Am: WRJN)
Counties: 3; ERP: 15,000 w
Prog. (Dup.): S-cl, st, shw, pop, nws

Sparto

WCOW-FM (Am: WCOW)
National Rep.: Rambeau
Counties: 18; ERP: 16,000 w
Prog. (Sep.): St, nws, wthr, sprts

Wausau

WLIN-FM (Am: WSAU)
National Rep.: Meeker
Counties: 18; ERP: 20,000 w
Prog. (Dup.): Pop, s-cl, nws, sprts, wthr

Watertown

WTTN-FM (Am: WTTN)
National Rep.: George Hopewell
Counties: 5; ERP: 10,000 w
Prog. (Dup.): Con, s-cl, nws, st, intvw

West Bend

WBKV-FM (Am: WBKV)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 18,000 w
Prog. (Sep.): S-cl, con, st, shw, cl

Wisconsin Rapids

WFHR-FM (Am: WFHR)
National Rep.: Devney-O'Connell
Counties: 10; ERP: 2,100 w
Prog. (Dup.): Pop, st, shw, sprts, nws

PUERTO RICO**San Juan**

WPRM
Counties: 5; ERP: 17,500 w
Prog.: S-cl, st, cl, con, shw

(For abbreviations, see box, p. 11)

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