

Radiocasts Viewed As Newspaper Aid

"I FIRMLY believe that reader interest and the circulation of the newspaper is increased through radio news bulletins. For this reason newspapers and radio should work together as allies instead of competing with one another." This formed the keynote of a talk delivered before members of the Colorado Press Association last month by J. I. Meyerson, executive of the *Oklahoma Daily Oklahoman*, and currently manager of KLZ, Denver, which that newspaper's publisher recently acquired.

Discounting one of the publishers' chief worries about radio, that of the newscast, Mr. Meyerson said:

"The news as given over the air is by necessity so brief that no one, even if he listens to every hourly newscast, is satisfied with the number, length, or details of these radio bulletins." Illustrating this, Mr. Meyerson said that KLZ receives daily 30,000 words and uses only 6,500, or one-fifth of the total news received. To get the full facts, the public is forced to read its daily newspaper, he said.

"The only decided effect newscasting has had upon the circulation of a newspaper," continued Mr. Meyerson, "is in the publishing of extras. Here I believe that newscasting has decreased the number of these special editions put on the streets. Most circulation managers do not regard this as important, since they looked upon 'extras' more as a service to the public than a money-maker." Mr. Meyerson spoke also on the subject of advertising effectiveness of radio as compared with newspapers and other media, protesting the narrow-mindedness of some media in claiming everything and belittling the other fellow. He urged cooperative effort to the end of providing better service to the advertiser and the consuming public. He concluded his talk by recommending that all publishers of newspapers arrange some kind of tie-up with a radio station. Radio will develop for the newspaper a longer list of subscribers, a higher degree of reader interest, better control of the situation, and enable the performance of a more round-out public service, he asserted.

Bakery Tests 'Chandu'

RICE BAKERY Co., Baltimore, on March 2 will begin a test campaign for its products over WRC, Washington, reviving the *Chandu the Magician* transcription series for 104 broadcasts on a five-night weekly basis. Henry J. Kaufman Adv. Agency, Washington, is handling the account, which will concentrate on newspaper and dealer tieups with the radio series. If the campaign is successful in Washington it will be extended into the Baltimore and Wilmington territories.

Want Cage Series

WLBC, Muncie, Ind., has been broadcasting local high school basketball games for a decade. When Indiana stations were informed Feb. 9 that broadcasts would be forbidden unless all seats were sold, WLBC urged listeners to get in touch with school authorities. In a few days the receipt of hundreds of letters and petitions signed by some 15,000 listeners led to a change in the ruling which now requires that seats in the Muncie gym need be only one-third filled to permit broadcasts.

HARRIS RADIO PLAN IS RECEIVED COOLLY

ALTHOUGH he again exhorted newspaper publishers to bring pressure to bear upon the press associations to cease selling their news to broadcasting stations, E. H. Harris, publisher of the *Richmond (Ind.) Palladium-Item* and chairman of the Publishers National Radio Committee, failed to see action taken by the Inland Daily Press Association at its Chicago meeting Feb. 19 and in fact heard opposition to the efficacy of his idea expressed from the floor. Mr. Harris' speech was largely a reiteration of his paper before the recent convention of the Pennsylvania Newspaper Publishers Association (BROADCASTING, Feb. 15).

The cool reception accorded Mr. Harris' views by Inland, an association of smaller Middle Western dailies, augurs a similar attitude at the convention of the American Newspaper Publishers Association in New York April 21-24 at which Mr. Harris is expected to render a report setting forth a plan for reorganization of the Press-Radio Bureau on some basis which excludes UP and INS from selling news to stations. Neither of those organizations, according to their own statements, has any intention of relinquishing their radio clientele in the firm belief that radio has already shown itself capable of gathering its own news and that there is no danger of sponsor control of broadcast news matter as shown by their experience of nearly two years with around 100 station clients.

It is Mr. Harris' contention that newspapers are surrendering their property rights to radio and allowing radio to undermine their business, especially with facsimile and television on the way. He admitted before the Inland convention that radio is here to stay but expressed doubt whether radio can bear the cost of news-gathering on a large scale without "pilfering" from newspapers. This view runs directly contrary to the oft-expressed conviction in many publishing circles that Transradio and the networks and others have shown themselves capable of gathering news efficiently for sale to radio stations.

New Birmingham Station

Is Sought by Newspaper

APPLICATION for a new station in Birmingham was filed with the FCC Feb. 18 by the *Birmingham News*, one-time operator of WAPI, which also has pending before the FCC a voluntary lease assignment of WSGN, Birmingham 100-watt. The newspaper asked for 500 watts night and 1,000 day on 590 kc., but it is believed it will eventually seek that assignment for WSGN rather than for a new station.

Although the FCC Broadcast Division on Feb. 21 granted D. D. Roderick, publisher of the *El Paso Times*, authority to erect a new 100-watt station there, it was stated that counsel for KTSM, El Paso, will protest the grant. Among other newspaper applicants in the last few weeks were the *Elmira (N. Y.) Star-Gazette*, seeking 250 watts day on 1200 kc.; *Ogdensburg (N. Y.) Advance*, seeking 250 watts on 1270 kc.; *Santa Barbara (Cal.) News Press*, seeking 500 watts on 1450 kc. Examiner Bramhall also recommended granting the *Merced (Cal.) Star* a new 250-watt daytime station on 1040 kc.

MUSICAL salutes to American cities were added as a feature of the Texaco program on the NBC-WEAF network starting Feb. 25.

Jack Daly

JACK DALY, veteran radio character actor who has been playing the role of "Detective O'Toole" in Wrigley's *Myrt & Marge* serial, died suddenly of a pleurisy attack Feb. 22 at Michael Reese Hospital, Chicago. Daly, who was also a member of the General Mills *Jack Armstrong* cast, had formerly been starred in the *Fu Manchu* series and had played lead roles in the *Empire Builders*, *Rin Tin Tin Thrillers*, and many other radio dramas.

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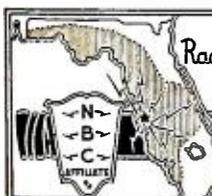
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