

CONTRACTS with World Broadcasting System and the F. W. Ziv Co., have recently been negotiated by WDOK Cleveland. Station feels "this is a ten strike for listeners because it will provide them with 14½ hours of top drawer programs weekly," many of which are new to the area. New programming schedule took effect Nov. 24.

'LADIES DAY' PREVIEW

BEGINNING Dec. 15, WOV New York went on the air with the broadcasting equivalent of a three-week preview for its new show, *Ladies Day*, starring Dorothea Towles. New program featuring news and chatter of interest to women is aired each morning from 8:30-9 a.m. Reason, station explains, for considering the first three weeks a "preview" is to give the audience a chance to comment on the format.

BINAURAL BROADCAST

U. OF IOWA broadcasting stations, WSUI and KSUI-FM Iowa City, combined facilities last month to bring listeners what was believed to be the first binaural broadcast in Iowa radio history. Report was received from Carl H. Menzer, director of the stations. So enthusiastic was the response that three additional binaural shows have been planned by the stations. First program featured a string quartet composed of SUI students in an hour-long broadcast of chamber music.

TOUR PROMOTION

CLAIRE WALLACE, Canadian radio commentator, is making a tour of Canada on behalf of her sponsors, The Associated Salmon Cannery of B. C., in a promotion to meet her listeners throughout the country. Stations in each city which carry her broadcasts plug her visit by asking listeners to send in their names on the back of a salmon label. Out of the mail response, 100 names are drawn to attend a luncheon featuring many dishes made with canned salmon. Miss Wallace acts as hostess at each luncheon.

programs promotion premiums



EMERGENCY PLANS

PLANS to handle emergency service announcements necessitated by unfavorable weather conditions or similar emergencies, have been formulated at WLW and WLWT (TV) Cincinnati. Outline of the plan has been sent to schools in the area. State highway departments of Ohio, Indiana, Kentucky and W. Virginia will cooperate with the program.

UNION OIL TOUR

SALES promotion junket to explain its 1953 advertising plans to dealers is being undertaken by Union Oil Co. of Calif., Los Angeles. Presentation consists of a 30-minute training film, produced by David Griffin Productions, Hollywood, and a 30-minute live program of professional talent, produced by MCA, under the overall title *Flight 76*. C. Haines Finnell, director of public relations and advertising for the petroleum firm, is in charge of the program, assisted by Jack Smock, vice president of Foote, Cone & Belding Inc., L. A.

MOTHER-IN-LAW CONTEST

CONTEST to select the letter writing winner of "Why I like my Mother-in-law" is being conducted by CBS Radio *December Bride* and will close Jan. 1. Winner and his or her traveling companion will have a week's vacation in Palm Springs, in addition to being guests of program star, Spring Byington, during one of those days.

WISN PUBLICATION

FIRST of the monthly publications planned by WISN Milwaukee was issued by the station in December. The new publication, using a newspaper format, is called *Q Sheet* and contains pertinent station information as well as CBS news and a pro-

gram schedule. WISN is a CBS affiliate.

OFF-CAMPUS SERIES

INITIAL venture into regular off-campus broadcasting by WCHC, student operated carrier-current station at Holy Cross College, Worcester, Mass., was made recently with the presentation of *The Holy Cross Hour* on WORC Worcester. Series will consist of selected programs from the WCHC schedule. Show will continue each Sunday for the remainder of the scholastic year.

WEW BROCHURE

BROCHURE stressing the coverage of WEW St. Louis, the "Good Music" station there, has been released by that station. Breakdown of statistics on the area includes data on population, families, retail sales, number of employed persons and median family income. Reader is advised that "You can buy listeners for ¼¢ when you buy WEW 770 kc clear channel."

ORANGE BOWL COVERAGE

TO acquaint local and national business firms with the fact that WTVJ (TV) Miami will originate the Orange Bowl Game for CBS, the station has imprinted a slug on its stationery to read: "You'll be there on New Year's Day when WTVJ originates the Orange Bowl Game . . ." Station will also cover the Orange Bowl parade on New Year's Eve for the network.

WGAY SALUTE

TOP executives of the *Evening Star*, Washington, D. C., were heard in a special broadcast Dec. 14 on WGAY Silver Spring, Md. *Evening Star Salute* featured a discussion of the past present and future of the newspaper which celebrated its 100th anniversary on Dec. 16.

CHRISTMAS CONTEST

TO stimulate more interest in his early morning program and to share listeners' experiences with others, Bill Jackson, disc jockey at WPFT Raleigh has been running an "I Remember Christmas" letter-writing contest. Mr. Jackson reads letters from listeners who have interesting Christmas experiences to relate. For every letter read on the air he pays \$1. Station relates that to date he has been receiving 200 contest letters a week.

AMERICAN MUSIC FESTIVAL

WNYC New York's 14th Annual American Music Festival on Feb. 12-22 will present programs of con-

temporary music from 35 institutions of higher learning throughout the U. S., as well as special broadcasts prepared by the BBC, and the radio networks of France, Israel, Italy, Austria and the Netherlands. One feature of this year's Festival will be the presentation by binaural broadcasting of several of the concerts.

CHRISTMAS SELL-OUT

FILMER'S Ltd., a stationery store in Nanaimo, B. C., made arrangements to air a flash announcement daily at 8:15 a.m. over CHUB Nanaimo to advertise "singing Christmas cards" at \$1.25 a card. Announcer simply played the recorded greeting and stated it could be obtained at Filmer's. The dealer had been wary about buying this type greeting and had confined his purchase to a gross. His entire stock was sold out after the second flash announcement.

KRES BROADCASTS PRAYER

PRAYER said by a member of the Council of Churches is being used by KRES St. Joseph, Mo., for its sign-on, sign-off and at noon. Prayer is being aired as a community service and "as a spiritual reminder to all listeners who might be inclined toward forgetfulness."

'FOUNDER'S DAY'

WSTV Steubenville, Ohio, tape-recorded and broadcast over MBS the December 7th Founder's Day Banquet of the College of Steubenville held in the Fort Steuben Hotel. A highlight of the evening was the presentation of the Poverello Medal, the highest non-academic award of the College of Steubenville, to Lions International. Recorded copies of the program are being presented by WSTV to Lions International and to the College of Steubenville for their archives.

FRENCH SERIES

WABF (FM) New York is presenting during December a series of transcriptions made during music festivals in the French cities of Vichy, Versailles, Toyaumont, Strasbourg, Sceaux, Aix-En-Provence, Menton and Besancon. Scheduled from 8-9 p.m. EST, Monday through Friday, the series was made available to the station by the French Broadcasting System in North America.

the NBC station serving
greater YOUNGSTOWN, O.
30th population area in U.S.

5,000 WATTS

W F M J

Duplicating on 50,000 Watts FM