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Radio Training in Seminaries Is Seen By Joint Church Group as Acute Need

THEOLOGICAL seminaries must provide training in radio techniques if churches are to utilize efficiently the facilities of broadcast stations, according to a study of religious broadcasting just completed by the Joint Radio Committee of the Congregational Christian, Methodist and Presbyterian churches. The report was presented last Wednesday to the annual meeting of the American Assn. of Theological Seminaries at the McCormick Theological Seminary, Chicago.

Need for trained religious broadcasters already is acute but will become more so with advent of FM, according to the report. FM will make available much more free time, it is predicted, and foresighted religious groups will be able to construct and operate their own FM stations.

Report was prepared by Rev. Everett Parker, director of the joint committee, and Dr. Ross Snyder, associate professor of religious education in the Federated Theological Faculties of the U. of Chicago. It covered sustaining programs broadcast by groups representing the three denominations.

Quality Poor

Quality of religious programs of all types presented over local stations by local church groups is poor when measured by standards of good broadcasting, the report stated. It revealed that the number of week-day interdenominational programs almost equals the number of Sunday broadcasts, with only a small percentage of them heard during the best evening hours. "The bulk of week-day religious broadcasting is done at a time when the listening audience cannot include any great number of men or children," the report stated.

A weakness in programming was noted by the report in referring to its finding that while the bulk of religious radio listening "must of necessity be done by women," not a single council of churches reports a program conducted by and for women. A trend toward improvement in programming was found in the fact that religious news broadcasts are growing in popularity. Most prevalent are devotional programs consisting of music and talks.

Sustaining Time Issue

About a fifth of the councils stated that one or more stations in their communities had failed to grant them sustaining time but no council reported that it was barred from the air entirely because of its inability to get some station to donate the necessary time.

Cost of television broadcasting will be high, it is stated, precluding the possibility of religious organizations entering the field through station ownership. Free time may be plentiful in the early

years of video, it is predicted, but later a high degree of showmanship will be necessary to provide programs acceptable to station management.

Sterling Fisher, director of the NBC *University of the Air*, told the annual meeting of the association that seminaries lacking radio courses are obsolete. He said the church "has been more backward than any other social organization or social group in adopting modern methods of instruction and communication of ideas."

Video Guild Organized In N. Y. to Study Art

NEWEST television organization is Video Guild, founded in New York by a group of young people interested in studying television. Group will hold informal discussion meetings open to anyone with an interest in television or who is working in or studying any phase of the video field. Plans for the forthcoming year will be formulated at the next meeting, tentatively scheduled for the evening of June 19, with the meeting place not yet definite.

Lillian F. Teitler, time and space buyer of Williams Adv. Agency, has been named chairman of the guild. Doreen Christopher of Shell Oil Co. is secretary-treasurer. Shirley Kriegel of Biow Co. and Murray Harris, Television script writer, formerly with NBC, are in charge of publicity and public relations.

Sandstrom Is Treasurer Of National Union Radio

EJNAR O. SANDSTROM, formerly secretary-controller of the National Union Radio Corp., Newark, has been elected treasurer of the firm. Paul W. Schuette, former assistant secretary was named secretary and Jerome V. Deevy, acting assistant secretary, appointed assistant secretary. S. W. Muldowny was reelected as president.

Board of directors elected at the annual stockholders' meeting last week included: Mr. Muldowny; Henry L. Crowley, president of Henry L. Crowley & Co., West Orange, N. J.; and Paul V. Galvin, president of Galvin Mfg. Corp., Chicago (all reelected); Kenneth G. Meinken, assistant to Mr. Muldowny and F. A. Turnquist, director of manufacturing and engineering; and Philip Dechert of Philco Corp.

Newsletter Started

BI-WEEKLY video newsletter, "Television Analyst," has been started to provide surveys and analyses of video programming, production and advertising for television broadcasters, advertisers and agencies. W. E. Marvin, former television editor of *Billboard* is editor of the new service, which will carry no advertising. Publication headquarters are 366 Madison Ave., New York.

VIDEO DEMAND

L.A. Housewives Are Polled

On Set Buying Intent

SLIGHTLY more than 38% of Los Angeles housewives interviewed claimed their families were ready to buy a television set costing \$200. This was disclosed as part of a study covering 602 housewives in high, medium and low income groups, prepared by Ross Federal Research Corp. for Dorothy S. Thackrey's projected video station in Los Angeles.

Further questioning produced fact that 20.10% were willing to spend \$150 for a television set. On the negative side, 17.10% were undecided and 24.41% were not prepared to spend that much money.

Queried whether they would "buy a television set now which would give you pictures equal to the movie of today" or "wait from two to five years for colored pictures, similar to present day technicolor movies," 37.20% said they would buy now while 62.80% said they would wait.

AFRA Meeting

ANNUAL MEETING of Chicago AFRA was held June 4 in Continental Hotel with election of members to the board of directors and the national board occupying the evening's program. Elected to the Chicago board were: Virginia Payne, Chicago president; Jay Jones, executive secretary; Harry Elders, Kay Campbell, Constance Crowder, Hellen Marr Van Tuyl, Herb Butterfield, Willard Watterman, Eloise Kummer, Marilou Neumyer, John Gannon, Cliff Norton, Robert Kessler, Fran Allison, Al and Win Stracke, Dean Reed, Norval Taborn, Norm Barry, Norman Pierce, Bob Murphy, John Haltman, Jim Campbell, Myron Wallace, Ed Wojtal. National board members elected were: Charles Irving, Al Stracke and Vincent Pelletier.

Canadian Year Book

CANADIAN RADIO YEAR BOOK and "Who's Who" is being published at Toronto by a trio of Toronto newspapermen, Hugh S. Newton, Jack Boothe and Malcolm E. Mallory. Book contains full data on all phases of the Canadian radio industry.



"It sure was nice of WFDF Flint to announce dat lady's party."