

# KECA Vitalizes Public Service Shows

## Staff Writers Make Drama of P.T.A. And Traffic

"THERE'S no dividend, for the station or for the cause," if programs presented as public service are dull affairs, hastily thrown together and created primarily to make good showing in the "book of gold." So observed Clyde Scott, general manager of KECA Hollywood, when queried on that station's lineup of successful public interest shows.

"Make them gripping, forceful and at the same time drive home the point with a punch that pays off in dial appeal. Pack them with excitement, use showmanship in presentation, spot them at good listening times, and above all, avoid label, 'Here is a public service program, listen to it, it's good

for you.'" This is Mr. Scott's recipe for KECA shows like *Design for Death*, *Fools' Money*, *Prevention Preferred*, *Playground Fun*, and others on an impressive list.

At head of list is the traffic education series, *Design for Death*, already winner of two "firsts" in its class, in national polls. On launching series, station staff was instructed to "pull no punches, give it to them straight, let them ride with the ambulance driver and see each accident as the driver sees it, complete with all the gruesome details. Dramatize each case in such an attention compelling manner that it will defy the listener to tune away. Stop them with opening words and you'll hold them!" That they do stop and listen too is proven by complimentary calls from listeners following each broadcast, Mr. Scott declared.

In this class of programs with

punch, there have been others like *One Way Street*, based on juvenile delinquency theme. In stark realism through medium of dramatic narration, programs were written from actual case histories of Los Angeles Police Department, Juvenile Division. Pitfalls which confront youth today were brought to light, as well as suggestions on how to remedy situations which could lead to criminal careers. Each program, closed with brief discussion of case by Dr. Robert A. McKibben, Director of the All-Nations Foundation.

*Fools' Money* is another KECA "P. I" program. It dramatically points out how gullible citizens are victimized daily by "sharpers." Stories are based on ideas outlined by Los Angeles Police Department Bunco Detail. Such prevalent rackets as phoney "get acquainted" clubs, "wildcat" bus

## Wright!

A FEW DAYS after the Ken Wright trio appeared in a featured spot on a WKY Oklahoma City origination for the NBC *Saturday Showcase* series, Mr. Wright, WKY organist, got a card from Simpsonville, Ky. Robert O. Wright wanted to know if Ken Wright was the son of Lem Wright, from Stafford, Kans., and therefore a cousin of Robert O. Wright. The answer was yes. Now the Wrights are writing.

lines, two-car racket, and many others have been exposed.

Then there is KECA dramatic comedy of neighborhood life, *The Anderson Family*, carried in a mid-week evening spot. The normal "commercial" time is devoted exclusively to current public service appeals. For example, during recent Red Cross Fund appeal, four of the weekly *Anderson Family* shows were devoted to that subject. Other causes such as food conservation, savings bonds, etc., are supported through this listenable, laughable show with whole family appeal.

## PTA Show

When the Radio Chairman of 10th District Parent Teachers Assn. went to KECA with complaint that though many local stations had presented P.T.A. programs, few had come up to their expectations either as to time offered, or content of programs, something was done about it. KECA assigned Bill Holmes, author of *Design for Death* series, to task of building a dramatic show for the P.T.A., which would really tell their story.

*Prevention Preferred* was result. On theme of disease prevention, through immunization and regular examination, the dramatic programs are presented by a cast which includes some of Hollywood's topflight talent. Frequently heard are such actors as Conrad Binyon, Virginia Gregg, Leone Le Doux, Tyler McVey, Ted Von Eltz, and others.

*Jobs for G. I.'s* did a job of helping returning veterans secure kind of jobs they wanted. Over 85% of veterans interviewed by Bill Davidson, KECA program manager who headed series, were placed in suitable positions directly through the show. *Jobs for G. I.'s* is another in station's list of shows which rated first in their class in at least two national polls. When the regular veteran employment agencies were fully equipped to fill need, KECA discontinued *Jobs for G. I.'s* program.

To better acquaint new residents and old with interesting places and people in that area, Cleve Roberts inaugurated *Roaming Around* on KECA. Using a wire recorder, he did on-the-spot broad-

(Continued on page 82)

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