

WESTINGHOUSE OFFERS FM PROMOTION GUIDE

WESTINGHOUSE Electric Corp. has compiled a guide book for FM broadcasters titled "How to Sell Your New FM Station to the Public" and containing a ten-point program of station promotion worked out by Westinghouse on the basis of its own experience in FM station operation.

Volume was previewed at a press luncheon in New York Nov. 20, and was shown to the FCC and Washington newsmen Nov. 25. Carl Miller, sales manager of the Westinghouse Communications Equipment Division, said that it will then be distributed to FM stations using Westinghouse Equipment. He estimated it would cost a station \$10,000 to try to duplicate the guide for itself. The Westinghouse home equipment dealer organization will be tied in closely with the station promotion plan, he said.

Major points of the plan include newspaper advertising, newspaper and trade paper publicity, car and window cards, window displays, special demonstrations for schools and clubs, dealer tie-ins, spot announcements and special recordings, studio party suggestions, "listener-builder" contests, and programming suggestions. The guide book details the activities in each category, and in some instances offers printed material free or at cost for use by Westinghouse-equipped FM broadcasters.



MAJOR PRIZE winner in second annual WKY Oklahoma City farm youth achievement contest is Rilda Baker, 4-H Club girl, who is being handed her \$500 check by E. K. Gaylord, president of WKY and Oklahoma Publishing Co. Contest, sponsored by Edd Lemons, WKY farm director, offers, in addition to the money, a scholarship to Oklahoma A & M college.

Turkey Campaign

GRAND UNION Co., New York, ran an intensive three-day campaign on WCBS, WNBC, WJZ, and WOR, all New York, and 16 other stations in New York, New Jersey and Vermont, advertising Thanksgiving turkeys. One minute, five minute, and participation spots, 150 in all, were used Nov. 22, Nov. 23, and Nov. 24, in addition to regular daily newscasts in eight markets. Mrs. Mary Brown is advertising manager for Grand Union, and French and Preston, New York, handled the account.

KPO Changeover to KNBC Celebrated By Pacific and Stateside NBC Pickups

NBC's KEY station on the Pacific Coast, for a quarter of a century known as KPO San Francisco, officially changed its identification on Nov. 23 to KNBC.

Gov. Earl Warren of California officiated at the switch-over, which occurred midway in a special hour-long program of entertainment—"Hail and Farewell."

There were special pickups from New York, Hollywood, Manila and Tokyo during the salute to the new KNBC. Artists heard on the salute included Fred Allen, Edgar Bergen and Charlie McCarthy, Harold "Gildersleeve" Peary and Richard LeGrand (Mr. Peavy). Bert Silen spoke from Manila and George Thomas Folster from Tokyo.

Nostalgic Note

Governor Warren gave the cue for station identification and Niles Trammell, NBC president, announced the first station break employing the new call letters of KNBC. Mr. Trammell spoke from New York and was followed by Sidney Strotz, vice president in charge of the Western Division of NBC.

During the first half of the program salute to KNBC, listeners were taken back through the years

with some of KPO's stars of the past. The program was emceed by Hal Wolf.

In his remarks attending the call-letter changeover, Governor Warren touched on the importance of maintaining a free radio. He said:

"I believe America has led the world in radio because the men who developed it were free men, free to create and to experiment. I think one of the most important results of this development of the radio industry in America is that we're not bound to listen to just one station or one program or what some individual in a position of importance thinks we ought to hear. . . . We have a free choice, and as a people we are the best informed in the world.

"For these reasons, I am very happy indeed to take part in this occasion and to pay my own tribute to the great services this station has rendered in maintaining its own freedom and independence and in providing our people with honest news, good entertainment and good educational programs."

WOL Washington has received certificate from Maj. Gen. Hanley of 11th Air Force in recognition of station's origin of WOL-Mutual "Flight Into the Past" series. Certificate was accepted by Roy Fassman, WOL program director.

BMI Pick-up Sheet

Hit Tunes for December

(On Transcriptions)

A GIRL THAT I REMEMBER (BMI)

LANG-WORTH—Four Knights
" Frankie Masters
CAPITOL—Alvino Rey
NBC-THESAURUS—Novatime Trio

AS SWEET AS YOU (Regent)

NBC-THESAURUS—George Wright
LANG-WORTH—Airlane Trio
MacGREGOR—Johnny White
Quartet

FORGIVING YOU (Mellin)

ASSOCIATED—Vic Damone
CAPITOL—Skitch Henderson
LANG-WORTH—Tommy Tucker

HILLS OF COLORADO (London)

LANG-WORTH—Lenny Herman
ASSOCIATED—George Towne
WORLD—Les Brown

I WONDER WHO'S KISSING HER NOW (Marks)

NBC-THESAURUS—Musie Hall Varieties
WORLD—Frankie Froeba
" Ray Bloch
NBC-THESAURUS—Knickerbocker
LANG-WORTH—Chuck Foster
" Randy Brooks
" Four
MacGREGOR—Artie Wayne
" Ernie Felice Quartet
ASSOCIATED—Claude Sweeten
" Lawrence Welk
ASSOCIATED—George Towne

LET'S BE SWEETHEARTS AGAIN (Campbell-Forgie)

ASSOCIATED—Mindy Carson
LANG-WORTH—Lenny Herman
NBC-THESAURUS—Novatime Trio

MADE FOR EACH OTHER (Peer)

LANG-WORTH—Al Trace
WORLD—Russ Morgan
NBC-THESAURUS—Sweetwood Sirenaders

MY RANCHO RIO GRANDE (Harwall-Criterion)

NBC-THESAURUS—Sweetwood Sirenaders

SMOKE! SMOKE! SMOKE! (THAT CIGARETTE) (American)

Tex Williams—Cap. 40001
Lawrence Welk—Doc. 24113
Johnny Bond—Col. 37831
Phil Harris—Vic. 20-2370
Duce Spriggins—Cas. 263
STANDARD—Lawrence Welk

THERE'LL BE SOME CHANGES MADE (Marks)

CAPITOL—Buddy Cole's Four-of-a-kind
CAPITOL—Del Porter
LANG-WORTH—Jack Lawrence
" Joe Soda
MacGREGOR—Red Nichols
STANDARD—Lucille Norman
NBC-THESAURUS—Slim Bryant

THE STORY OF SORRENTO (Pemora)

LANG-WORTH—Lenny Herman
MacGREGOR—Robert Maxwell
STANDARD—Lawrence Welk

ZU-BI (Republic)

MAJESTIC—Victor Lombardo
VICTOR—Sammy Kaye

Coming Up

ALL DRESSED UP WITH A BROKEN HEART (Marks)

FOOL THAT I AM (Hill & Range)

MIAMI BEACH RHUMBA (Marks)

NINA NANA (Encore)

PASSING FANCY (BMI)

PENNY (Vanguard)

RHUMBA FANTASY (Pemora)

ROSALINDA (Cherio)

THE JUNGLE RHUMBA (Duchess)

WHO'S GOT ALL THE DOUGH (Alvin)

WHY DOES IT HAVE TO RAIN ON SUNDAY (Johnstone)

BROADCAST MUSIC INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD