

WRCA-AM-TV Is Host For Day at Monmouth Park

WRCA-AM-TV New York took 'em to the races. Some 300 persons, including a wide representation of advertising agencies along with users of the NBC-owned outlets' time, plus executives of the two stations and of NBC Spot Sales, were on hand for the excursion from New York to the Monmouth (N. J.) Park track which WRCA-AM-TV staged June 29 for grocery manufacturers' representatives of New York [B•T, July 4].

The party traveled by boat, was dined en route and entertained by WRCA-AM-TV talent. Guests with limited time were flown to the track by helicopter.

WLEE Richmond Names 3; Hudson to Radio & Sales Mgr.

HARVEY HUDSON, assistant manager in charge of operations for Lee Broadcasting Corp.'s WLEE Richmond, Va., has been named manager of radio and sales for the station, effective immediately, the corporation has announced. Simultaneously announced were the appointments of Thomas J. Kita and Lud Sterling as chief engineer and program director, respectively.

Mr. Hudson, 33, was associated with WRVA Richmond from 1940 to 1946 when he joined WLEE at its inception. In addition to management functions he has continued in the entertainment phase of radio and still produces the daily *Harvey Hudson* variety show.

Mr. Kita, 29, formerly assistant chief engineer in charge of studio control remote broadcasts and maintenance of equipment, has been with WLEE since 1948.

Mr. Sterling, 37, has been WLEE chief announcer for the last three years, joining the station as a disc m.c. in 1947. He has become well-known as "Uncle Lud" on the program of that name over WLEE.

Gainesville Stations Protest U. of Fla. Football Decision

TWO Gainesville, Fla., radio stations have protested the granting of exclusive rights for the U. of Florida football games to the university's WRUF there.

In the protest, made to the Board of Control, which sets the broadcast policy, WGGG President R. M. Chamberlain, who said he also served as spokesman for WDVH, asked the board to change its ruling, pointing out that in other cities with two or more stations the commercial stations have a right to bid for the broadcast privilege.

Acknowledging Mr. Chamberlain's charge that WRUF was "a commercial station," board member Hillis Rinehart said it became commercial only because the legislature ruled it had to be run as a commercial enterprise. But, he added, "WRUF has certain prerogatives it must enjoy over commercial stations." He cited educational advantages and added "... We look to it as the voice of the university."

Mr. Chamberlain countered that outside of a half-hour farm program, WRUF did very little university work. He said, "... I carry more university programming than WRUF."

Mr. Rinehart suggested the matter be taken under advisement. To enable the Board of Control to make a better study of the matter, board member Fred Kent called for a statement from each station concerning its educational programming and other phases of operation.



EN ROUTE back from the races on the junket of WRCA-AM-TV New York are (l to r): George Dietrich, national radio manager, NBC Spot Sales; Dick Arbuckle, NBC Spot Sales; Hope Martinez, BBDO; Ethel Wieder, Biow-Beirn-Toigo; George Hennessey of George Hennessey Co., food brokers; Ann Janowitz, of Hewitt, Ogilvy, Benson & Mather, and Mike Donovan, of Benton & Bowles.

WWIL Sets Programming For Late Summer Debut

PROGRAM format of news and music stressing hi-fi sound will be featured on WWIL Fort Lauderdale, Fla., when it makes its debut sometime between Aug. 15 and Sept. 1. Construction of a new one-story building that will house all the station's operations was started June 18. The complete installation is expected to cost between \$65,000 and \$70,000.

Nick Pagliara, vice president, said WWIL will program about 20 hours a day, from 6 a.m. to 2 a.m.

WWIL is owned by the Missouri Broadcasting Corp., owners of WIL St. Louis. L. A. Benson, president, and Mr. Pagliara have been at the helm since WIL was founded.

WWIL will operate on 1580 kc with 1 kw fulltime. Collins Radio Co. equipment will be used.

KEYD-TV Names Fransen, Day in Expanded Activity

EXPANSION in sales and programming was announced last week at KEYD-AM-TV Minneapolis by General Manager Lee M. Whiting. Two appointments were made.

Richard M. Day, with KEYD since 1950 was named local television sales manager, and Robert Fransen, operations manager of KEYD-TV since it has been on the air, was promoted to assistant general manager in charge of tv.

Mr. Whiting said the appointments reflect intensified local sales activity and an expanded



MR. FRANSEN

MR. DAY

program of film purchases. He said still other programming moves were being made as a result of a rapid growth in audience during the first six months of tv operation.

An Early Start

A LITTLE business was combined with a lot of pleasure as the sales forces of WKZO-AM-TV Kalamazoo, Mich., held a sales clinic at the cottage of Carl Lee, Fetzer Broadcasting Co. vice president. As the stations relate, Jim White, WKZO-TV account executive, made the first "presentation" at 4:30 a.m. in the form of bacon and eggs. The salesman got off to an early start and headed for Barton Lake. Don DeSmit, tv sales manager, landed the first "client," a small bass. The way it worked out, what little business was transacted proved more successful than the fishing.

Bonus Mentions Offered In KABC-AM-TV Sales Plan

INTEGRATION of picture or product mention into the format of all local programs is offered theatrical film producers and other advertisers as part of KABC-AM-TV Hollywood's "Operation Saturation" promotion plan.

Mentions are offered as a bonus for placement of all or most of local advertising budgets with the stations, explains Hunt Stromberg Jr., KABC-TV programming director.

Mentions are integrated into the local programs in several ways. During the recent promotion of M-G-M's theatrical release, "Love Me or Leave Me," KABC designated Wednesday, June 15, when the picture opened in Los Angeles, as "Doris Day," after the picture's star. The designation "This Is Doris Day," was incorporated into all station identifications during the day.

WNBF Using 'Double Decker'

WNBF Binghamton, N. Y., began operating July 1 on its new "double decker" antenna, which consists of two completely separate half-wave antennas placed one above the other. It is the first time, the station believes, that an antenna of that type has been used in the am broadcasting field. The station said that measurements have verified that the "apparent power" is more than triple that from the usual "minimum heights" antenna. Jansky & Bailey, Washington, handled the engineering.