

breather. But on June 5 the third show will be taped and there'll be one each Friday afterward until the entire 13 are completed.

The new kine technique makes use of quality controls at camera, in studio and in laboratory processing, and modified equipment (new circuitry). CBS has obtained a kine with a sharper (more resolution) picture with less grain. CBS records on a 35 mm negative which is optically reduced to 16 mm. What the development amounts to: "We applied 1959 techniques to a 'lost art' of kinescope recording. For the past four years tv recording has not been receiving any attention."

The shell of the equipment is RCA and 10 years old. The insides, however, have been modernized (actually more than once) with latest circuitry.

The quality controls, however, are the most important. Only a few: care and attention to lighting and to the exposure control on camera, to focus of the camera lens, and careful adjustment of the signal from camera to place it in correct level. Exposure of the film in the lab process "must be precisely controlled," a spokesman said.

But CBS-TV's engineers are not making claims. They cautiously and variously evaluate their kine as "not new," "modernized" and "not yet competitive with film." But this much they do say: the first two kines of the programs taped are good enough to encourage the belief that film recording from a tape recording can be made without appreciable degradation.

One big reason for the caution is that CBS-TV is not quite sure that future kinescoping of this kind will bring in a consistent "top performance." "It's a qualitative judgment," these engineers say, "Who is to say what is 'good or poor' film?"

Should the kine arrive at the point of competitiveness with top-grade tv film, CBS Films may beat a break-through toward greater use of tape for syndication. And, apparently, it can open up new sales fields internationally (tape conversion is a problem overseas where tv standards differ. But kine—as does regular film—bypasses this problem.)

SAG, AFTRA meet

Merger study committees of Screen Actors Guild and American Federation of Television & Radio Artists met the weekend of May 10. The groups discussed research organizations and individuals who may be employed to help SAG and AFTRA study the matter and develop a merger plan for submission to the groups' members. Subcommittees of both unions were named to narrow the list down to a few of the best qualified and submit recommendations to the full committee.

PATTER OF PLATTER VOICES

D.j. meet to double attendance last year

Advance registration for the second annual International Radio Programming Seminar and Pop Music Disc Jockey Convention in Miami Beach May 29-31 hit the 1,800 mark last week, headed for an estimated 4,000 registration double that of last year's initial gathering at Kansas City.

Sponsored by the Storz Stations, the convention will tackle such industry topics as network vs independent radio, ratings, formula programming, record release practices, news, evaluation of station promotion and music trends. Top speakers and panelists will be drawn from all segments of radio, including the advertising agency.

The registration pattern last week at preconvention headquarters of the Storz Stations, 820 Kilpatrick Bldg., Omaha, showed 70% stations (one-half program personalities, one-half management) and 30% record companies and allied service firms.

Major entertainment events are scheduled during the convention with an all-star show of recording artists set for Saturday night.

Evening cocktail party by Mercury Records on Thursday (May 28) will precede the formal sessions which get underway on Friday. Mercury Records' Kenny Meyers is host. United Artists Records President Max Youngstein is tendering the Friday morning breakfast. Todd Storz, president, Storz Stations will open the convention and introduce the keynote speaker Harold Fellows, president, NAB.

Three panel sessions are slated Friday morning. Matthew J. Culligan, executive vice president, NBC Radio, and Gordon McLendon, president, McLendon Stations, will debate network vs independent radio. Morgan Beatty, NBC; Dave Muhlstein, KLIF Dallas, and Dick Schmitz, KAKC Tulsa, will discuss "News Should Be New" while Robert Eastman, Robert Eastman Co.; Art McCoy, John Blair Co., and Adam Young, Adam Young Co., will talk on the subject "Radio Reps Are Salesmen Too."

An Ike-Sponsored Message • Friday lunch sponsored by RCA Victor Records with Bill Bullock as host, will hear Dr. Shayne MacCarthy, executive director, President Eisenhower's Committee on Youth Fitness, discuss youth fitness as "a product to sell." Four panels are set for Friday afternoon:

"What Is a Personality Today"—Joe Finan, KYW Cleveland; Jim Hawthorne, KDAY Santa Monica, Calif.; Mike Joseph, Capitol Cities Broadcast-

ing, and Dick Martin, WWL New Orleans. "From Deejay to Management—It's Happening"—Bill Camperman, WHOL Allentown, Pa.; Art Ford, WNTA Newark, and Marty Hogan, WCFL Chicago. "Evaluation of Station Promotion"—Bob Adams, WAKE Atlanta; Paul Cowley, WKLO Louisville; Harvey Glascock, WHK Cleveland, and Duncan Mounsey, WPTR Albany. "Too Many Record Releases?"—Bobby Beers, KOBV San Francisco; Archie Bleyer, Cadence Records; Bob Clayton, WHDH Boston; Buddy Deane, WJZ-TV Baltimore; Mike Maitland, Capitol Records, and Randy Wood, Dot Records.

Late Friday afternoon further discussion will be held on feasibility of a national disc jockey organization and Friday evening Capitol Records will host a cocktail party-stereo recording session featuring Peggy Lee and the George Shearing Quintet.

Atlantic Records' Ahmet Ertegun will host Saturday morning's breakfast with New York publicist Russell Birdwell starting off the day as initial speaker. "Are Live Commercials Dead?" will follow as the topic of a panel to include Al Collins, WNEW New York; Bill O'Connor, Chicago freelance performer; Harry Renfro radio-tv director, D'Arcy Adv., St. Louis, and Joseph Stone, vice president, J. Walter Thompson Co., New York.

Future Trends • Music will be discussed by Joe Carlton, Carlton Records; Dave Cavanaugh, Capitol Records; Hal Fein, Roosevelt Music Publishing; Alan Freed, WABC New York; Jack Karey, WCFL Chicago, and Joe Kolsky, Roulette Records. "Swingin' in the Smaller Markets" is the topic for Charlie Boone, KXGO Fargo, N.D.; Howie Leonard, WLOB Portland, Me., and Al Rockwell, KRNT Des Moines. What the promotion man can do for the d.j. will be outlined by Buddy Basch, New York; George Jay, Hollywood, and Dick LaPalm, Chicago. Columbia Records will give the Saturday lunch.

Saturday afternoon panels include "Do We Live and Die by Ratings?" with John Box, Balaban Stations; Dr. Sydney Roslow, Pulse Inc., and Frank Stisser, C. E. Hooper Co. Another, "Programming—More Than Just Juggling Numbers," will feature Bob Forward, KMPC Los Angeles; Larry Monroe, KXOK St. Louis, and Tom Smith, WNVY Pensacola, Fla. "The Pros and Cons of Formula Radio" panel will hear Bill Kaland, program manager,