

PROMOTION

WBAY Becomes WTTT

Greater Miami's first independent station WBAY, has undergone a complete revision from ownership down to call letters. The station from here on in will be known to its listeners as WTTT.

General Manager of the station, David H. Freedman, announced changes in programming which will emphasize a music and news format. High spots will be specially programmed musical shows throughout the day from 8:00 a.m. to 2:00 a.m., running the gamut from hillbilly through popular to classical. News will be broadcast every hour on the half hour and in conjunction with the station's news format late racing results will be announced between 12 noon and 7:30 p.m.

To promote the new call letters an extensive promotional campaign was employed. A six-day run of teaser ads were prepared for the daily newspapers throughout the area. The ad for the sixth day read: "WBAY is now WTTT, fourteen ninety on your radio dial." For the progression of the campaign most of the ad copy was eliminated the first day from the ad and then each succeeding day a few more lines were added until the full ad was reached.

Five hundred three and one sheet billboards were scattered throughout the greater Miami area announcing the change of call letters. Airplanes bearing the same legend were flown over the area and a horse drawn flat wagon covered with signs and bearing an instrumental and vocal trio, drove thru the streets of Dade County entertaining the populace.

Promotional musical jingles announcing the change were cut by the Irving Fields trio. A half hour quiz show broadcast from the stage of the Olympia Theater on Monday, May 16th, climaxed the big promotional campaign. The show called "The Quiz of Three T's" was woven around the idea of questions concerning T's. Gifts included a trip for two to Havana, Cuba, a weekend for two at the President Madison Hotel on Miami Beach, all sorts of electrical appliances, men's and women's wearing apparel, luggage, footwear, etc.

Word Game

A new word game, suitable for two or more contestants, titled "Predict-A-Word," has been invented by Drew Pearson. ABC Sunday evening radio commentator. "Predict-A-Word" is being sold through leading department, book and toy stores.

Birthday For "Sing"

"Sing It Again" on CBS celebrates its first birthday next Saturday, May 28. Show claims the biggest jackpot in radio history—\$52,000 at present. "Sing" is emceed by Dan Seymour.



Mainly About Manhattan. . . !

• • • We have come to the definite conclusion that despite the brainy predictions of the seers of our times about video and its expansive future, said expanse will not be at the complete expense of Big Brother Radio. In short, we're of the honest opinion that altho' the trend is in the direction of teleshow, radio as such needn't worry. Make no mistake, as an independent industry, the kilocycle realm is here to stay. There are varied and sundry reasons for our expression of this opinion. To begin with, it has been authentically reported that come what may, 40 per cent of the nation (even when the coaxial goes coast to coast) will forever be without video reception. Also, as interesting and amazing as the infant television is, it is not a medium which can ever make for many hours of endless presentation to the listener at home. Take it from us because we have studied it at close range. Video is too demanding—it wants your ears, eyes and concentration. Radio, on the other hand, allows you to carry on all the necessary daily functions. You can eat, knit, sew, cook, read, go about the office or household chores, drive your car, travel and still listen to radio with no trouble. Its news features, recorded programs, interviews and sportscasts do not require your eyes. And herein lies the stumbling block that television will never overcome. The person who becomes a nightly addict to video finds himself no longer reading a book, no longer reading a newspaper, with less time to exchange talk with his fellows and as a result, come the future only the top teleshow will attract the constant audiences. This, we add, is a prediction for the era when television as a novelty has worn off.



• • • Radio, about which we started this treatise, can look to a brighter future. More and more new talent will be developed as the years progress because the Jolsons are talking retirement and because the industry rates attention, development, larger budgets and has the largest audience it has ever enjoyed. News coverage of special events via the mike, plus its public service, sports and entertainment far outshines all other media when you consider that radio is on call every moment of our lives. Our hat's off to an industry which has long since rolled up its sleeves and gone to work and which needs only more confidence to prove itself the most vital educational and entertainment force of our times.



• • • AROUND TOWN: Pres. Truman will take to radio and TV in Oct. for a series of talks to the nation. He'll illustrate them with charts and graphs. . . . NBC is deeply troubled by the antics of Martin & Lewis. Their attitude is beclouding a rosy future the network dreamed of a few months ago. . . . Esquire mag. planning a rap at disc jocks for their failure to give credits on platters they spin. . . . "Quick As A Flash" losing its bankroller (Helbros watches). . . . Ben Gross wanted for a new TV idea called "Manhattan Knights." . . . Benny Rubin's Friday night WNBT Hooper has jumped to 14.8. (It was 8.3 when he took over a few weeks ago). . . . Harold Stein celebrated his birthday by going on the wagon. (So he wins a case of likker at the AFRA Ball). . . . Lisa Kirk, who nixed her own NBC-TV stanza on medico's advice until Sept., missed getting the July Garland assignment in "Annie Get Your Gun" by two days. She signed an extension of her contract with "Kiss Me Kate" until Jan. 1st, two days before Metro execs sounded her out about the film. . . . Al Schacht mulling over an offer to become a sportscaster for a local station. . . . What gives with Fletcher Markle and Ford? (There's talk again that he won't be back on the series next fall). . . . Ted Granik saluted by Look mag. for his 21 years of public service programming. . . . Columbia U. planning a graduate school of radio, video, etc.

NEW BUSINESS

WMCA, New York: McKesson & Robbins, Inc., has started an eight-week campaign of spot announcements for Tartan sun-tan lotion. The deal, effective June 1, was handled by Benton & Bowles, Inc., for the pharmaceutical house and Mort Fleishl, account executive for the station.

A Monday-through-Friday schedule of participations on WMCA's "Mr. and Mrs. Music" has been purchased by National Outlet Stores, New York retailers of women's dresses. An additional schedule of spot announcements fill out the week. Tom Delaney, WMCA's account executive, and Manny Lester, head of the retail chain, negotiated the contract.

WNBT, New York: Contracts for 20-second TV station breaks have been signed with R. H. Macy & Co. for acceptable merchandise, and with the Ward Baking Company for Tip Top Bread.

The Macy deal, handled through Grey Advertising Agency, calls for the 5:30 p.m. station breaks, Tuesdays and Fridays, through Jan. 27, 1950. The baking company station breaks, handled through J. Walter Thompson, have been skedded for 6 p.m., Tuesdays, Wednesdays and Fridays, through Feb. 3, 1950.

McBride Anniversary Stunt Looms As SRO

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guest list for the radio celebration is headed by Merlin Aylesworth who last month wrote a story for Look magazine titled "Radio Is Doomed." And just to show the influence of WNBC's woman commentator, another guest is Theodore C. Streibert (and his wife), president of WOR. It was on WOR that Miss McBride got her start 15 years ago.

Upwards of 80,000 ticket requests for the McBride party already have been filled, according to Estella Karn, Miss McBride's manager. This is in addition to various service and community organizations who will be represented at the Stadium in a body. Yankee Stadium seats 70,000 people normally but special seats are being added.

1906 1949

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