

dience. Though the station might have the greatest history, market, facilities, management and behind-the-scenes office, traffic, continuity, promotion and sales departments, it's the quality and professionalism of the personality coming through the trusty transistor that counts."

Better Programs

Adds Dick Martin of WWL New Orleans, "Management's favorite defensive argument (for chart-programming) has been 'You've got to give the public what it wants.' This is a decided negation of the very precept of advertising; as the men in the grey flannel suits will be quick to agree, if a product is plugged long enough and hard enough the public will go for it. Logically, then, a return to better music, better programming and more lenience in presentation to the potential personalities working for the station should make for a more satisfied and happily responsive audience."

Proving that that audience exists is undeniably important, says John F. Box Jr., executive vice president of The Balaban Stations. "Realistically, the facts of life are that most time buys are based upon some sort of statistical verification," he continues. "However, ratings are not always representative of the true station standing. It must be kept in mind that radio is the most difficult of all media to measure. Its very vastness is its greatest handicap from the point of view of reflecting full circulation.

"Equally important to ratings is proof of sales effectiveness. Usually the station with the best programming and personalities delivers the greatest sales effectiveness and also generates the best ratings."

Dr. Sydney Roslow, director of The Pulse Inc., affirming that "audience size measurements are an absolute necessity," adds that "unfortunately it makes too many of us look upon the decimal point as the price tag for a program or station."

He emphasizes the need for more kinds of measurement, showing the

"who" and "what kind" as well as the "how many" in an audience. "Alert station management is not relying solely on ratings to sell its product. Far more important is to have programs that are sales-effective, whatever the rating, rather than programs that have popularity value only."

It's time for the disc jockey to "come of age" in asserting his authority in a positive way as the most

of disc jockeys to guide the program development.

He suggests that the National Association of Broadcasters consider establishment of a two-week management training program for disc jockey talent that "management thinks might have a potential" in this direction. "Certainly the NAB and such far-sighted leaders as Storz, Westinghouse, McLendon and NTA might benefit by supporting a



TIME OUT from the busy schedule is taken by (l. to r.) Ed Bonner of WIL St. Louis; John Box, executive vice president of The Balaban Stations; Fred Berthelsson, general manager of WTIK New Orleans, and Frank Stisser, president of C. E. Hooper Inc. More than 3,000 disc jockeys attended the convention, sponsored for the second year by the Storz Stations. Speakers included 63 leaders in the industry.

powerful single force in music, broadcasting and his community, says Jack Karey, WCFL Chicago.

"Lay off the 'garbage' music," he asks fellow broadcasters. "Let's be selective—for the ultimate good of the recorded music field itself. Rock and roll is not necessarily garbage, but, unfortunately, garbage is most often rock and roll. Let's audition before we play."

Up the Ladder

Prepare for managerial responsibilities, advocates Art Ford, who recently flipped his disc jockey "lid" for the hat of an executive. As operations manager for WNTA New York, he believes that the ideal combination for radio's future includes an expert from the financial world to guide the station's money matters, and an expert from the ranks

yearly seminar in a centrally located city," he declares.

Bill Camperson, manager of WHOL Allentown, Pa., seconds the idea of the disc jockey preparing himself for managerial duties.

"Instead of slipping into the record library with several envelopes of newly arrived records, latest copies of the trades, and *Mad* magazine, it would be well to see how the other half of the organization lives," he points out. Recommending that the station's personality acquaint himself with rate cards, sales that are pending and other current business of the station, Mr. Camperson says, "Don't feel you're annoying someone in finding out the answers to your queries. You'll be quite surprised. Your boss and the sales people will welcome your questions and ideas, and you'll be recognized as a man with potential." • • •