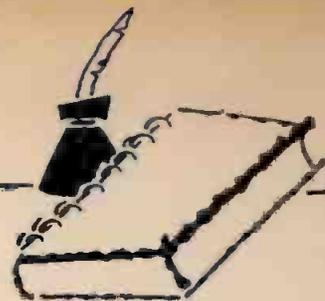


# station log



## News:

Evidence of editorial results is reported by KLIF Dallas—and another outlet, WIST Charlotte, N. C., has inaugurated an editorial service.

KLIF states that following its "all-out editorial barrage" reprimanding the Dallas City Council for its "closed door" secret sessions, the council reversed its established policy. By a five to four vote, it "threw open its doors to the press."

In his editorial campaign, Gordot McLendon, KLIF president, told the station's listeners that "such secret meetings are exactly what Americans do not stand for."

WIST has launched *WIST Speaks*, which will present the station's "on-the-air expression of opinion on matters of public interest." Plans are for one editorial to be broadcast each week, but, according to the station, "there will be occasions when the importance of the news will dictate two, three or even more editorials in a week."

## Public Service:

Realizing the increasing death rate due to traffic accidents, the Rhode Island Broadcasters Association,

KXOK St. Louis, WMCA New York and KXL Portland, Ore., report they have begun campaigns to impress listeners with safety precautions.

The RIBA has come out in favor of the purchase of broadcast time for traffic safety projects "provided the desire of the state purchasing agency is to assure specific schedules and to pre-select times of spot announcements." The association is made up of 13 member stations in the state (11 radio, 2 tv).

KXOK held a two-day "Salute to Safety" early last month, with 2,000 safety balloons being released at 16 points in the Greater St. Louis area. Each of the balloons contained a safety slogan, and two in every batch of 100 balloons carried certificates entitling lucky persons to one of 50 prizes.

WMCA established a series of safety announcements aimed at motorists during the peak traffic times. The station used actual children's voices, with an appeal to drive carefully.

The KXL safety project featured "Operation Hazard Cut." The station ran announcements throughout the day asking listeners to report traffic hazards that existed in their area. KXL states that it received over 500 cards and letters, which the station turned over to the Portland Traffic Safety Council.

WEMP Milwaukee reports that it recently became the first station in four years to win the two "Millie" awards presented by the Milwaukee Recorded Music Industry for outstanding public service. Besides the station being recognized, it announces, Tom Shanahan, WEMP disc jockey, was honored for performing the most outstanding public service job among Milwaukee disc jockeys in the preceding year.

## Programming:

By mid-fall, the Hawaiian Islands will have a "24-hour personality and charm broadcasting service." An all-girl radio station, run by female inhabitants of the islands, will begin operation. The station, KNDI, will use the slogan, "Candy, the sweetest sound in all the Hawaiian Islands."

WLIS Old Saybrook, Conn., has inaugurated a new programming format, "Abstract." According to the station, the concept divides the average day into half-hour segments, which are divided at the hour by world and national news, and at the half-hour by local news and the weather report. WLIS points out that since no particular type of music is assigned to any time slot, the result is well-balanced segments.

## Radio Activity:

Anniversary celebrations are the order of the day for six stations—KNX Hollywood, celebrating its 39th last month, WWJ Detroit, 39, WWRL Woodside, N. Y., 33, occurring at the end of August, WPTF Raleigh, N. C., 35 last month, WKNE Keene, N. H., 32, and WEEL Boston, celebrating its 35th.

In association news, John Vath Sr., WWL New Orleans, elected president of the New Orleans Radio Broadcasters Association, and Ralph N. Edwards, WWGS Tifton, Ga., elected head of the Georgia Association of Broadcasters. • • •



Among those present at the recent Storz Managers Meeting in Chicago were (standing, left to right) G. Richards, dir. of programming; H. Dolgoff, general counsel; R. Tilton, dir. of engineering; J. Sampson, gen. mgr., KOMA Oklahoma City; C. B. Clarke Jr., gen. mgr., WOGY Minneapolis, and (seated, left to right) F. Berthelson, v.p.-gen. mgr., WTIK New Orleans; T. Storz, pres.; G. W. Armstrong, exec. v.p.-gen. mgr., WHB Kansas City, and J. Sandler, v.p.-gen. mgr., WQAM Miami.



"Big Johnny Reb" directs traffic to Columbus from every direction as part of a promotion campaign by WDAK Columbus, Ga. Twenty-seven of these "highway bulletins" invite residents and tourists to listen to the station.