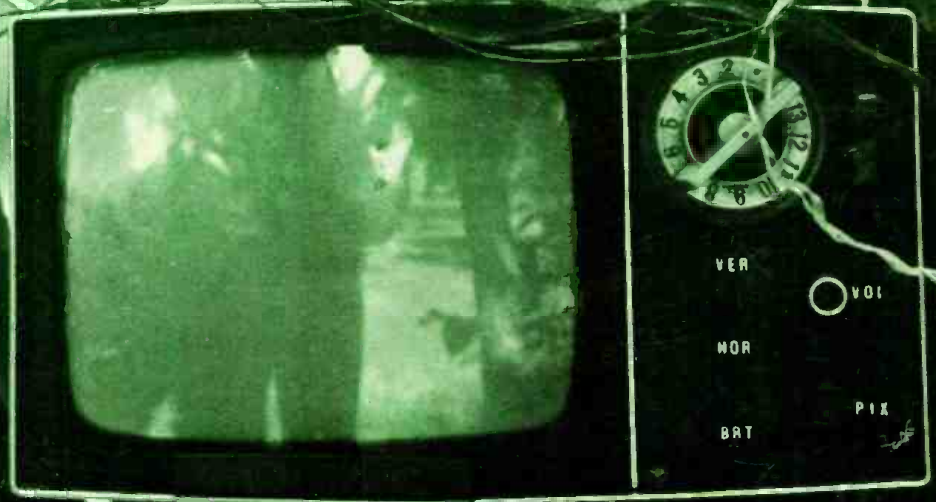


# Storer Story

VOLUME X, NUMBER III







# Storer Story

The STORER STORY is published bi-monthly in Miami, Florida, and distributed to all employees of the Storer Broadcasting Company and subsidiary companies.

VOLUME X NUMBER III

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 JAN MANNING.....WJW-TV, Cleveland  
 CONRAD KAMINSKI.....WITI-TV, Milwaukee  
 BILL THOMPSON.....KGBS, Los Angeles  
 TERRY ANDERSON (MISS).....Storer TV Sales

## STORER STATIONS

WJBK-Radio, Detroit KGBS-Radio, Los Angeles  
 WJBK-TV, Detroit WAGA-TV, Atlanta  
 WJW-Radio, Cleveland WGBS-Radio, Miami  
 WJW-TV, Cleveland WIBG-Radio, Philadelphia  
 WSPD-Radio, Toledo WITI-TV, Milwaukee  
 WSPD-TV, Toledo WHN-Radio, New York



Tim Rocha and Jim Mackey of the WJBK-TV art department created the cover. For the story behind our well-informed and entertained birds, see page 5.



Kenneth L. Bagwell, vice president and general manager of WAGA-TV, has been named vice president in charge of Storer Broadcasting Company station WJW-TV. Bill Michaels, television division vice president, announced the appointment.

Mr. Michaels announced at the same time, that Robert Buchanan will remain as manager of WJW-TV, and will work directly with and under Mr. Bagwell.

In making the announcement, Michaels said, "Storer Broadcasting Company recognizes the tremendous workload placed on station man-

agers, and feels utilization of the two-man executive teams will result in more time for productive organization and administration."

Mr. Bagwell has been associated with Storer Broadcasting as general manager of WAGA-TV since February, 1961, and was elected a vice president of the Company in January, 1964.



Horace W. "Buddy" Ray, manager of Storer Programs, Inc., has been named general manager of WAGA-TV. A native of Wilmington, Delaware, Ray spent a great deal of his broadcasting career at the Atlanta station where he served as operations manager before assuming his position in New York with Storer Programs, Inc.

He began his broadcasting career in 1954 as film editor of WDEL-TV, Wilmington, Delaware. Previously he had been with the Vick Chemical Company. In 1956, he joined the production staff of WPFH-TV, Phila-

phia, and continued in that position when Storer Broadcasting acquired the property in 1957 and the call letters were changed to WVUE-TV. In 1958, he was transferred to WAGA-TV.

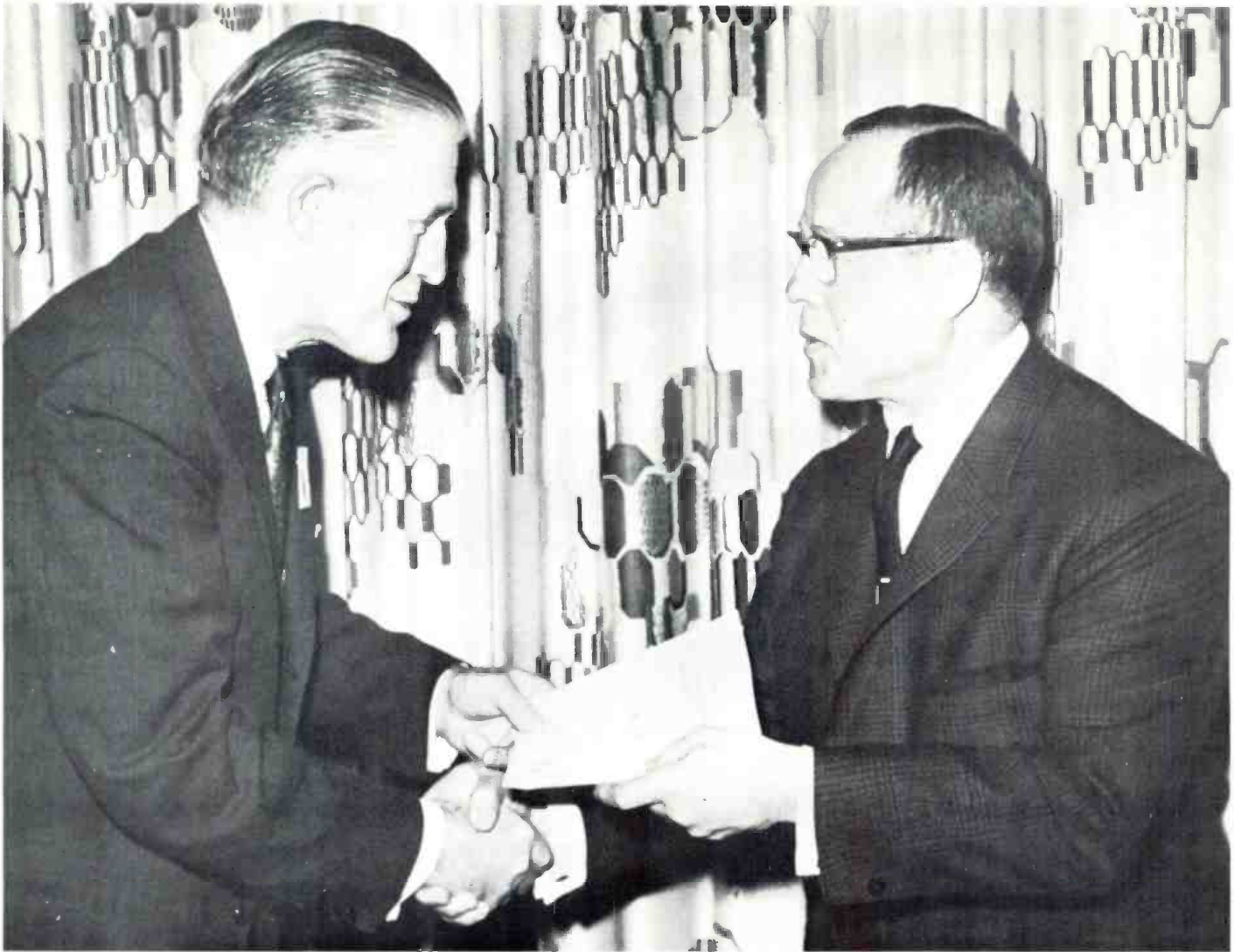
Mr. Ray, who attended the University of Delaware, is married to the former Patricia Kimes of Wilmington and they have four children.



Paul Raymon, general sales manager of WAGA-TV, has been appointed station manager of that station. In announcing the appointment, Bill Michaels, vice president, television division, stated that Mr. Raymon will work directly with and under Buddy Ray who is general manager of WAGA-TV.

Raymon, a native of Tuscaloosa, Alabama, joined the Storer organization at WAGA-TV in 1955 as director of sports. Previously he held announcing and sportscasting positions at WJRD, Tuscaloosa, WJJJ, Montgomery, WCOV-TV, Montgomery, and WLAC-TV, Nashville.

In 1950, Mr. Raymon was chief announcer for the Alabama football network. He began his broadcasting career in 1944 as an announcer with WJRD, Tuscaloosa, at the age of 15. Mr. Raymon is a graduate of the University of Alabama and is married to the former Brenda Leff of Atlanta.



*Michigan Governor George Romney presents MAPBA News Awards to Harry Lipson, Vice President and General Manager of WJBK-Radio.*

## WJBK-Radio Wins Top Awards

The two First Place Awards, for major stations, in the Michigan Associated Press Broadcasters' Association News Competition, were presented by Governor George Romney to WJBK-Radio in Lansing, Michigan.

Vice President and General Manager, Harry Lipson, in receiving the awards on behalf of the station, expressed his appreciation for the honored recognition by the MAPBA and lauded the outstanding performance of the WJBK news team headed by News Director Bob King.

Consistently each year the MAPBA recognizes WJBK-Radio for various phases of news activity.

For the 1963 MAPBA news competition, WJBK captured the First Place Award for "General Excellence of News Presentation Adjudged the Best Among Entries in Class II (Major Stations) Division," and First Place Award to Bob King, WJBK News Director, for "General Excellence of Individual News Reporting" in the same classification.



# KGBS-WGBS Radio Promo Has Listeners Dialing

A single telephone promotion designed by KGBS-Radio listeners has had rather startling results. In a period of four weeks, 298,377 calls were placed to a special KGBS telephone number. In the latter half of February,

A sample announcement would read, "Remember that handsome man who was sitting across the room at lunch the other day, then call Dun-kirk 1-7061."

Upon dialing the number, KGBS listeners heard the following message: "You are the most exciting woman I have ever met! I wonder if the man in your life realizes how lucky he is? I do! And think how glad I am that you listen to KGBS. When you think that nobody really cares, remember KGBS, radio twenty-one, does!"

After ten days of operation, it became necessary for the station to install two additional phones to handle the incoming calls. In one day, KGBS received 12,615 calls.

In addition, KGBS ran a special agency time buyer contest. The Storer outlet asked time buyers to "Guesstimate" how many people would dial the KGBS compassion number. The closest or correct answer would receive a pair of round trip tickets to Acapulco, via Mexico City. The closest estimate was submitted by Julie Herrell, Media Director for Smock, Debnam & Waddell.

WGBS-Radio ran the same promotion and received a similar reaction. The following article is reprinted from the Miami Herald: Thought for the



Shown in one of New York's leading supermarkets are Joyce Peters, chief time buyer of Mogul, Williams, and Saylor, Inc.; Milton Guttenplan, senior vice president and account supervisor of MW & S, and Herb Weber, WHN's general sales manager. WHN placed first in the Hooper Business Establishment Survey and photo illustrates the importance of the point-of-purchase listening audience.



Ed McLaughlin, KGBS general sales manager, calls to congratulate Julie Herrell for her winning "Guesstimate."

KGBS installed seven special phones attached to automatic answering devices. The answering units were equipped with a recorded message for the "depressed housewife" or the single girl who felt she was neglected.

Bill Thompson, program manager, had an announcer record a series of ten-second teaser announcements which were aired on the station three times each hour throughout the broadcast week.

Day: Cogito, Ergo Sam.

"I wonder if that man in your life realizes how lucky he is? I do . . ." That come-with-me-to-the-Casbah telephone voice that has all the gals looking steely-eyed at husbands or boyfriends will remain anonymous. You can stretch Ruth Sargent of WGBS on the rack and she won't tell you who it is.

(Here's a confidential clue: The Voice is a tall, good-looking bachelor, terrific dancer, very witty, can't stand publicity . . . aw, c'mon now, you do too!)

Editor's note . . . Guess Again!



Members of the media department of Foote, Cone and Belding Advertising, New York, were hosted to an informal luncheon at Storer House by KGBS General Sales Manager, Ed McLaughlin. Also present were sales personnel from the station's national representative firm of Peters, Griffin, Woodward. Pictured from left to right (standing) are: John Butler, Eastern Sales Manager, PGW; Guy Wormald, FC&B; Charles B. Hofman, FC&B; Ed McLaughlin, KGBS; Walter Reed, FC&B; Robert Syers, PGW; (seated) Joan Ashley, FC&B; and Jay Krawitz, FC&B.

"Rapid Robert" Feller of Cleveland Indians fame shows James P. Storer, Vice President and General Manager, some of his techniques, upon the occasion of the start of the Greater Cleveland Sandlot Season. WJW-Radio is sponsoring the Bab Feller All-Stars in 10 exhibition and 30 season games in the National Amateur Baseball Federation.



Cover artist, Tim Rocha, left, and staff artist, Jim Mackey, both of WJBK-TV, suddenly found themselves involved with birds, trees, radios and tv's in an attempt to capture the spirit of the season for the Storer Story cover.



## Quiet Please . . . Artists at Work

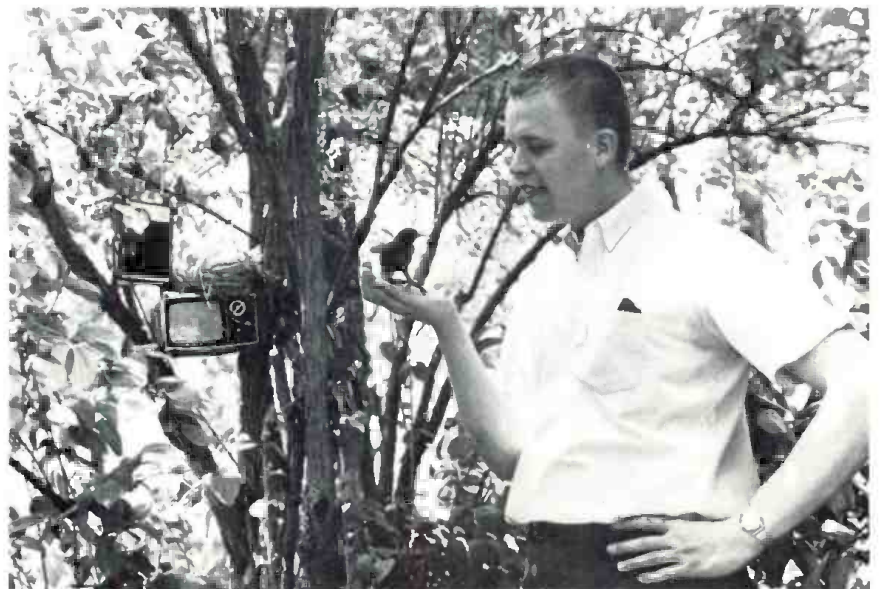
"In the Spring a young man's fancy lightly turns to thoughts of" . . . how to design an original cover for STORER STORY. At least that is the case of cover artist Tim Rocha and Jim Mackey of WJBK-TV. The search for originality led them to a Detroit park on a sunny day in May. The atmosphere must have been just what was needed for they promptly "planted" a transistor radio,

television set, and a bird's nest equipped with Spring's eternal robin into a convenient tree.

The result of their vivid imaginations, as evidenced in our cover, clearly illustrates the "out of doors" season and the appeal of the electronic media. Naturally our robin is tuned to a Storer station, and let's hope that those rating surveys aren't overlooking our fine feathered friends!



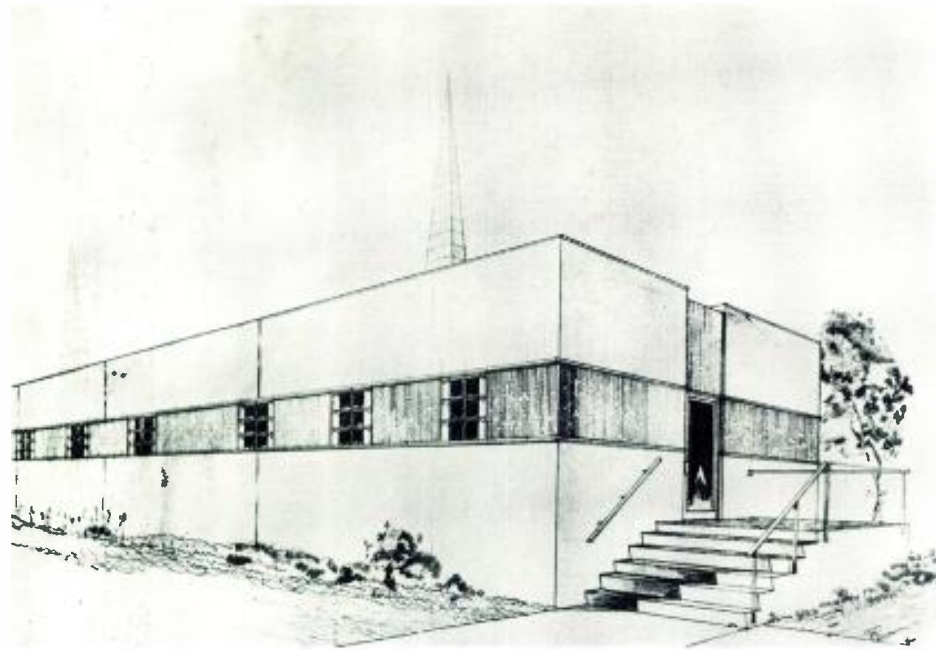
Our robin seems to be in a playful mood as he perches on top of Tim's head, left. Below, Jim gives the talented bird a few last-minute instructions before he takes his place as star of our cover.





# KGBS

*“... America’s finest fidelity  
radio station ...”*



The new studios of KGBS-Radio in Linwood.

California soon will add “America’s finest fidelity radio station” to its long list of firsts when Storer station KGBS, Los Angeles, completes its \$100,000 modernization in late June.

Wendell B. Campbell, vice president and general manager of KGBS, announced that KGBS would begin airing its control-quality sound on July 1. Campbell said that while the station’s sound of music and adult personality format would remain the same, KGBS fidelity control and tonal quality would be improved perceptibly.

“We have installed the most modern and highly sensitive equipment obtainable in order to give our sound of music format the highest quality reproduction possible,” Campbell said. “Our engineers examined every system presented before deciding to equip KGBS with “Simplimation” by International Good Music, Inc. of Bellingham, Washington. We feel certain our listeners will enjoy and appreciate it.”

Campbell disclosed that the installation is of such major proportion that it calls for shifting the KGBS studios from downtown Los Angeles to a new building at the station’s transmitter site on the Long Beach Freeway at Century in suburban Linwood. The move to the transmitter site will increase the quality of the KGBS signal by cutting down the present distance the KGBS audio line now travels from Los Angeles to Linwood. It will allow the station to make better use of its “ultra modern” R.C.A. Amphiphase transmitter providing listeners with the finest

quality music reproduction possible.

Campbell said William C. Thompson, program manager, and his staff, announcers, technicians, and clerical help would shift to Linwood by July 1. Administration and sales would remain at the downtown location. Completely new, air conditioned offices and studios have been built in Linwood.

In addition to a new physical plant, all new transistorized equipment for broadcast has been installed. “Simplimation,” according to Campbell, gives the station the highest level of sound control with the minimum percentage of human error. “KGBS will continue to be a people station,” Campbell said, “but the new, modern equipment and ideas will enable our people to concentrate on air performance while relieving them of most of the physical burden heretofore entailed in achieving it.”

“Furthermore,” continued the Storer vice president, “the audience for KGBS’s type of programming, which is basically beautiful music, is entitled to the finest in sound that amplitude modulation can offer. They get it on their high fi’s and stereos at home. Now KGBS is prepared to give them similar quality on the radio.

“Simplimation” is the latest step in Storer Broadcasting Company’s continuing plan for upgrading KGBS since acquiring it in late 1959. Power has been increased to 50,000 watts, the programming policy fully overhauled, new transmitting facilities installed and the downtown facilities completely refurbished and modernized.

# Celebrities



Seen here discussing "The Sound of Peggy Lee," a new WHN spectacular, are Dick Shepard, host of the show, left; Jack Del Rio, Peggy's husband and musical director, and the show's star, Miss Peggy Lee.



◆ Steve Allen paid a visit to the laboratory of Dr. Morgus during a recent Morgus Friday night movie on WJBK-TV. Morgus repaid the kindness by turning Steve into sand. Arthur Fiedler, famed conductor of the Boston Pops Orchestra, is seen during a rare radio appearance on WHN. ◆



Kerby Grant, better known to his fans as Sky King, was the guest of honor at a party given by WAGA-TV for his fan club. At the party he was presented with a quilt embroidered with over 1,500 names of his fans.



Louis Armstrong and his sextet, broadcasting live from the Mid-America Boat Show via WJW-Radio. WJW was an active participant in the Seventh Annual Show which was held in Cleveland's huge auditorium.





# PROGRAM

WIBG-Radio placed first in the recent Hooper Radio Audience Index in both the morning and afternoon categories. WIBG claimed 26.9 per cent share of the morning audience and 26.2 per cent of the afternoon audience. Closest competing station during the mornings had a rating of 15.9 with the afternoon competitor maintaining a 15.6 rating. Proof positive that WIBG-Radio is first in its market area.

. . .



Ted Brown, Secretary of State in Ohio, appeared on a special Channel 8 Report dealing with the Ohio senatorial candidates. Pictured are, left to right, Doug Adair, WJW-TV Newscaster; Mr. Brown, and Joel Daly, WJW-TV Newscaster.

. . .

"Topic," a KGBS public affairs program devoted to controversial and topical issues along the California news beat, has slated a series of 30-minute programs devoted to meeting major candidates for the 1964 key elective offices.

The series is hosted by KGBS News Director Steve Arvin. Some of the candidates expected to appear on the series are: Pierre Salinger, Senator Barry Goldwater, Governor Nelson Rockefeller, Alan Cranston, former Kansas Governor Fred Hall, and George Murphy.

. . .

WSPD-Radio will carry the entire 1964 schedule of the Cleveland Indians baseball team. Weekday games will be carried on WSPD-FM only and the weekend games will also be scheduled on WSPD-AM.

There are 162 games on tap for the Toledo area baseball fans including 36 Sunday double-headers.

For the 12th consecutive season, WJBK-TV is televising the Detroit Tigers baseball games. Ernie Harwell and Bob Scheffing will share play-by-play duties. This will be Harwell's fifth season of Tiger telecasting while Scheffing will be in his "rookie year" at the mike. Manager of the Detroit Tigers from 1961 to midway through the 1963 season, Scheffing's debut as a broadcaster follows 29 seasons in baseball as a player, coach and manager.

WJBK-TV will carry a total of 41 Tiger games in 1964. Nine will be home games and 15 will be night contests. As in previous seasons, TV 2 baseball coverage will begin one-half hour before game time with the first of two 15-minute pre-game programs, "Voice of the Fans." This show will feature Tiger Manager Charlie Dressen and WJBK-TV sportscaster Ray Lane with Dressen answering baseball questions submitted by viewers. "Tiger Warm-Up" will be aired immediately before the game and will be co-hosted by Harwell and Scheffing with a baseball personality as guest.

. . .

Radio Miami WGBS recently broadcast William Shakespeare's "Hamlet," starring the original Broadway cast. It is the same cast, including Richard Burton, Hume Cronyn, and Alfred Drake, whose talents have established "Hamlet" as a success on Broadway.

The entire album of the classic was presented for the first time on AM and FM radio in the Miami area, and the three-hour performance was interrupted as infrequently as possible.

. . .



One of the less onerous tasks of WHN's happy Operation Manager, Roy Schwartz, was meeting the lovely "Miss Rheingold 1964"—Celeste Yarnall, shown left, as well as her official chaperone, Fran Klein, when Celeste graced WHN's studios to prepare special New York Mets-WHN on-the-air promotions.



# NOTES



A famous pair of two's has joined WIBG's famed pair of nines. Tim Brown, standout halfback for the Philadelphia Eagles professional football team, is now heard on Radio 99 Monday through Friday.

Timmy Brown's authoritative "inside" sports capsules are aired in the peak morning traffic time. Brown was last year's third leading National Football League

ground gainer. He brings a wide store of know-how to his exclusive Radio 99 feature. All major sports events will be spotlighted in his daily in-depth capsule program.

Called the top all-around halfback in the National Football League, Timmy Brown is a graduate of Ball State Teachers College, in Indiana, where he was a triple-threat letterman in football, basketball and track. Now on the WIBG team, he is a triple-threat sportscaster as well.



Boosting Radio Free Europe on WITI-TV's Channel 6 Report are, left to right, WITI-TV Vice President and General Manager Roger LeGrand; Jan Novak, Chief of the Polish Desk, RFE, Munich; RFE Chairman, Crawford Greenewalt; and WITI-TV News Director, Carl Zimmerman.

Although much has been published about Atlanta's beloved authoress, Margaret Mitchell, her life has never had major documentation on television. WAGA-TV's Paul Shields devoted six months of spart time seeking out pictures, letters, interviews, recordings, and film in order to produce such a show.

The program, which was recently aired by WAGA-TV, was termed by VARIETY as "an important documentary and a real credit to Shields and the local Storer station."



Michigan Governor, George Romney, appeared in the WJBK-TV studios to introduce the international television premiere of "The Higher And The Wider." With Romney's introduction, the film, based on the world Boy Scout Jamboree in Marathon, Greece, had its first TV showing on WJBK-TV.

WJW-Radio received a Distinguished Achievement Award from the Cleveland Area Heart Society at their Fifteenth Annual Meeting. The award was presented to WJW for its over-all Heart Fund promotion and particularly the station's coverage of the Heart Fund Ball.



WJW broadcast live from the Ball so that more Clevelanders were permitted to share in the event and know the objectives of the 1964 Heart Fund.



James P. Storer, vice president and general manager of WJW-Radio, with Mrs. Robert Stockton, chairman of the Heart Fund Ball.

# Radio General Managers Meet in Philadelphia



Bernie Neary, WGBS; Tommy Roberts, feature race sportscaster, and Bill Wheatley, WIBG program director, join in the celebration of WIBG's 7th Anniversary.



James P. Storer, WJW; Lionel Baxter; Bernie Neary, WGBS; Wendell Campbell, KGBS; Reginald Martin, WSPD; John Moler, WHN; Joseph Conway, WIBG, and Harry Lipson, WJBK, prepare to enjoy the WIBG 7th Anniversary cake at Philadelphia's historic Belmont mansion.

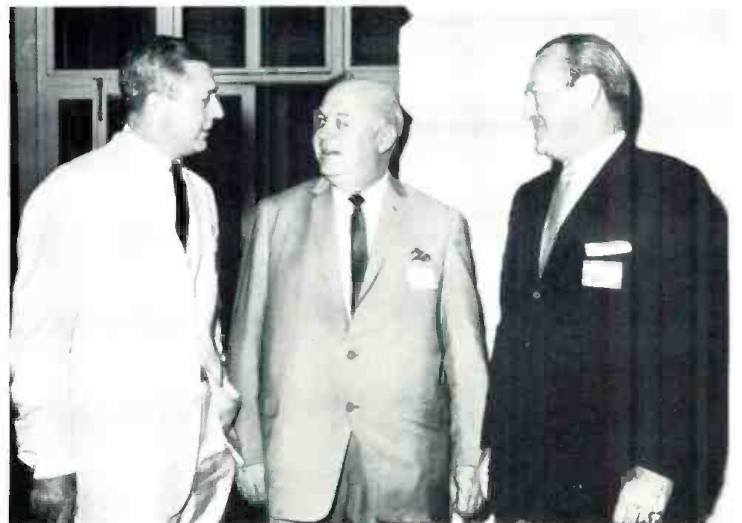
The General Managers of Storer radio stations recently completed a four-day meeting which was hosted by WIBG-Radio.

Attending the meeting from the Home Office were: Executive Vice President, Stanton P. Kettler; Vice President-Radio Division, Lionel Baxter; Vice President-Radio Programming, Grady Edney, and Vice President for Advertising and Promotion, John J. Kelly. Radio General Managers attending included Reginald Martin, WSPD; Bernie Neary, WGBS; Wendell Campbell, KGBS; John Moler, WHN; Harry Lipson, WJBK, and James Storer, WJW.

Host of the meeting, Joe Conway, General Manager of WIBG, conducted the guests through a four-day meeting that hummed with discussions, seminars, and a party celebrating the 7th Anniversary of Storer ownership of WIBG.

WIBG's Bill Wright presents trophy to the owner of the winner of the feature race in honor of "WIBG Night" at the Liberty Bell Race Track.

In Philadelphia for the Radio General Managers' Meeting, Lionel Baxter, left, chats with Julian C. Barksdale, President of Whitman's Chocolates, center, and Stanton P. Kettler, right.







*Bill Michaels and George B. Storer, Jr. listen as the promotion managers outline their plans for the coming season.*

# TV Promotion Managers

## Meet in Detroit

Storer Broadcasting Company executives and promotion managers met for a one-day session in Detroit to discuss their plans for the promotion of the new television season.

Attending the meeting were George B. Storer, Jr., President; Stanton P. Kettler, Executive Vice President; Bill Michaels, Vice President-Television Division; Chick Kelly, Vice President for Advertising and Promotion; Bob Edell, Storer Promotion Manager; Bob Guy, Storer Program Development Manager; Joe Dowling, STS, and Phil McHugh, McHugh and Hoffman, Inc.

Promotion managers present were Bill Axtell, WJBK-TV; Jim Knight, WJW-TV; Connie Kaminski, WITI-TV; Ned Jay, WAGA-TV, and Pat Kenny, WSPD-TV.



*At the Storer Promotion Managers' meeting, left to right, George B. Storer, Jr., Joe Dowling, Chick Kelly, Phil McHugh and Stanton P. Kettler.*

*Storer Promotion Manager Bob Edell comments.*

*WITI-TV's Connie Kaminski ponders.*

*WJBK-TV's Bill Axtell has the floor as Stanton P. Kettler looks on.*





Bob Fife sinks his winning putt in the first hole of a sudden-death playoff to win the Horton Smith Memorial Tournament Championship.



Interested observers around the 18th green at the Horton Smith Tourney are, l. to r., Bob Zak, Chick Kelly, Bill Michaels, and Stanton P. Kettler.

The first annual Horton Smith Golf Tournament sponsored by WJBK-TV was as successful, dramatic and spectacular a day of golf as its sponsor could have hoped for.

Boasting an impressive field of 77, including many of the best amateur golfers in Michigan, the 18-hole medal play honored one of golf's greatest professionals, the late Horton Smith, a pro at Detroit Golf Club for 17 years.

At the end of the regulation 18 holes, three contestants were tied for the championship with par rounds of 71. As a result, the three — Bob Fife, Bud Stevens and Chuck Kocsis — were forced into a sudden-death playoff. It lasted only one hole as Fife, Bloomfield Country Club Champion, came through with a par while Stevens and Kocsis carded bogeys.

Prior to the awards dinner at the Detroit Golf Club, the participants viewed a WJBK-TV special based on the tournament.



A WJBK-TV crew covered the Tournament for a special program to be broadcast later in the day. Ray Lane describes the action as audio man Vic Kallie, stagehand Jerry Demers, cameraman Murray Young and stagehand Tommy Davis assist.

Determining the second place winner, Larry Carino flips a coin with the two deadlocked contestants, Bud Stevens and Chuck Kocsis. Stevens won the toss.



With a portrait of Horton Smith in the background, Bob Fife, left, accepts the unusual trophy from WJBK-TV Vice President and General Manager, Larry Carino. Assisting in the presentation are, from left, Bill Michaels, Vice President-Television Division; George B. Storer, Jr., President, and Stanton P. Kettler, Executive Vice President.





# Public Service

## STS Staff Aids Needy Child



Members of the STS staff have contributed \$120 to the Christian Children's Fund, Inc. for the care and training of Leung Kin Ming, a Hong Kong youngster.

Kin Ming's mother and two other children managed to escape from Communist China to Hong Kong; however, his father was unable to join the family. The mother's factory wages are not enough to

provide necessities for her family and Kin Ming is being cared for by Christian Children's Funds, Inc. via contributions by STS personnel.

The Christian Children's Fund, Inc. is an international, interdenominational missionary association administering to the physical, mental and spiritual needs of children of all races and creeds. When an individual or group contributes, a child is assigned and correspondence and other communication is carried out with the "adoptee."

Kin Ming is being cared for in the Men Mei Primary School. A description in a letter from the Fund calls him "alert," "loveable," and "a helpful boy."

. . .

## WSPD-Radio Airs Port Report

For the third consecutive year, WSPD-Radio will broadcast "Port Reports." Each weekday throughout the shipping season, shipping information will be heard four times daily.

Voiced by Greg Weingardt of the Toledo-Lucas County Port Authority, "Port Reports" tells of ship arrivals and departures in the ever-growing port of Toledo via the St. Lawrence Seaway.

Believing that every ship arrival or departure into this port is of importance to everyone living in the Toledo area, WSPD-Radio's "Port Reports" not only give the factual details of cargoes carried but attempts to tell of the adventure associated with these ships from far-away places.



Cruising through the Mediterranean, the crew of the U.S.S. Beale is entertained by WJBK's Good Guys!

## 'Anchors Aweigh' for WJBK

WJBK-Radio's disc jockeys are now being heard in the far away Mediterranean aboard the U.S.S. Beale, thanks to the inquiry of Hazel Park's Seaman Robert Hunger.

Robert wrote to WJBK from Cyprus asking for a tape of the WJBK top 15 tunes in the Detroit area, and a supply of Radio 15 Record Reviews for his Navy pals.

WJBK's "Good Guys" not only sent the top 15 tunes with the Record Review, but prepared special personal messages for the crew from the entire announcing staff.

The WJBK staff received a note of gratitude from the Commanding Officer thanking them for taking the time "to boost the morale of 250 men."

. . .



WHN's newsman John Grimes, left, interviews one of the world's most important women, Marietta Tree, United States Representative to the United Nation's Commission on Human Rights, as WHN director of public affairs, Ted Schneider, looks on.

Mrs. Tree was heard on WHN's "Report to the People" on which she detailed the vital work and aims of the U.N.'s Commission on Human Rights.

The program was produced in the studios of the United States Mission to the United Nations.

# S P O R T S



Filming the first locally produced color program for Cleveland television are, left to right, John Fitzgerald, WJW-TV Sports Director; Early Wynn, Cleveland Indians pitching coach; Photographer Cook Goodwin and Producer-Director Bill Feest. The subject of the program was the Indians in training.

When Miami's educational Channel 2 decided to televise the University of Miami-Creighton basketball game, they asked for assistance from the WGBS-Radio staff. Here, Spencer Danes of WGBS, right, talks with Miami Athletic Director, Andy Gustafson.



WITI-TV Sports Director Earl Gillespie, right, and Chief Photographer, Bob Homberg, are shown departing Milwaukee to cover the Braves in Spring training.



Seen celebrating at a party opening the Cracker baseball season are, left to right, Larry Laskaris, Ray Gabor and Lorenzo Jones, of WAGA Sales, and friends. Kneeling is Ned Jay, WAGA Promotion Manager.



Jon Lundberg, host of the WJBK-Radio program, "Mid-West Drag News," is well known in Detroit racing circles. His programs bring the latest information on drag racing to Detroit area listeners.



# A W A R D S



*Ted Schneider, left, WHN Public Affairs Director, is shown receiving a Special Award from Mr. John J. Lynch, President of the Kings County Trust Company of Brooklyn. The award was presented to WHN for its outstanding coverage of the late President John Fitzgerald Kennedy's death.*

WJBK-TV has been cited by the Michigan Associated Press Broadcasters' Association for its documentary, "Ross Barnett Invades the North."

The Association gave WJBK-TV first place for the program "adjudged the best locally scheduled special show in the television division of the 1963 MAPBA news competition."

The show was hosted by Carl Cederberg, reported by Bob Maher, filmed by Sid Siegel and directed by Dick Meyers.

WJBK-TV has also received the 1964 Public Service Award presented by the Michigan Dental Association for "outstanding contributions to dental health education of the public."



*For the second year in a row, Jim Doney of WJW-TV has received the "Best of Industry" Award from the Cleveland Press Club for his Adventure Road show.*

The Broadcast Promotion Association has chosen three WJW-TV promotional announcements as finalists in their national competition. The sixty-second spots, created and directed by Dom Ortuso, were placed in competition with hundreds of others from coast to coast.

The BPA is a broadcasting trade organization comprised of network, group and station promotion directors. Its purpose is to exchange and advance television promotion methods and ideas.

The winners will be announced in November.

## WITI-TV 'Wins'

WITI-TV swept all three major television competitions including both Milwaukee Press Club Awards, seven Milwaukee TV Council Awards (more than any other station), and the Wisconsin Press Photographers Association "Newsfilm Station of the Year" Award.

For more details on Wisconsin's "most-honored" TV station, see the back cover of this issue.

*The Executive Committee of the Lake Erie Amateur Athletic Union presented to Mr. George B. Storer, Sr., a life membership in the Amateur Athletic Union. Presenting the membership are from left, Robert Paul of the National A.A.U.; John Nagy, Cleveland Recreation Commissioner; Robert Huber, WJW-TV Program Director, in behalf of Mr. Storer; and George Kozak, Director of Physical Education for the Cleveland Board of Education.*



# New Faces . . . . . . and Job Changes



Eve Salvio is the newest face in the Home Office. A native New Yorker, Eve is secretary to Clyde McClymonds, Vice President for Special Services. She enjoys tennis and horseback riding.

## WITI-TV



Although she has been an Editorial Assistant at WITI-TV for some time, Audrey Hansen has not been introduced in Storer Story. A graduate of the University of Wisconsin, Miss Hansen formerly was Administrative Assistant at WRIT-Radio, Milwaukee.

## WHN-Radio



Jim Warras is a new addition to the WITI-TV news staff. A native of Milwaukee and a graduate of Marquette University, Jim was formerly with the news staff of WHBL-Radio, Sheboygan. Single, he has also been associated with WEMP-Radio, Milwaukee.



Frank McNally recently joined the WHN local sales staff. Coming to WHN from RKO General, Frank is a graduate of Fordham University. He claims an interest in baseball, basketball and golf and is a Casey Stengel supporter.

## WJW-TV



Joining WJW-TV as secretary to the promotion and merchandising directors is Lucille Giordano. A native of Cleveland, Lucille attended Ohio University. Bowling and swimming are her favorite leisure-time activities.

## WSPD-Radio



Dick Conder has been host of the "Night Shift" at WSPD-Radio for about a year, but his is a new face to Storer Story. Dick attended De Pauw and Wayne State Universities. He is married and the father of two little girls.



Bill Burchett is a new Account Executive at WSPD-Radio. Coming to Toledo from Chillicothe, Ohio, Bill attended Columbus Business University. He is married, and he and his wife, Betty, have a three-year-old son.

## WSPD-TV



Chester Slaughter is the new Assistant Supervisor of TV Engineering at WSPD-TV. "Chet" has been with the station for 16 years. Married, with one daughter, his hobbies are playing golf and restoring automobiles.



Eric Henzler is the WSPD-TV mail man. He has attended the University of Toledo and plans to continue his education there. His hobbies include hunting, fishing, horseback riding, and reading science fiction.



# Appointments

Henry J. "Hank" Davis, marketing manager for Storer Programs, Inc., has been appointed manager of the producing and leasing company. Terry H. Lee, vice president for business, planning and development, made the announcement.

The new SPI manager succeeds Horace W. "Buddy" Ray, who was recently appointed general manager of WAGA-TV.

A native of St. Johnsville, New York, Davis began his broadcasting career in 1946 as a staff announcer at WTRC, Elkhart, Indiana. A year later he was named program manager for the station. He subsequently served as operations manager for KFDX-TV, Wichita Falls, Texas; KLSA, Shreveport, Louisiana, and KFJZ-TV, Fort Worth, Texas.

In 1957 Mr. Davis joined the Storer organization as program manager of WAGA-TV. Two years later he became northeast sales manager for the Ampex Corporation. He rejoined the Storer company in 1961 as marketing manager of Storer Programs, Inc.

Mr. Davis majored in business administration while attending Canisius College in Buffalo, New York.



*Ty Wells, of the Storer Washington News Bureau, has been appointed to the Board of Directors of the American Women in Radio and Television.*

- Jim Ward has been appointed weekend news editor of WGBS-Radio. He will assume direction of the entire news and public affairs weekend operation.
- Michael O'Neil has been appointed afternoon news editor of WGBS-Radio.
- Peter Connors recently assumed the duties of WGBS chief announcer for the "Sound of Music" programs.

William E. "Bill" Kelley has been named director of national sales for the radio division of Storer Broadcasting Company. He succeeds William L. Wright who returned to the talent staff of WIBG-Radio.

A former Storer employee from 1951 through 1959, Kelley rejoins the Company from AM Radio Sales where he served as a national sales representative for Golden West, Mid-Continent and Westinghouse broadcasting properties.

Mr. Kelley has been in the broadcasting business since 1946. He began his career at station WHOT, South Bend, Indiana. In 1949, he joined the staff of KFDA, Amarillo, Texas, and served as a member of the news and sports departments. In 1951, he joined the local sales staff of KEYL, San Antonio, Texas, and progressed to the position of sales manager just prior to the purchase of the station by Storer Broadcasting Company. In 1954 Kelley was moved to Storer Sales headquarters in New York and was appointed assistant to the national sales director.

Kelley, his wife Victoria and their daughter Kathleen, make their home in White Plains, New York.

Two appointments to the WAGA-TV staff were announced recently by James Ferguson, program manager. Max E. Ulrich has joined the WAGA-TV announcing



staff and Jerry Psenko has joined the WAGA news department.

Ulrich has 15 years of broadcast experience including positions as manager of a television station news department and radio program manager. Recently, Ulrich was an associate director at the Episcopal Radio-TV foundation in Atlanta. He will be seen on morning newscasts in addition to general announcing duties.

Psenko joins the WAGA-TV news staff from WSB, a radio station in Atlanta where he was a member of that station's news department. His assignments will concentrate on news gathering for the station's 11 pm "Panorama News" programs.

Edward Devenney has been appointed editorial director of WIBG-Radio. In his new position with WIBG, Devenney will be responsible for research, writing and voicing of forthcoming WIBG editorial opinions.



Devenney joins Storer Broadcasting Company from his position as promotion director for WPBS in Philadelphia. His career spans 13 years in broadcasting and allied fields in the Philadelphia area.

As promotion director of WPBS, Devenney earned awards from the Pennsylvania Associated Press Broadcasters for his seat belt campaign. He also obtained special recognition from the Catholic Broadcasters Association for his series on the "Ecumenical Council."

Devenney was born in Ashland, Pennsylvania, and graduated from Temple University, where he majored in journalism.

## ... Column Notes ...



### Aboard the Marlin . . .

Mr. and Mrs. M. Keshin, Lennen & Newell, Inc., New York.  
 Mr. and Mrs. J. Fox, Bruce Oldsmobile, Hicksville, New York.  
 Mr. and Mrs. A. Altware, Cameo Curtains, New York.  
 Mr. and Mrs. L. Bard, Larry Bard Associates, New York.  
 Mr. and Mrs. R. Grupe, Xerox, Inc., Chicago.  
 Mr. and Mrs. William G. Singer, Thriftway Foods, King of Prussia, Pennsylvania.  
 Mr. C. Davis, Thriftway Foods, King of Prussia, Pennsylvania.  
 Mr. Edward Probinsky, Penn Bottle and Supply Co., Philadelphia.  
 Mr. J. Kaskof, Philadelphia.  
 Mr. and Mrs. Gus Blatt, Surf Drugs, Miami Beach.  
 Mr. and Mrs. Sidney Popkin, Penn-Jersey Auto Stores, Philadelphia.  
 Mr. and Mrs. A. Cohen, Philadelphia.  
 Mr. and Mrs. Stanford Frank, Franks Beverages, Philadelphia.  
 Mr. and Mrs. William Zuckerman, Philadelphia.  
 Mssrs. Joseph A. Canale, Joseph F. Young, Harry Coughlin, Charles W. Murphy, James Dunne, Russell Zeigler, all of Cluett Peabody, New York.  
 Mr. Maury Long, Broadcasting Publications, Washington.  
 Mr. and Mrs. Larry Goldstein, Lustig Advertising, Cleveland.  
 Mr. and Mrs. Leonard Axelrod, Axelrod and Brown Advertising, Cleveland.  
 Mr. and Mrs. Harry Chesley, Darcy Advertising Agency, St. Louis.  
 Mr. and Mrs. Carl Weinberger, Gray Drug, Inc., Cleveland.  
 Mr. and Mrs. Edward Slough; Mr. William F. Abrams, Ted Bates & Company, New York.  
 Mr. and Mrs. William Young and family, William Esty Company, New York.  
 Mr. and Mrs. E. Kaufman, Mr. Frank Camlein, Mr. and Mrs. Oliver Toigo, Mr. and Mrs. Kevin Kennedy, Mr. and Mrs. W. F. Benoit, all of Lennen and Newell New York. Mr. G. Davis, P. Lorillard Company, New York.

Mrs. Davis Bennett, Frisch's Big Boy, Toledo.  
 Mr. and Mrs. Job Hack, Hack Glove Company, Kitchener, Ontario, Canada.  
 Miss Leitha Frieb, Miss Janet Heim, Mrs. Charles Hider, Toledo.  
 Miss Lavonne Lamb, Lambertville, Michigan.  
 Mssrs. Stephen Kowalski, Ronald Kowalski, Russ Robidaux, all of Kowalski Sausage Company, Detroit.  
 Mr. and Mrs. Son Sopp, Dopp Distributors, Inc., Mt. Clemens, Michigan.  
 Mr. and Mrs. Joseph Quaserano, Eastown Distributors, Detroit. Mr. Al Reuter, St. Clair Distributors, Port Huron, Michigan. Mr. and Mrs. Michael Zellk and Mr. and Mrs. Eugene Smith, Diamond Beer Distributors, Detroit.  
 Mr. and Mrs. Leo J. Dunn, Ohio Bell Telephone, Cleveland.  
 Mr. and Mrs. H. R. White and Mr. and Mrs. J. M. Blackwood, Ft. Lauderdale.  
 Mr. Bill White, Young & Rubicam, New York. Mr. James Afflick, American Cyanamid Company, Wayne, N. J. Mr. William O'Brien, Mr. John H. Taylor, John H. Breck, Springfield, Mass.  
 Mr. and Mrs. David Perez, Leo Burnett, Chicago.  
 Mr. and Mrs. Thomas C. Sweitzer, N. W. Axerson, Inc., New York. Mr. and Mrs. Bert Demarest, Mr. Alan Brown, Mr. Donald Phillips, Pharmco, Inc., Kenilworth, N. J. Mr. and Mrs. Lee Pinkerton, White Labs, Kenilworth.  
 Mr. Harry Fletcher, Mr. and Mrs. Art Naylor, Bristol Myers, New York. Mr. W. M. Cook, Jr., Young and Rubicam, New York.  
 Mr. and Mrs. E. L. Bernegger, Warner-Lambert Pharmacy Company, Morris Plains, N. J.  
 Mr. Charles McDermott, Winthrop Labs, New York.  
 Mr. Wes Tibbits, Glenbrook Labs, New York.  
 Mssrs. A. L. Reed, Al Waack, Paul Nagel, all of Household Finance, New York and Chicago.  
 Mssrs. Paul Harper, Vinton Hall, John Rolf, all of Needham Louis & Brorby, Chicago.  
 Mr. and Mrs. A. Ursomarsa, Union Park Pontiac, Inc., Wilmington, Del. Mr. and Mrs. Art Grayson, Grabski Pontiac, Cleveland. Mr. and Mrs. Robert Brown, Brown Pontiac, Toledo. Mr. and Mrs. Robert Lee, Lee Pontiac, Philadelphia.  
 Mr. and Mrs. Thomas Cooney, Larchmont, New York.  
 Mr. Milton B. Scott, M. B. Scott Advertising, Los Angeles.  
 Mr. R. W. McPhail, Ft. Lauderdale. Mr. John Volkhardt and Mr. W. Hesse, Corn Products, Inc., New York.  
 Mr. and Mrs. J. M. Tyson, Heublein, Inc., Hartford, Connecticut.  
 Mr. and Mrs. A. Anderson, Wade Advertising, Inc., Chicago, Illinois.



### A Company Welcome To . . .

JASON BENNETT AXEL, born April 27, 1964, son of Leota and Jim Axel. WAGA-TV. Atlanta.  
 KURT LAMAR BAGWELL, born April 29, 1964, son of Maurine and Ken Bagwell. WAGA-TV. Atlanta.  
 CHRISTIAN SEAN STEVENS, born March 27, 1964, son of Marion and Jerry Stevens. WIBG-Radio. Philadelphia.  
 ERIC JAMES MACKEY, born March 3, 1964, son of Geraldine and Jim Mackey. WJBK-TV. Detroit.  
 PAIGE ANDERSEN, born February 23, 1964, daughter of Kathy and Hans Andersen. WHN-Radio. New York.  
 MICHELLE MARIE and MICHAEL ALAN JOHNSON, born May 12, 1964, daughter and son of Betty and Clarence Johnson. WSPD-TV. Toledo.

All babies born to Storer employees are given a suitably engraved silver baby cup of welcome.

New fathers and mothers are asked to notify their station managers to pass along the good news to the home office.

### SCENE ONE



By Ken Muse



# ... Station Hi-Lites ...



Johnny Carson, host of the "Tonight" Show, is named "Man of the Year" by the Philadelphia Television and Radio Advertising Club. WIBG general sales manager, Dave Bolton, a director of TRAC, and actor Carl Ballantine, of "McHale's Navy," greet Carson at Philadelphia's Warwick Hotel, scene of the presentation.

Places in the Ninety-Nines' Transcontinental Powder Puff Derby are drawn from Najeeb Halaby's jet helmet at the Federal Aviation Agency. Left to right, Major General Leigh Wade; Fay Gillis Wells, Storer White House Correspondent, and veteran Ninety-Nines pilot; Najeeb Halaby, FAA Administrator; and Linton Wells, of Storer Washington News Bureau.



## Happy Anniversary

WSPD-Radio, oldest of all the Storer Stations, celebrated its 43rd anniversary recently.

George B. Storer, Sr., Chairman of the Board, taped a special message for the station in which he stated that, "WSPD-Radio is the keystone of the Storer Broadcasting Company."

Other taped messages of congratulation from civic leaders, broadcasting executives and NBC air personalities were broadcast throughout the celebration day.



Edmund J. Gravett, right, North West area manager U. S. Savings Bonds Office, presents Chuck Parmelee with a special award for WSPD-Radio's part in promoting Savings Stamp sales.



WSPD-TV General Manager Keith McKenney recently fired a hole-in-one to have the feat duplicated by Sports Director Earl Wells. Seems this was Earl's third ace!



WHN newsman Bob McGonagle was elected Assistant Secretary of New York's Radio Newsreel Television Working Press Association. Bob was one of two independent station newsmen elected to offices.



Three members of the WSPD-Radio engineering staff have a total of 86 years with the Company. Left, George Brown has 30½ years. Right, Eddie Goon with 32½ years, and center, Bill Rupert with 23 years to his credit.



WIBG-Radio personality, Hy Lit, holds the trophy presented to him on being named "Disc Jockey of the Year" at the 1964 Temple University World's Fair.

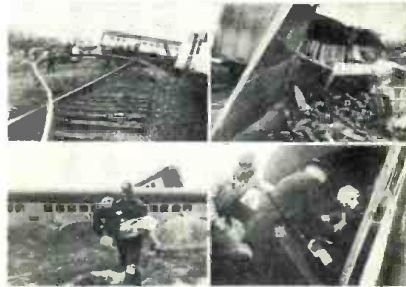
# Channel 6 sweeps all three major Television Awards

**TV 6 Tower of Light**

Estabrook Park at Capitol Drive, Shorewood

By winning the Milwaukee Press Club TV Awards last Sunday, April 5, WITI-TV 6 became Wisconsin's most honored television station.

## Channel 6 Wins Milwaukee Press Club Awards



Each year, the Press Club presents two TV awards for excellence. Again this year, WITI-TV 6 won both of them... the Blatz Brewing Company Award for "Best Television News Coverage" for coverage of the Northwestern Railroad derailment (left)

and

the George Grabin Award for "Outstanding Television Community Service" for its special half-hour documentary -- "A Day With The Braves." (right).



## Channel 6 Wins Seven Radio-TV Council Awards



**Best News**

Channel 6 "Late News" 10 PM Monday-Friday with Carl Zimmermann.

**Best Sports**

Channel 6 "Late Sports" 10:35 PM Monday-Friday with Earl Gillespie.

**Best Religious**

Channel 6 "Mass For Shut-Ins" every Sunday at 9 AM.

**Best Informational**

Channel 6 "Outdoors Unlimited" every Sunday at 3:30 PM.

**Best Instructional**

Channel 6 "Your Home and Garden" Tuesdays and Thursdays at 7 AM.

**Special Award**

"Seasons Greetings From Barbara Becker" Half-hour Holiday Special.

**Special Award**

"A Week With The Packers" Half-hour Fall Special.

## Channel 6 Best "Wisconsin Newsfilm Station of the Year"



Marshall Savick, Bruce Nason and Chief Photographer Bob Homberg.

Channel 6 photographers won 11 of 30 Wisconsin Press Photographers Association Awards to earn the "Newsfilm Station of the Year" Award. Channel 6's eleven awards represented more than the combined total of all other Milwaukee TV stations.

Carl Zimmermann  
Barbara Becker  
Earl Gillespie  
Roger Le Grand

Jack DuBion  
John Anthony  
Ward Allen  
Larry Ebert

Fred Cowley  
Gordon Mars  
Lynn Pearl  
Jim Major

