

APRIL-MAY 1961/\$5 a year

U.S. RADIO



**OPEN LETTER
GOV. COLLINS
OUT RADIO**

co's profile by BBDO's
pizian-Falstaff's
d success—Washington
radio, '55 and now

The graphic features a stylized radio tower. At the top is a square block with the ABC Radio logo. Below it are two more square blocks, one with a circle and one with a horizontal line. The main body of the tower is composed of rectangular blocks arranged in a pyramid shape. The top row of blocks spells out 'ABC'. The second row spells out 'RADIO'. The third row consists of three blocks: a horizontal line, the number '4', and another horizontal line. The fourth row spells out 'BUILDING'. The fifth row consists of three blocks: 'IS', a horizontal line, and 'OUR'. The bottom row spells out 'BUSINESS'. The background is a blurred image of a city skyline.

ABC RADIO BUILDING IS OUR BUSINESS

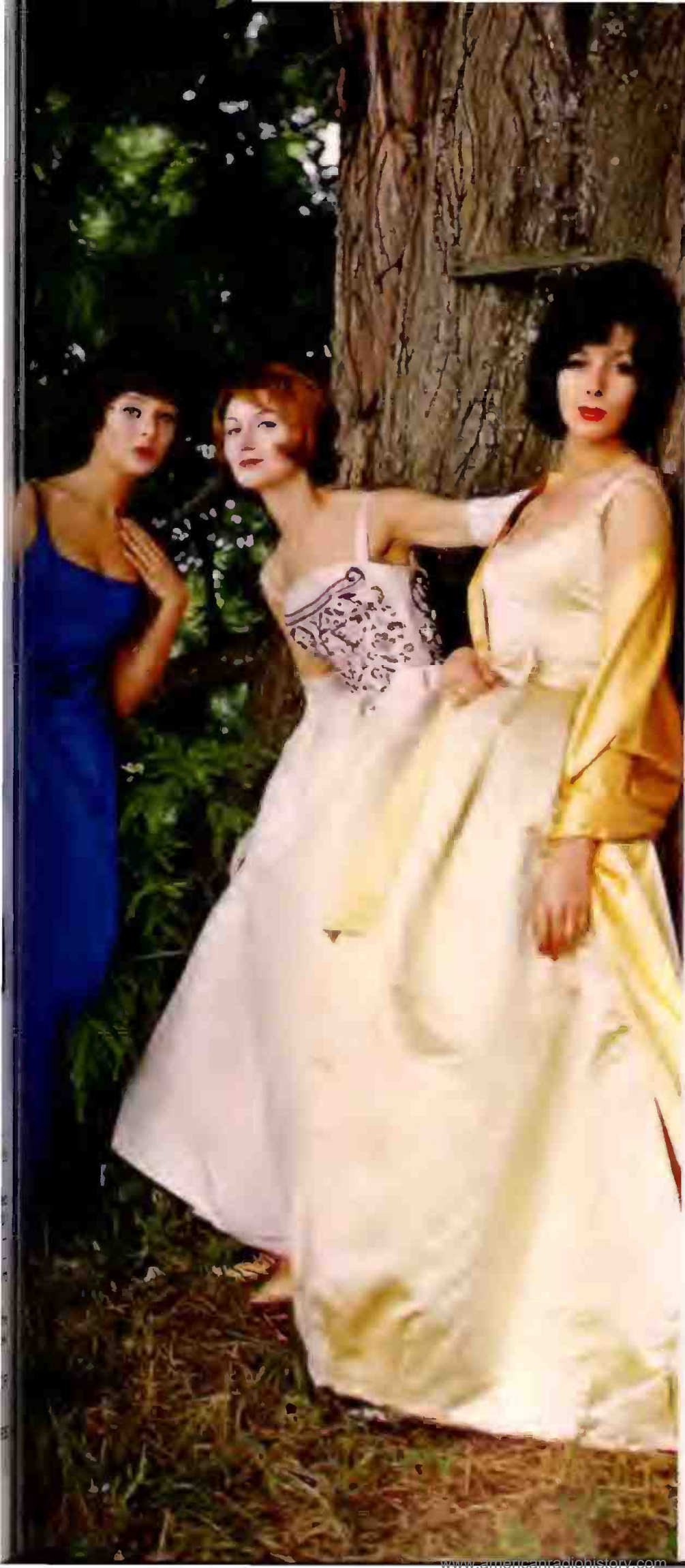
BUILDING PROGRAMS: In October, 1960, ABC Radio made a major program change — introduced "Flair" in the afternoon — gave "The Breakfast Club" a modern sound and put more freshness and vitality into its News programs.

BUILDING LOCAL RATINGS: Immediate results showed in big and small markets alike with improved ratings — KMBC, Kansas City — share increase from 23.3% to 37.5%; WWIN, Baltimore — 12 times the audience versus last year; KALB, Alexandria — led all rival stations 3 to 1 in all time periods; WNDU, South Bend — "Flair": Share 46.3% — double the preceding program and 120% higher than the next highest station — WMNI, Columbus — increased share from 12.0% to 26.0% with Flair and increased share from 6.0% to 15.0% in Breakfast Club.

BUILDING NATIONAL RATINGS: As the new programming caught on in market after market, the national Nielsen showed ABC Radio up in all program categories (Nielsen, February 1, vs. January 2). "Breakfast Club" +13%, "Flair" +40%, Weekend News +30%, Weekday News, +53%.

BUILDING SALES: The end result — the one that means most to stations and advertisers — SALES FOR THE FIRST QUARTER — Breakfast Club up 11.2%; Weekday News up 11.0% Five Star Final up 23.3%.

BUILD WITH THE NETWORK THAT IS BUILDING TOWARD THE MAGIC MARKET OF THE 60's — ABC RADIO.



An encore for three of
our "personalities."
Good sports. Attractive
people interested in
the Metropolitan
way of life.

METROPOLITAN BROADCASTING

265 East 67th Street, New York 21, N.Y.



TELEVISION STATIONS

WNEW-TV New York, N.Y.

WTTG Washington, D.C.

KOVR Sacramento-
Stockton, California

WTVH Peoria, Illinois

WTVP Decatur, Illinois

RADIO STATIONS

WNEW New York, N.Y.

WHK Cleveland, Ohio

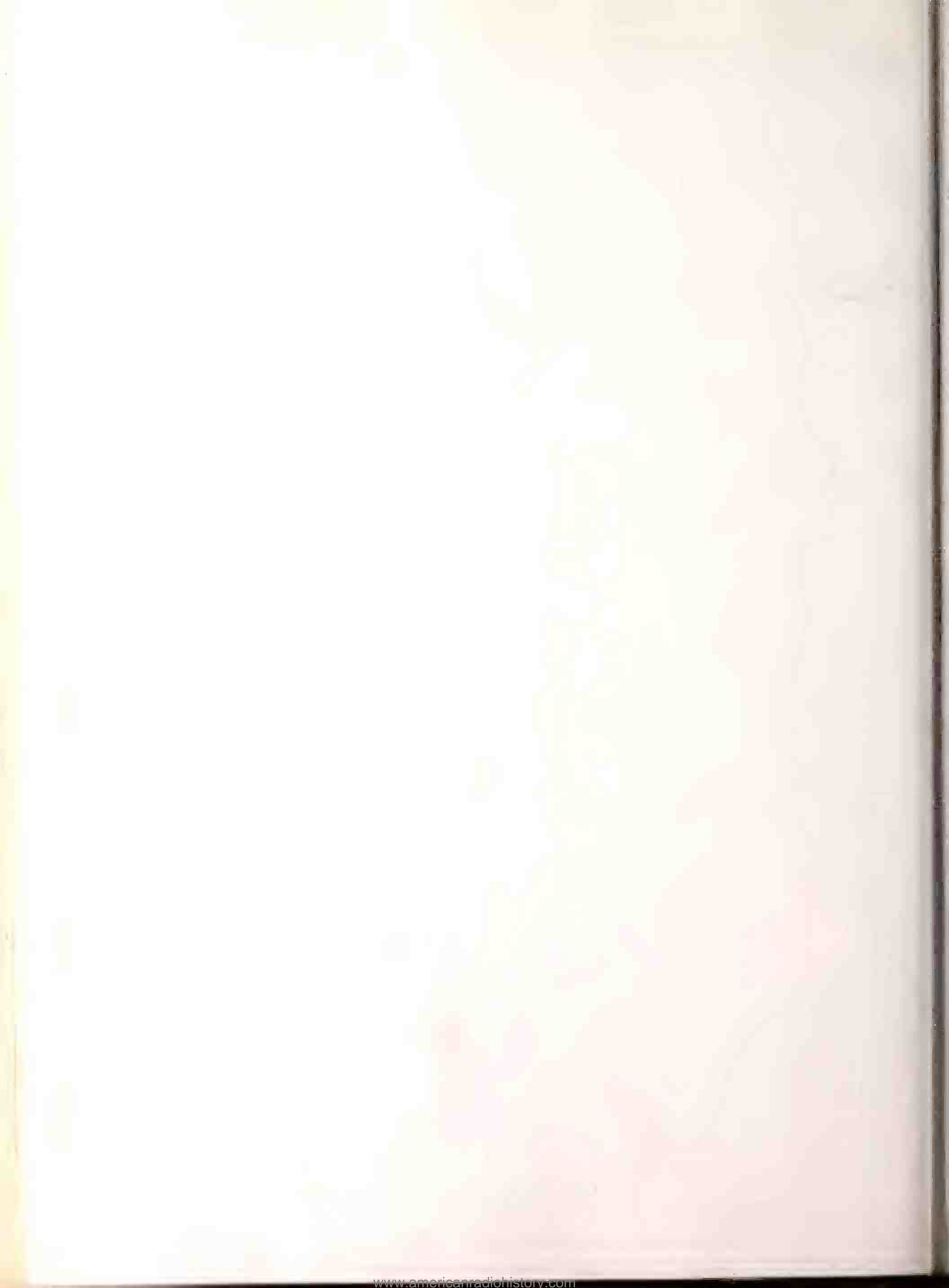
WIP Philadelphia, Pa.

A DIVISION OF METROMEDIA, INC.

other divisions are:

*Foster and Kleiser, Outdoor Advertising
operating in Washington, Oregon,
Arizona and California*

Worldwide Broadcasting, WRCL Radio



WQXR wins George Foster Peabody

Award, broadcasting's highest

honor, for its musical "specials"

and its "total programming of music

...of the highest order"

In its 25th year as America's number one good music station, WQXR has been awarded for the second time the highest honor in radio and television—the George Foster Peabody Award for distinguished achievement in broadcasting. It is also the first Peabody award for radio entertainment made since 1956.

In citing WQXR, the Peabody judges said:

"During 1960 the line 'For 25 years America's Number One Good Music Station' was more than a slogan in the case of WQXR. Its 'musical spectaculars' and its total programming of music were indeed of a high order. In recognition, this station has again been chosen for a Peabody award, the first having been presented in 1949."

Twelve years ago when they first cited WQXR, the Peabody judges said that "no station anywhere has devoted more time or more intelligent presentation to good music than has WQXR." This year's award reaffirms this

judgment. And it underscores what nearly 400 advertisers know full well: that WQXR's fine music compels attentive listening and active response among 1,250,000 families who consider WQXR their finest and most consistent source of good music.

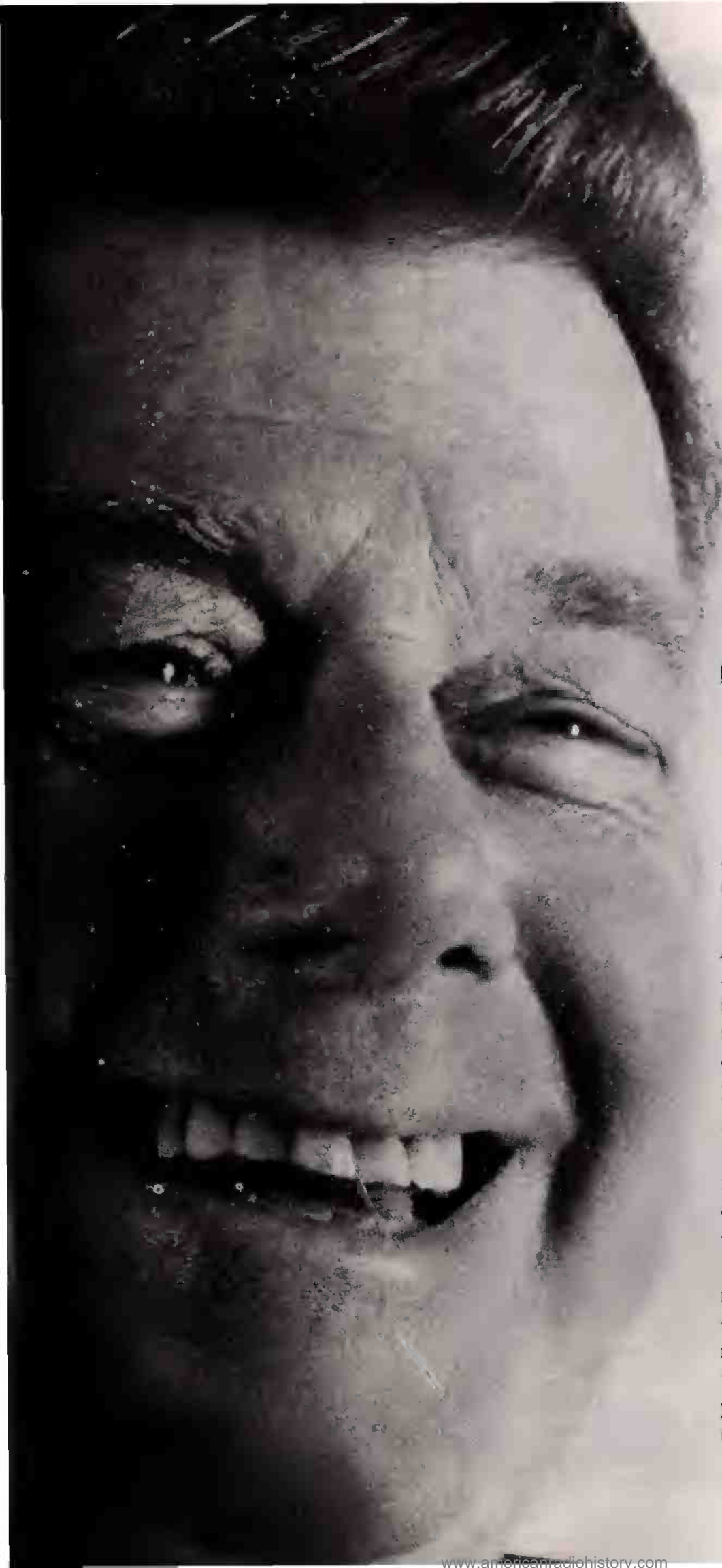


Radio station of The New York Times

WQXR

1560 AM 96.3 FM

Now Godfrey
can sell for
you morning
noon & night
weekdays &
weekends
...with the
new Godfrey
Extension Plan
on the CBS
Radio Network

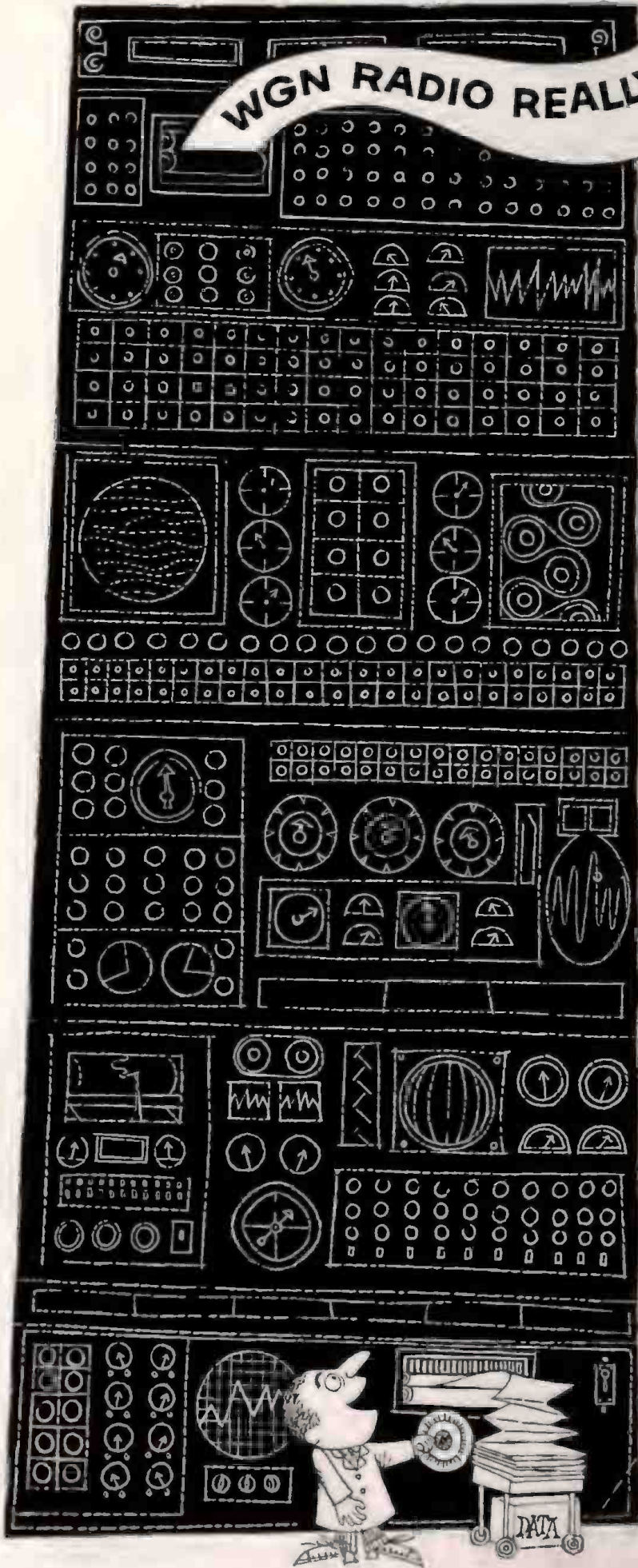


GODFREY in a variety of peak listening times. Godfrey when men (and wives who work) are home! Now you can put Arthur Godfrey's unrivalled salesmanship to work with full flexibility. The new Extension Plan offers the specific audiences you want, at strategic times, plus the greatest salesman in broadcasting.

ADVERTISERS who sponsor one ten-minute segment of top-ranking Arthur Godfrey Time can now buy six additional program-integrated Godfrey commercials—as only he can deliver them—placed where they promise to do the most good.

THIS PLAN really extends your Godfrey Time buy. Typically, it just about triples the number of different people reached and gross weekly audiences go up almost six times. And this isn't just more people reached. This is more people reached—by Godfrey! It is a most impressive new advertising opportunity. We'd welcome your reaction to it. Call your CBS Radio Network representative for full information.

WGN RADIO REALLY RATES IN CHICAGO



Latest rating figures* show:

WGN Radio has Chicago's most favorable image!

WGN Radio reaches more people!

WGN Radio has the highest average quarter-hour audience for entire week!

WGN Radio is No. 1 Chicago station in total audience!

WGN Radio has highest average hourly share of audience—12 midnight—6 a.m.

WGN Radio delivers an adult audience! More than 9 of every 10 listeners are adults!

For full facts on why adult listeners like WGN Radio's sound, advertising and programming, write to WGN Research for a study by Market Facts, Inc., on the images of Chicago radio stations.

*Nielsen — Dec./Jan., 1961. Pulse — Dec., 1960, Post-midnight study. Pulse — 1960, Audience composition reports.

In Chicago

WGN RADIO

*means quality programming
and dedicated community service*

Chicago: 2501 Bradley Place,
LAkeview 8-2371

New York: 220 E. 42nd Street,
MUrray Hill 2-7515

Represented by Edward Petry & Co., Inc.,
except in Chicago, New York, Philadelphia
and Milwaukee



Member of Quality Radio Group, Inc.



SOUNDINGS

news & interpretation

There are indications that some radio advertisers are running counter to the "flight" trend in radio. Ocean Spray Cranberry Juice, for example, had been buying spot-tily in short flights in a limited number of markets in New England. Through BBDO Inc., New York, the company has just **started 52-week buys** in about six markets, including New England and Philadelphia.

As part of its campaign to alert U. S. advertisers and agencies to the potential of radio advertising in foreign markets, international shortwave station WRUL, New York, is taking the research bull by the horns. It has launched project **INTERCAP (International Continuing Audience Profile)**. This will provide a continuing survey of radio audiences in markets that WRUL reaches (described as two-thirds of the civilized world—Latin America, Africa and parts of Europe). The reports will feature qualitative and quantitative data and can be placed in a loose leaf binder that will be provided. First survey results are expected to be available in August.

Personal missionary on behalf of radio. The Colorado Broadcasters Association's new effort to stimulate the buying of radio (and tv) time is based on an intra-state public relations and promotion program. It has retained Dean Faulkner, Denver broadcast promotion man, to act as the organization's spokesman. He will attend business group conventions and conferences within the state to **boost the use of broadcast advertising**. The Chamber of Commerce meeting May 5 in Colorado Springs was the second effort in this new promotion.

Targeting in on other media, as opposed to turning the gun on one's own house, is something radio is learning to do more of each day. CBS Radio Spot Sales research, going after magazine money, has provided an analysis of the number of homes in the WCAU Philadelphia audience compared with the homes reached by six leading consumer magazines. The eight-county Philadelphia metropolitan area used in the analysis includes: Bucks, Chester, Delaware, Montgomery and Philadelphia in Pennsylvania and Burlington, Camden and Gloucester in New Jersey.

Here's what the figures look like:

	% OF 8-COUNTY AREA	NO. OF HOMES
WCAU Radio	76.3%	942,000
Good Housekeeping	10.9%	138,480
Ladies Home Journal	13.1%	166,669
Life	14.4%	183,530
Look	12.0%	152,930
Saturday Evening Post	11.1%	142,012
Time	6.0%	76,746

Magazine circulation applied against 1/1/60 Sales Management Homes.

(Continued)

SOUNDINGS *(Continued)*

news & interpretation

And speaking of magazines, radio came in for an unexpected boost in a special study for *Seventeen* magazine, based on depth interviews with 4,532 teenage girls. It shows that this vast market, which according to the study represents about \$4.5 billion annually, has its ears tuned to the radio. Frank Boehm, director of research, Adam Young Inc., has prepared a special presentation of the study covering, among other things, the following facts: **Radio led other mass media** as the choice of diversion during the day and evening. **After getting up in the morning,** 16.5 percent listened to radio, 14.4 percent read newspapers and 4.5 percent watched tv. **After coming home in the afternoon and until dinner time,** 16.5 percent listened to radio, 11 percent watched tv and 5.8 percent read. **After dinner until bedtime,** 22.1 percent listened to radio, 10.2 percent watched tv and six percent read for pleasure.

May is radio month. And across the country stations are busily promoting the theme "the best sound around." Many radio operators are using the material provided by the National Association of Broadcasters, including custom jingles produced by Faillace Productions; promotion and program ideas; special announcement copy of all lengths; bumper strips; news releases, and mats for newspaper promotion.

Negro-appeal radio is coming in for a big boost on the national scene. With the appointment of public relations and research counsel by the Negro Radio Association's board of directors, a major image-building push is expected to be launched. The objectives of the NRA are many: **to build advertiser-agency acceptance of Negro-appeal radio, to develop and improve programing and to promote and disseminate news about this specialized medium.** The NRA was formed in the fall of 1960. President and chairman of the board is Francis M. Fitzgerald, president of WGIV Charlotte, N.C.

NEXT MONTH:

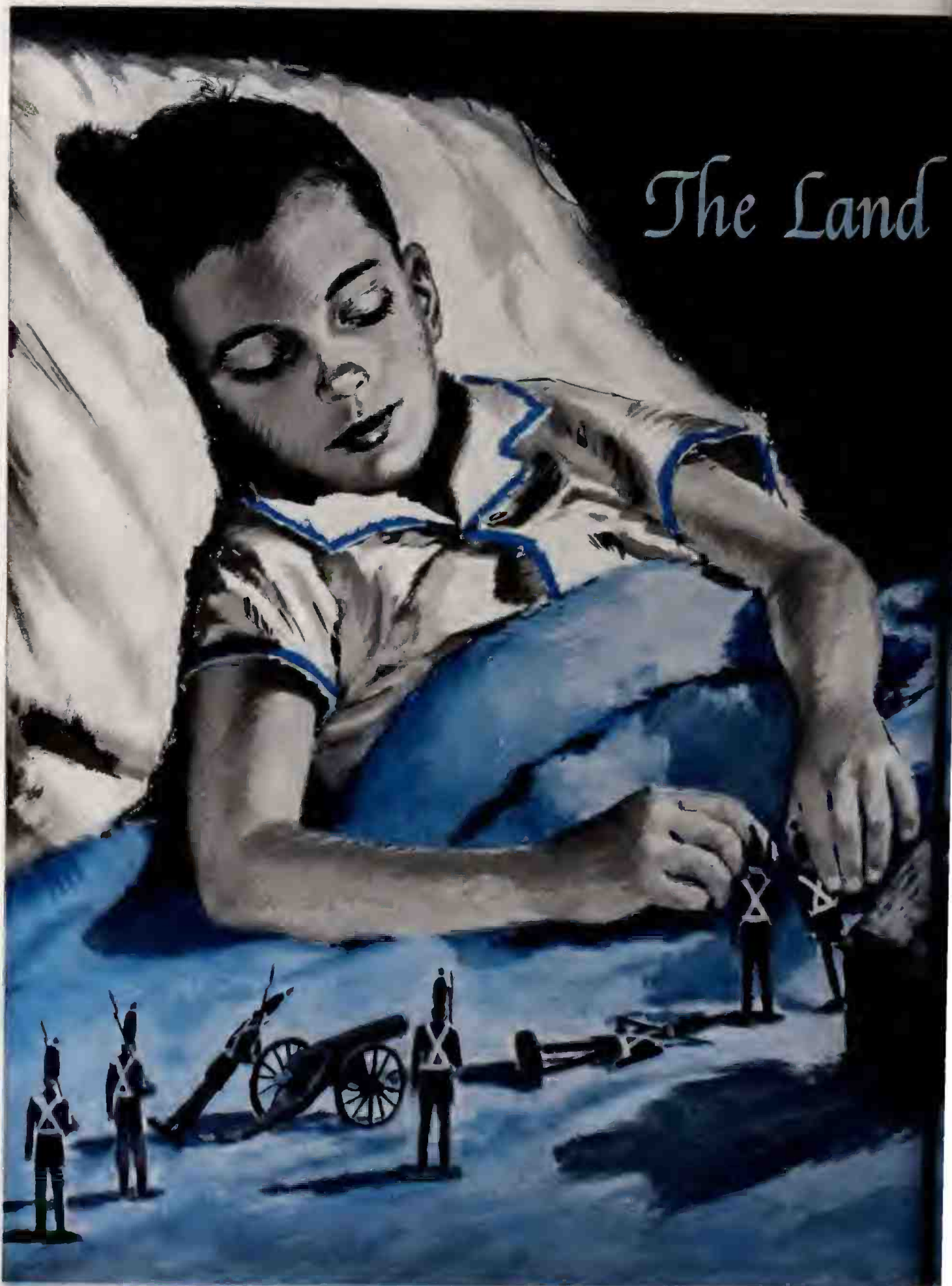
In the June issue of *U.S. RADIO*, the lead story will present an in-depth report on radio and the auto makers. It will tell how the Detroit giants use radio and why. A special feature of the report will chart each car company's agencies, account men and timebuyers. Secondly, Governor LeRoy Collins, president of the National Association of Broadcasters, will reply to the open letter *U.S. RADIO* sent him this month. The letter deals with the aspirations of the sound medium and its hopes and needs for the future. Another feature article will delve into the burgeoning teenage market and its implications. A highlight of this analysis covers magazine research that shows radio is the favorite mass media diversion for this multi-billion dollar market. An appraisal of the new stereo development and what it means to radio will also be presented in the June issue. The story will sound out comment from important executives in broadcasting, advertising and manufacturing.

talk...

is only as good as the talker, and the talkers on one New York radio station bring entertaining and articulate conversation for more than 20 hours a day to America's largest station audience. A recommendation of your product by these personalities means a marked increase in sales. That's why, year after year, more advertisers use this radio station than any other in New York! The next time you buy radio, why not make it the one station where talk gets results —

WOR-RADIO 710/fm 98.7/An RKO General Station

The Land



of Counterpane...

*When I was sick and lay a-bed,
I had two pillows at my head,
And all my toys beside me lay
To keep me happy all the day.*

*And sometimes for an hour or so
I watched my leaden soldiers go,
With different uniforms and drills
Among the bedclothes, through the hills,*

*And sometimes sent my ships in fleets
All up and down amid the sheets;
Or brought my trees and houses out,
And planted cities all about.*

*I was the giant great and still
That sits upon the pillow-hill,
And sees before him, dale and plain,
The pleasant land of counterpane.*

— Robert Louis Stevenson



Maybe it's leaden soldiers... or ships in fleets... or little toy cities... sent by the WLW Stations to children in hospitals that help keep them "happy all the day."

We hope so. Over the past nineteen years, the Crosley Broadcasting Corporation Ruth Lyons Annual Fund has collected almost two million dollars for children in thirty-four hospitals, with last year's record contribution of over \$315,000.00.

This is more than the policy... this is the spirit of the WLW Stations — to serve their communities in every way, especially to remember those who are forgotten... like the little "giant great and still that sits upon the pillow-hill."

Naturally, we are proud of our reputation in the communications industry. But we are most proud when our ratings and statistics, when our business and technology are pleasantly lost for priceless moments in such lands of counterpane.

Yes, this is our pride — but also our privilege,



Crosley Broadcasting Corporation,
a division of Arco

RADIO'S REACH / APRIL-MAY 1961

AM STATIONS ON AIR*	3,561
FM STATIONS ON AIR*	856
SETS MANUFACTURED**	1,115,029
RADIO SETS IN USE	156,394,000
CAR RADIOS†	40,387,000
FM SETS IN USE†	15,500,000

AM STATIONS ON AIR: The number of am stations on the air at the end of March, 3,561, represents an increase of five stations over the previous month. Applications pending: 560; under construction: 150.

FM STATIONS ON AIR: The 865 fm stations on the air in March include 17 more than the previous month. Applications pending: 71; under construction: 206.

SETS MANUFACTURED: Total radio production for February, 1,115,029, includes 307,973 auto radios and 50,421 fm radios. Total radio sales, excluding auto radios, is 666,228. Total radio production exceeded that of January, the previous month, by 24,956 sets. However, the cumulative total for 1961 lagged behind the same period last year by 593,054 sets. Most of this decline is attributable to a decrease of 534,224 auto radio sets compared with last year.

NETWORK: Standard Brands Inc. leads network advertisers in terms of total home broadcasts according to A. C. Nielsen Co.'s monthly index for four weeks ending March 5. There are 220 broadcasts for a total of 118,641,000 home broadcasts delivered. Pharmaco Inc. registers in second position with 260 broadcasts and 110,592,000 home broadcasts delivered. Following in third, fourth and fifth are R. J. Reynolds Tobacco, Sylvania Electric Products and Time Inc. For total commercial minutes delivered, Sylvania leads with 88,694,000. Standard Brands follows with 87,115,000. Pharmaco, Time and International Mineral and Chemical Corp. rank third, fourth and fifth.

LOCAL: Total sales at KRAK Sacramento for the first quarter, 1961, show an increase of 27 percent over a comparable period last year, according to Golden Valley Broadcasting Co. Local business showed the greatest gain, increasing 95 percent.


*FNO. March, **FIA. February, †RAB estimate.



Mutual coverage wraps up the buying dollars

Mutual Radio is strongest where the buying is biggest. 70% of all drug store sales and 66% of all food store sales are in A and B markets (ask Nielsen)—and Mutual now wraps up 66% of its radio audience in these markets! Mutual covers 87 of the top 100 markets with local affiliates—more than any other radio network. Got a food or drug store account in the house? Buy Mutual Radio—and you've got it covered at the point of sale.

MUTUAL RADIO

A Service to Independent Stations
 Subsidiary of Minnesota Mining & Manufacturing Company 

ATTENTION NAB CONVENTIONEERS! MUTUAL RADIO HOSPITALITY SUITE, E. 420 SHERATON PARK HOTEL.

WSPD - Radio
No. 1
Salesclerk
 in a
\$355,000,000*
SUPERmarket

Puts you on Top
in Toledo

WSPD — number one by every audience measurement — Hooper, Pulse, Nielsen. Alive 24 hours a day with effective programming and talent to bolster your sales. More national and local advertisers than any other Toledo station.

*annual food sales in WSPD's circulation area

Let a Katz Representative help you select the most persuasive times.

WSPD - Radio
NBC - TOLEDO



a **STORER** station

National Sales Offices:

625 Madison Ave., N. Y. 22
 230 N. Michigan Ave., Chicago 1



TIME BUYS

AMERICAN MEDICAL ASSOCIATION
 Agency: *Klau-Van Pietersom-Dunlap Inc., Milwaukee*

Fm has picked up a nice chunk of business from the AMA, which is using the "prestige" frequency to gain support for its opposition to the administration's old age medical care programs. Fm stations in 40 top markets started carrying the spots as of April 24 and 26. Frequencies reach a peak of 100 spots per station for a maximum six-week period.

Spots are transcribed and take an unusual tack: the agency selected professional people — a doctor and lawyer — and a housewife, among others, to state why they oppose the bill and voice support for the AMA choice, the Kerr-Mills bill.

The agency suggested fm because the audience has a high percentage of well-educated people who are apt to be influential opinion leaders in their communities. Buyer is John Wussow.

AMERICAN TOBACCO CO.
 Agency: *BBDO Inc., New York*
 Product: LUCKY STRIKE

Placements for Luckies have been made in 50 markets for a start the last week in April. Frequencies number from 30 to 60 spots a week. Some markets are major, others selected. Transcribed minutes will be on the air for 15 weeks. Multi-station buys were ordered. Timebuyer is Hope Martinez.

BRIOSCHI CO.
 Agency: *Ellington & Co., New York*
 Product: BRIOSCHI TABLETS

Brioschi kicks off another flight in May, this one to last for 6 weeks.

Frequencies vary by markets, which will number from 10 to 12. A maximum of two stations in each market will get the schedule. Minute announcements will be transcribed. Dan Kane, media director, is making the placements.

CITIES SERVICE CO.
 Agency: *Lennen & Newell Inc., New York*
 Product: GASOLINE

On May 7, Cities Service 1961 summer driving campaign will break in 30 markets. Drive-time is the favorite for about 30 spots per week per market. It's a multi-station buy. Bob Kelly is the timebuyer.

CRANBERRY ASSOCIATION
 Agency: *BBDO Inc., New York*
 Product: OCEAN SPRAY CRANBERRY JUICE

After months of running small flights in a few New England markets, Ocean Spray has signed a 52-week contract for radio spots in six markets. Starting date: May 1. New England is still the stronghold, but schedules have been placed with Philadelphia stations. The first 13 weeks mark the heavier frequencies for this one, tapering down after that unless the advertiser decides on more. All spots are minutes.

E. F. DREW CO.
 Agency: *Donahue & Coe Inc., New York*
 Product: TRI-NUT MARGARINE

Spots opened in 10 markets the week of April 20 for Tri-nut for a 13-week campaign. Frequencies hit a high of 40 spots a week. The buyer is Harry Durando.

(Cont'd on page 74)



Left to right: Mary Dee, Fatman, Chuck James, Mark Hyman, Bill Curtist, Hotrod

Philadelphia's Strongest Selling Force To 700,000 Negroes...

NOW FOUR TIMES STRONGER!

WHAT's big, new 1,000 watt all-directional wallop gives you the only sure way to reach and sell all of Philadelphia's Negro spenders . . . America's solid third Negro Market.

Now WHAT's prestige personalities are carrying quality Negro Radio to thousands of new listeners. What's more, you're looking at the "sellingest" group of air people in Philadelphia, as scores of local advertisers will verify. Now, by a wider margin than ever, the strongest selling force you have to command in more than 26%* of Philadelphia's homes.

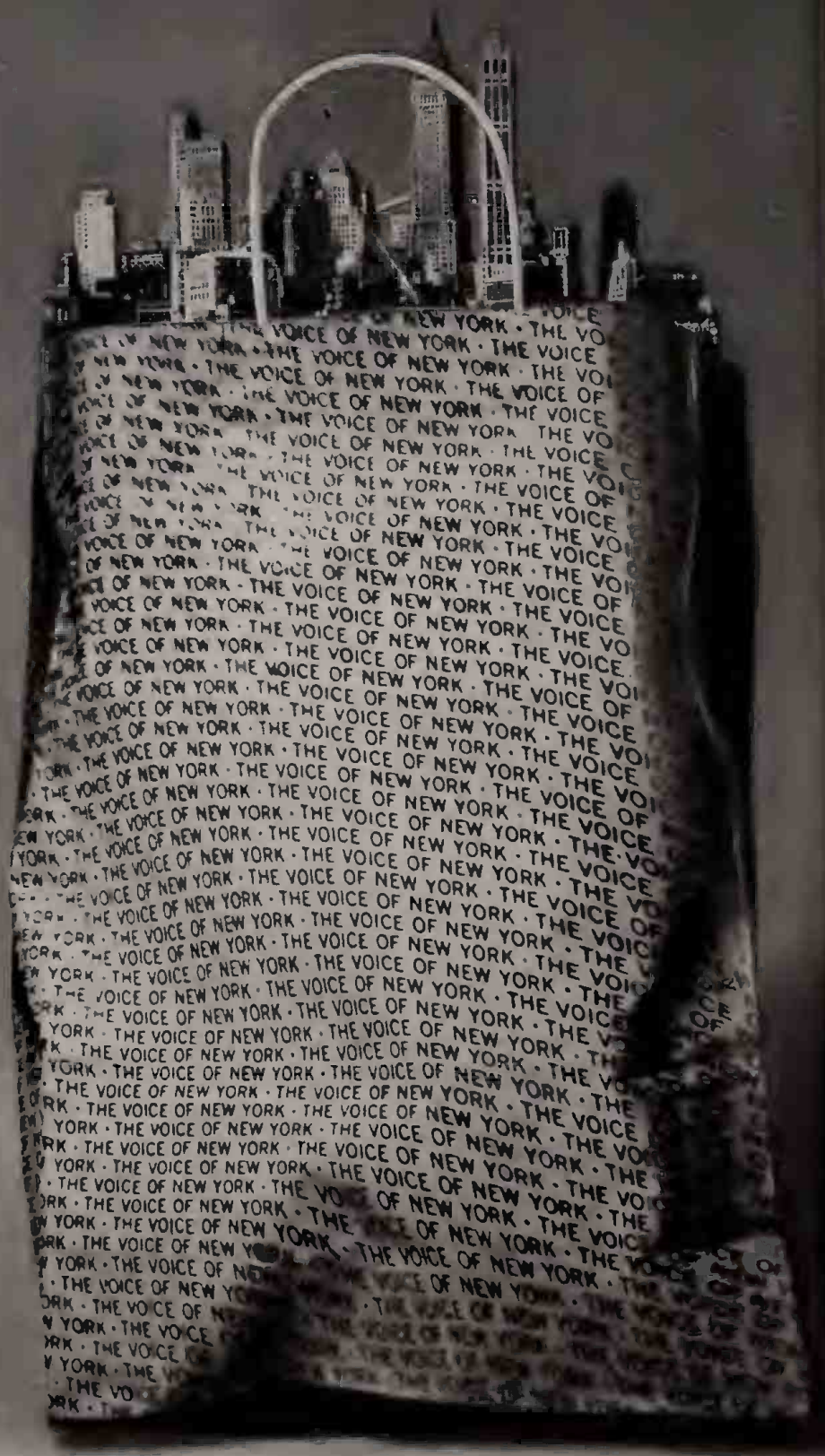


WHAT is Negro Radio in Philadelphia!


Represented by John E. Pearson Co.

*1960 U. S. CENSUS

GUARANTEEING A SINGLE EQUITABLE RATE TO ALL ADVERTISERS!



wmca 570kc
 has New York
 in the bag. Proven sales
 results have kept 1
 out of every 5 wmca
 advertisers on the air
 five years or more.

	wmca THE VOICE OF NEW YORK
	wbny THE VOICE OF BUFFALO
	rpi THE VOICE OF NEWS
	the straus broadcasting group



ARTHUR H. McCOY

*Executive Vice President, John Blair & Co.
Winner of the May Silver Mike Award*

Art McCoy has been selling national spot radio for 21 years, not because he didn't have a gaping opportunity to shoot at the tv stars, but because he believes that "radio today offers the greatest challenge in creative selling. Anyone with real talent should stay in it."

He is convinced, too, that national spot radio someday soon will be shooting at the stars.

"It's an exciting medium.

We believe strongly that radio was never more effective than it is today. If you examine the role of a station over the past three decades, you can see quickly that radio never before meant as much to its listeners and its community as it does today. Radio is closer to the people it serves and listeners know this."

Mr. McCoy is quick to challenge the gloom mongers on the showing of spot radio during the first quarter.

"Radio is no different from any other business. All business activity has been off somewhat. I just saw a study that showed that newspapers and magazines were off about 10 per cent for the first two months of the year."

In the quest for increasing expenditures, Mr. McCoy believes strongly that spot radio could stand some change.

"The selling of national spot today calls for new techniques and methods. Based on the results of our Blair Group Plan, I sincerely wish that other representatives would do something similar. If there were three or four other organizations selling this way, it would hasten the day when radio's rocket would rise into orbit.

"We know the Blair Group Plan is our future. We have split our sales staff in New York, assigning three salesmen to the full-time selling of plans (leaving eight salesmen for regular spot radio selling).

"This means there are three men devoting all their efforts to creating new dollars for radio. They are not

just presentation men; they do not appear for the sake of making lectures and talks. They are there to present and ultimately close sales of group plans. These men are also backed by a seven-person department covering the other aspects of the BGP.

What are these group plans?

Mr. McCoy states that the "BGP was designed for million-dollar usage of the medium by logical advertisers, most of whom either have not used radio in the past or who have not been active for some time.

"We go after a wide range of accounts and tailor-make each proposal to show how specific use of radio can allow an advertiser to zero in on potential customers. We also encourage radio buys that are longer than the present trend to flights.

An indication of the diversity of accounts already using BGP's is this partial list: Mennen, Accent, Puro-lator, Beech-Nut Coffee and Continental Casualty.

Through the plan, Blair offers a one-stop, group buy of radio through its own station list. It also has a list of stations in non-Blair markets that it recommends to suit an advertiser's needs. This second list is compiled through a special three-man timebuyer committee that Blair meets with regularly.

But the heart of the BGP involves a range of services—suggestions for copy platform, media planning and budget estimating, and marketing and promotion follow-through. Most of all, the BGP tries to excite interest in radio through its power to move merchandise off the shelf.

Mr. McCoy was born in Roseville, Ohio, and was graduated from Northwestern University in 1940 with a degree in commerce. He joined Free & Peters, pioneer representative, in Chicago doing general office work. ("I wanted to get into radio so badly I was anxious to do anything.")

In 1944, Mr. McCoy moved to the firm's New York office (by this time he was a professional salesman). A year later he helped found Avery-Knodel, serving as treasurer and sales manager. He joined Blair in May 1955 as a salesman and about two years later was elected vice president and sales manager. Mr. McCoy became executive vice president in the fall of 1957.





BLEEP BLOOP BLOOP BLEEP 收音机 BLOOP BLEEP BLOOP BLEEP



LISTEN FOR THE NEW

Mel Allen, Betty Furness, Dave Garroay, Wayne Howell, Lindsey Nelson, Bert Parks—these top showbusiness personalities now headline "Monitor '61." Such "Monitor" regulars as Mike Nichols, Elaine May, Bob Hope, and Bob & Ray join them in a dramatically new format for NBC Radio's popular weekend network service, which makes wider use of the NBC news department's world-wide facilities.

БЛИП BLOOP BLOOP BLEEP BLOOP Ermahner BLEEP BLOO

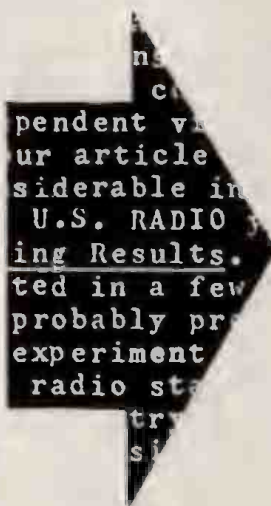
SOUND OF MONITOR '61

One new "Monitor" feature: "Ring Around The World"—a series of five-minute commentaries on world developments by top NBC news correspondents in strategic spots around the globe. Another: "Weekly Report"—A 25-minute study in depth of the biggest news story of the week. New stars, new programming, new excitement—this is "Monitor '61!" **NBC RADIO NETWORK**



**YOU
ARE
CORDIALLY
INVITED
TO
VISIT
U.S. RADIO'S
INTERNATIONAL
SUITE
AT
THE
NAB
CONVENTION
G-803
THE SHOREHAM**

*Surprises
galore!*



LETTERS

TRADE TALK

In the March issue of U. S. RADIO you encourage readers to submit changes, questions and comments on *How Good Is Your Trade Vocabulary?*

I submit the following additions:

E. O. W.—Every-other-week. A schedule which is to run only every other week.

Donut—The middle portion of a recorded commercial providing background music for a "live" or recorded insert. The commercial usually has a jingle opening and closing, with a "hole" in the middle for specific product advertising.

Wave—Same as flight. The period during which an advertiser runs his campaign.

Your magazine is most helpful to me. I have clipped the article for new personnel in our department.

GLENNA TINKLER
Timebuyer
Tracy Locke Co. Inc.
Dallas

I am writing with reference to your glossary of radio broadcasting terms included in your March issue.

I would like to inquire as to the possibility of reprinting this article as part of the appendix of "The Radio Management Handbook." This publication is in preparation by our organization scheduled for a late May release.

KIRK G. WOODWARD
President
Station Services Ltd.
Peoria, Ill.

I hope the glossary pleases you as much as it pleases me. I would ap-

preciate it if you would send me eight or 10 copies.

LEONARD F. AUERBACH
General Manager
Ohio Stations Representatives
Cleveland

MILNOT AND RADIO

Accolade! Your spread on the Milnot radio campaign was expertly done—as interesting and readable as the client's spots are attention getting and listenable. Bob Ogle and Dolan Walsh (account executives), enjoying notoriety, are extremely pleased with the story and have asked me to obtain 10 additional copies for office circulation and to send to the client.

We certainly are grateful to you for your interest in the Milnot story and the expert job you did in presenting it.

RICHARD T. GREER
Director of Public Relations
D'Arcy Advertising Co.
St. Louis

PROGRAM SERVICES

We want to thank you for the very interesting writeup and directory listing you gave us in your March issue.

As a result of this writeup we have received inquiries from stations all over the country in markets of all sizes. We were truly amazed! I might add that we now categorically believe that it proves U. S. RADIO has its own terrific image in the industry.

All our best wishes for your merger with SPONSOR, another "tops" in the trade.

HAROLD L. RAPHAEL
ADELE M. PURCELL
Ad Image Inc.
New York

LIVE MODERN

If for no other reason than to prove I enjoy U. S. RADIO I thought you'd like to know I'm trying to keep up with modern radio.

Back when I was promoting fm in the '30s, am was "amplitude modulation."

Will somebody some day help me to find out how "nemo" became the log symbol for "remote pickup"?

ROBERT T. BARTLEY
Commissioner
FCC
Washington

CONGRATULATIONS

Now that you have had sufficient time to sift through the multitudes of congratulatory letters, let me add another with best wishes and congratulations.

MICHAEL RUPPE JR.
Director of Promotion
WIL St. Louis

Please accept this as our most sincere congratulations for perhaps what will be one of the most beneficial moves in the coverage of our trade.

It is with great excitement that our entire operation received the news that SPONSOR, U. S. RADIO, CANADIAN SPONSOR and U. S. FM have joined forces to provide a unified service for all phases of our fast-paced industry.

DAVID GREEN
Vice President
KXTR (FM) Kansas City

The new format of U. S. RADIO should really be a blockbuster. It will be an interesting development to watch.

STEVE SHANNON
Assistant to the
Executive Vice President
Meredith Broadcasting Co.
Omaha

Congratulations on your merger with SPONSOR. I hope that the new arrangement brings you all the rewards for which you have worked so hard.

Best wishes from everyone at B.T.S.

PETER P. THEG
Executive Vice President
Broadcast Time Sales
New York

(Cont'd on page 77)



*of course we're being followed**

K•NUZ

THE LEADER IN HOUSTON • 24 HOURS

FIRST IN NEWS • PUBLIC SERVICE AND PERSONALITIES

***BY 1,825,860 PEOPLE!**



MEMBER OF THE TEXAS QUADRANGLE
NATIONAL REPS. THE KATZ AGENCY, INC.

• NEW YDRK • ATLANTA • SAN FRANCISCO
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IN HOUSTON, CALL DAVE MORRIS, JACKSON 3-2581

How WHO-radio services aid food advertisers in America's 14th LARGEST radio market!

Feature merchandising services offered in high-traffic food stores!

WHO - Radio's Feature Merchandising Services provide *unmatched in-store attention* for the products of qualifying advertisers.

These outstanding services are performed in *high-volume* chain and independent supermarkets in every city and town of over 5,000 population, in 28 of Iowa's most heavily-populated counties. These counties account for 46% of all retail food sales in Iowa.

Experienced staff members make a minimum of 480 *store calls* for your products over any 13-week period. They work with grocers to assure that your

products get maximum facings, better shelf positions, 50 one-week displays of suitable products, and 24-days of Bargain Bar participation.

50,000-watt WHO reaches 865,350 homes in 96 of Iowa's 99 counties *plus* a number of counties in neighboring states. Only 13 other stations in America offer you more audience or more buying power than WHO!

WHO-Radio is equipped and staffed to blend your advertising with professional, "big market" programming. Talk to your PGW Colonel soon about WHO Radio and America's 14th Largest Radio Market!

Sources: NCS No. 2 and Pulse, March, 1960.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

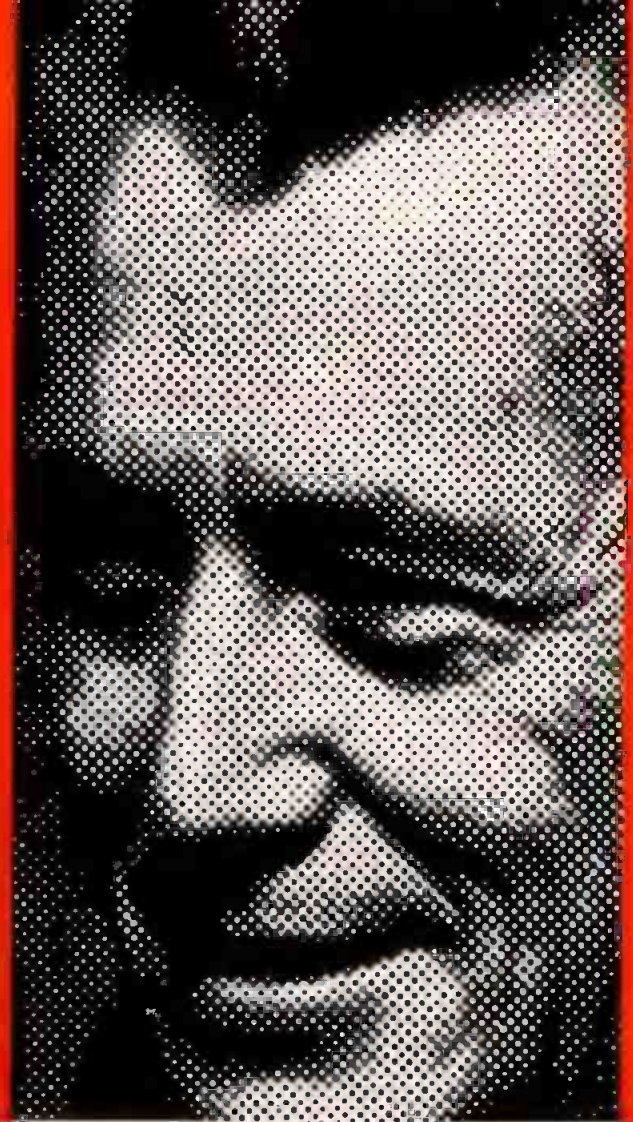
WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., Representatives

ON THE EVE of his first convention, the Editors of the New U. S. Radio present a special report on the radio medium to the president of the National Association of Broadcasters



DEAR GOVERNOR:

WE are presenting to you here a special report about radio—the “most challenging of all your responsibilities,” and one of the greatest, but least appreciated of all American media.

It is particularly appropriate that we do so at this time.

For you, Governor Collins, the 39th Annual NAB Convention marks your first appearance before the full NAB membership since you assumed the presidency of the association.

For us this issue of U.S. RADIO marks the first appearance, under new ownership and in a new form, of a publication that is dedicated to increasing radio's power, prosperity, and prestige.

What we propose to outline for you in this letter are our convictions about radio's enormous and distinctive importance, our beliefs about what radio, as a separate medium, needs and must have, and our plans for filling these needs and building radio's future.

We shall welcome your reactions to our remarks. Indeed we solicit your attention and help in our radio crusade. And we pledge to you our support in the constructive steps you will take for the radio medium in the months ahead.

Radio's Distinctive Importance

We believe, first of all, that it is unfortunate that television and radio are so often and so carelessly lumped together under the vague general title of "broadcasting" or the "broadcast media."

While there are sound historical and practical reasons for doing this (and even sounder reasons why the NAB should represent both) the failure to distinguish between radio and tv usually works to radio's disadvantage.

As the older and less wealthy member of the broadcast family radio too frequently gets short changed. Its distinctive mission, character, and importance become blurred. Its unique role and influence are overlooked and forgotten.

For the record then, let us restate some basic facts.

- Radio, of and by itself, is the largest, most pervasive medium of communications which this or any country has ever known.

- With more than 96% of U.S. homes radio-equipped and with over 156 million radio sets in use, radio speaks to more people than television, newspapers, magazines, or any other medium.

- There are in America today nearly two and a half times as many radio stations as there are daily newspapers (4,395 vs 1,755) and almost eight times as many radio as tv outlets (545).

- Last year Americans bought over 17 million new radio sets, more than twice the number of tv receivers purchased.

Yet these facts, impressive as they are, do not begin to tell radio's story.

Radio's Role In American Life

Even more significant is the unique role which radio plays in American life. It is at once the country's one great *personal* medium and

the country's one great *local* medium.

Radio, with sound alone, provides a dimension of communication which the more literal media of tv, magazines and newspaper can never provide.

Radio's appeal is to the individual, and radio listening involves a degree of personal participation which is unmatched elsewhere.

Beyond that, radio today has become the greatest medium of *local* and *community expression* ever devised. It bespeaks the life, news and special interests of millions of Americans in hundreds of individual cities and towns.

It is, beyond question, the country's most democratic and representative medium, and offers, potentially, more outlets for freedom of speech, freedom of expression, and the development of new local talents than any other.

In an age of alarming trends toward bigness, consolidation, and conformity, radio stands as the one great bulwark for the individual American, and the individual American community.

For all these it demands special attention, special respect.

1. Radio's Need for Identity

Unfortunately however, due to the way in which the air media have developed, radio also faces certain special problems and needs.

First and foremost among these we place the need for radio and radio men to rediscover and reestablish a sense of its own identity.

Radio must redefine and restate those things which make it different, special, and unique. Radio men must express and emphasize those things which make them, not merely communicators, not merely broadcasters, but specifically and significantly radio operators.

While it is true that within the industry there are many cases of joint ownership of radio and television properties, by far the largest number of radio stations have no television ties,

And even when radio and tv outlets are jointly owned, there is a decided difference in the needs, problems, and even operating philosophies of the two types of stations.

We propose in U.S. RADIO to point out and clarify these differences—to give radio management an increased awareness of its own individual and distinctive assets and to build, among agencies and advertisers, a widened understanding of radio's special virtues.



We hope that you, in your NAB work, will also direct your attention to rebuilding radio's sense of identity.

2. Radio's Need for Pride

Second on our list of radio's needs is the need for pride.

Perhaps this will surprise you. But we feel that the day has come when radio men should feel a reawakened pride in their own achievements.

During the 1950s when tv was marching ahead with giant steps, many radio broadcasters developed an acute sense of inferiority—an inferiority that was not justified by the facts but natural enough in view of tv's spectacular and well publicized accomplishments.

This sense of inferiority was heightened too by certain dramatic changes in the character of the business. The sudden wholesale granting of radio licenses by the FCC which, between 1947 and 1957, nearly tripled the number of radio outlets, brought into the industry certain men not wholly qualified as operators, and whose philosophies and practices reflected little credit on the business.

Violent internecine battles with radio's ranks

GOVERNOR COLLINS TO REPLY

Just at presstime the editors of U.S. RADIO received word from NAB headquarters that Governor Collins is drafting a reply to this "Open Letter About Radio." His comments will be published in the June issue of the magazine. We shall also welcome letters from other leaders about their reactions to "Radio's 5 Needs."

AN OPEN LETTER TO GOVERNOR COLLINS

also contributed to a sense of inadequacy and shame among many radio men.

And the memories of radio's supposed "golden age" played a part in downgrading the medium in the minds of many engaged in it.

But, as so often happens, such reactions were grotesque and unjustified. Any fair-minded observer, looking at radio today, knows that the medium has made tremendous strides in the past decade.

Radio's recent achievements in the field of news, public affairs, community service and imaginative, creative programing should be sources of satisfaction to every radio man.

We at U.S. RADIO believe that genuine pride in genuine accomplishments is a healthy condition for any business. It builds enthusiasm. It stimulates progress. And we shall do our best by presenting the record of radio's real achievements to stimulate a healthy respect for the medium both inside and outside the industry.

We commend this objective to you at NAB.

3. Radio Needs Goals

But if radio has a right to be proud of past and present triumphs it must, like any progressive business, set its sights even higher.

One thing which has impressed us most in

1. Radio needs more identity

2. Radio needs greater pride

3. Radio needs higher goals

4. Radio needs real leadership

5. Radio needs a national voice

our recent talks with leading radio men is this: not one of them believes that radio has yet achieved more than a fraction of its potential as a medium of communication, and a medium of commerce.

They are constantly looking ahead for new forms, new programs, new services, new opportunities to broaden and develop the industry.

A substantial part of the editorial work of U.S. RADIO will be to describe and report these new, higher goals which creative radio men are setting for themselves in programing, in public service, and in commercial effectiveness.

We are certain, Governor Collins, that this matter of higher goals for radio is very close to your heart, too.

In your Palm Spring speech you said, "we must become involved more effectively in improving the kind, quality and diversity of programing, and the extent and quality as well as the nature of advertising, and the machinery for assuring effective self-discipline within these areas."

We are happy that we are working together toward such objectives.

4. Radio Needs Leadership

If, however, radio has reason to be proud of its accomplishments and of the goals which dedicated broadcasters are setting, it has, nevertheless, as urgent a need for strong leadership as you will find in any industry.

And strong leadership within radio's ranks is a peculiarly difficult problem.

Unlike tv, radio is not dominated by the networks. Unlike most industries, radio is not controlled by a handful of big corporations. Radio today is a huge, diversified business in which the individual decisions of hundreds of individual station operators are its strongest guiding force.

(Cont'd on page 76)



Falstaffers quaff own brew, cheer San Francisco Giants and Los Angeles Angels at exhibition game. Joseph Griesedieck (in checkered shirt) is Falstaff president.

BREWER'S GOLD IN RADIO'S POWER

Third-place Falstaff mixes radio brew of sports, national and distributor spot to stimulate beer flow on estimated \$1 million spot radio budget

THE nation's third largest brewer, intent on increasing its position in the market place, is using a potent advertising brew fermented by a three-pronged use of radio.

Falstaff Brewing Corp., St. Louis, activates sales with radio through: 1) seasonal sponsorship of major league baseball and professional football, 2) year-around national spot radio campaigns and 3) local radio in cooperation with its distributors.

One of the fastest risers in the brewing business in the past decade, Falstaff boosted its sales 3.5 percent in 1960, while spending an estimated \$1 million in spot radio.

The company's radio expenditures outdistanced the average amount spent by the top 20 brewers, who together plunked nearly \$17,500,000 on radio last year. This amount was more than the brewers spent on magazines and newspapers combined.

(radio's) beginning," says Eugene O'Brian, account executive at Dancer-Fitzgerald-Sample Inc., New York, Falstaff's long-standing agency.

"The company's radio strategy," he explains, "is keyed by a desire to reach the young male listener. This is implemented especially by Falstaff's sponsorship of game broadcasts of two major league baseball teams and five professional football teams."

"Sports is a natural for a beer sponsor like Falstaff," Mr. O'Brian declares, "but we recognize that not all of our potential customers listen to these broadcasts. To spread our audience coverage, we have national spot radio campaigns running all year long in at least 100 markets."

And Falstaff doesn't stop with sports and national spots. It penetrates even further into U. S. markets with a comprehensive local radio program through its distributors. "We have 170 of the company's 489 distributors cooperating in 52-week campaigns for Falstaff," according to Mr. O'Brian.



Baseball bound, Falstaff execs arrive in Palm Springs, Calif., for Angels and Giants pre-season game. Front (l): Joseph Griesedieck, Falstaff president; David Wham, D-F-S account exec.; Alvin "Buddy" Griesedieck Jr., marketing dir. Back (l): George Holtmann, advertising director for the brewery.

For its over-all advertising last year, it is estimated that Falstaff spent \$11 million, 80 percent of which was earmarked for broadcast. The rest went to outdoor, newspapers and magazines.

"Falstaff has used radio front its

Jerry Branson, Falstaff's media manager, estimates that his company "reaches 500 markets through the distributor program alone."

"The company has traditionally placed a good share of its radio money in sports," Mr. O'Brian re-

calls. With the move of major league clubs to the West Coast in 1958 where Falstaff has been establishing a marketing stronghold since 1952 the brewer hopped aboard the sponsor line-up of San Francisco Giants broadcasts. Still a Giants' sponsor in 1961, Falstaff is taking one-third sponsorship of all the team's games. The broadcasts originate with KSFO San Francisco, which feeds them to 19 stations from northern California to Washington State.

This year Falstaff moved into the American League, signing up for one-third of the new Los Angeles Angels' 162 games plus 15 pre-season contests. The Angels' broadcasts are carried by KMPC Los Angeles as well as a 22-city network covering southern California, Arizona and Nevada.

KMPC owns the rights for the radio broadcasts. Owner of television rights for the Angels' games is KHJ-TV Los Angeles. The combined rights cost the stations \$750,000 for the 1961 season.

"We offered the broadcasts in a package deal to sponsors for \$1,200,000," a KMPC spokesman reveals. Thus Falstaff, which shares the games with two other sponsors, J. A. Folger Co. (through Fletcher Richards, Calkins & Holden Inc.), and Brown & Williamson Tobacco (through Ted Bates & Co.), pays \$400,000 for its third.

"Falstaff and its co-sponsors signed two-year contracts for the Angels' games," KMPC reports. "If Falstaff exercises its option, it may sponsor the games for a third year if it signs before the final game of the second season," according to the station.

In each game Falstaff uses from five to six minutes of commercial time, scheduled in a three-inning block. The blocks rotate among the sponsors. If a game goes into extra innings, the sponsor of the first three innings will take the 10th inning, the sponsor of the second three innings the 11th inning, and so on.

The brewer's arrangements with KSFO for the San Francisco Giants' games are similar to those made with KMPC. Both stations are owned by Golden West Broadcasters.

Falstaff goes on the air with baseball from April through September. Just as the baseball season grinds to a close, the football season kicks off.

Thus Falstaff, carrying heavy sponsorship of professional football games, will be on the air with both baseball and football for a few weeks in September. The football season runs through December. Therefore, there are only three months—January, February and March—in which Falstaff does not have regular radio sports broadcasts.

The games of five professional football teams go to radio listeners under Falstaff sponsorship: Los Angeles Rams, San Francisco '49ers, Dallas Cowboys, St. Louis Cardinals and Detroit Lions. The stations carrying these games in each of five radio networks number from 30 to 60. According to Mr. Branson, "Falstaff sponsors from one-fourth to one-half of each game."

More than a sponsor's interest is demonstrated by Falstaff's association with the St. Louis Cardinals. Company president Joseph Greisdieck, who represents the third generation of his family to lead Falstaff, recently purchased an interest in the team. His investment was instrumental in moving the club from Chicago to St. Louis.

Sports are not the only radio fare Falstaff employs to win sales for its popular-priced beer. Its vigorous 52-week spot radio campaigns run in 100 selected markets of all sizes.

"The national spot campaigns are shaped into quarterly efforts. We usually concentrate our spot budget on the warm-weather, beer-drinking spring and summer quarters," explains Mr. Branson.

"Frequencies go as high as 150 spots per week per station in some markets in our heavy seasons," Mr. O'Brian says. "In some of the smaller markets the number of spots may number only 20 or 30 per week per station. But if we buy 150 spots a week on a station, the frequency remains that high throughout the 13-week cycle. We favor scheduling spots toward the end of the week on peak shopping days. And we like weekends, when beer consumption is at its height. We always buy more than one station in a market."

D-F-S has five copywriters servicing the Falstaff account. For the radio campaigns, they turn out one-minute and 30-second commercials which are transcribed for broadcast. Five men form the account team for

AMERICA'S 10 TOP BREWERS

(In terms of 31 gallon barrels)

Brewery	1960	1959	GAIN/LOSS	% GAIN/LOSS
Anheuser-Busch, Inc.	8,477,099	8,064,756	+412,343	5.1
Jos. Schlitz Brewing Co.	5,694,000	5,863,000	-169,000	- 2.9
Falstaff Brewing Corp.	4,915,000	4,750,000	+165,000	3.5
Carling Brewing Co.	4,822,075	4,418,484	+403,591	9.1
Pabst Brewing Co.	4,738,000	4,500,000	+238,000	5.3
P. Ballantine & Sons	4,408,895	4,324,563	+ 84,332	2.0
Theo. Hamm Brg. Corp.	3,907,040	3,551,859	+355,181	10.0
F. & M. Schaefer Brg. Co.	3,202,500	3,050,000	+152,500	5.0
Liebmann Breweries	2,950,268	2,929,000	+ 21,268	.8
Miller Brewing Co.	2,376,543	2,358,976	+ 17,567	.7

Copyright 1961, Modern Brewery Age.

Falstaff, headed by an account supervisor and senior account executive. There are three account executives.

"Unusually heavy spot campaigns ran this past January, February and March," according to Mr. Branson. "Such a heavy effort at that time of year is a departure from the normal strategy. But," he explains, "second and third quarter expenditures in 1961 should be as high as last year." This would put Falstaff's national spot budget above 1960 unless there is an extreme cutback in the final quarter.

While the national spot radio campaign enables Falstaff to achieve great range in its radio advertising, its distributor program gives the

company depth and breadth and promotes goodwill at the local level. The distributor phase of Falstaff radio is so extensive in scope that it is handled by a full-time director of distributor advertising—Gus Gustafson. He is matched by at least one account executive at D-F-S.

"We go into 500 markets with 52-week contracts," Mr. Branson says, explaining that "preparation of copy and placement of time is handled by the advertising agency. But the 170 distributors cooperating in the program report to Mr. Gustafson at Falstaff."

Distributor markets are not necessarily chosen to supplement markets where national spot is running, Mr.

(Cont'd on page 75)

FALSTAFF SCORE BOARD

SPOT RADIO EXPENDITURES:	\$1 million annually*
SPORTS LINEUP:	Two major league baseball clubs Five professional football clubs
NATIONAL SPOT:	over 100 markets
DISTRIBUTOR SPOT:	over 500 markets
FREQUENCIES:	30 to 150 per week per station
GOAL:	Nation's No. 1 Brewer

*Estimate

RADIO'S IMAGE: a problem and a challenge

What is the real state of radio? Is it on the threshold of its greatest era as its enthusiasts believe? Or is it a medium in trouble as its detractors assert? To get the story, U.S. RADIO launches a series of interviews with key agency executives interested in radio. The first is with Ed Papazian, media executive, BBDO, New York.

RADIO'S biggest problem is communicating its worth to communicators. Translated into a question, "Why is radio, which revolutionized commercial communications in the '20s, '30s and '40s, unable today to project its own image to the national advertising agencies?"

This query is proffered by one who is himself a key advertising communicator—Ed Papazian, manager of media analysis and planning, BBDO Inc., New York—in an exclusive interview with U.S. RADIO.

Radio today, he says, is a local medium of outstanding values for national as well as local clients. But because it is local in nature, "radio's biggest problem is communicating its image to national agencies. It has no central voice."





BBDO media team examines fruit of labor—Spot Radio Pocket Piece. From l: Elizabeth Grief, analyst; Mr. Papazian; Dorothy Nicholls, assistant to George Nuccio, broadcast analysis supervisor; Mr. Nuccio.



The BBDO executive, whose job it is to analyze the usage and potentials of all media for one of the three largest agencies in the United States, illustrates his arguments with examples.

"We hear isolated reports about radio programing being upgraded with better music and expanded news and talk shows. But how do we know whether this is happening to six stations or 600? We certainly can't base a media buying decision on a handful of comments that often take the form of rumors.

"Local sales successes *can* be the most important yardstick of a station. But it is a problem to present this information with authority to an agency. Nevertheless, local success stories may be very important to a national advertiser in terms of recognizing that a station can produce results."

He believes that radio's share of the advertising dollar would soar if the industry were to solve its problem of getting its message through to the larger agencies. Why? Because radio is already endowed with many characteristics that make it an exceptionally effective advertising vehicle.

"One of radio's greatest assets is its ability to 'profile' a market," says Mr. Papazian. "Depending on his product, the advertiser can aim for young listeners or old, families with high income or low, men or women. The advertiser can further use radio's 'profile' by buying daytime or nighttime. He can use station personalities if he thinks that will appeal to the listeners he would like to reach. He may want to sponsor a 7 a.m. newscast across-the-board to reach a 'hard core' of regular listeners.

"Radio's power to 'profile' an audience is part of its oft-discussed flexibility. It is probably the most flexible of all media. This quality also includes radio's (1) great reach and (2) coverage. A third way in which this factor is important to an advertiser is speed. He can get on the air in a week or less if he has to.

"The problem is one of communication.

How can 3,000 stations communicate

local images and market facts

without some kind of centralization?"

"Another important flexibility factor is frequency, a quality important in terms of the advertiser's specific goals. Does he want to saturate a market with an all-day across-the-board campaign that may literally brainwash listeners with facts about a product? Or does he simply want a few effective 10-second spots adjacent to women's shows?

"Along with profile, reach, speed and frequency, radio can deliver maximum efficiency. Radio is the most effective advertising medium available today among the big four.

"Radio's efficiency is measured in terms of cost-per-thousand. Its cost efficiency is closely tied to delivery, more so than spot television.

"Another important radio asset is a lack of seasonal decline. It is well-known that television viewing takes a big dip during the summer months. It is known, but perhaps not well enough, that although radio's in-home audience declines somewhat in the summertime, radio's out-of-home audience rises more than enough to make up for it. This may be taken to mean that radio listening is at a peak in the summer. But actually it suffers no audience loss at any time because of season."

These are some of the important qualities of radio—especially spot radio—as this agency man sees them. "But what happens," he asks, "when

we have to take all the positive values we know to be true of radio and support them with facts?"

The advertising agencies have some facts, he says, but not enough.

"Radio is not being sold properly. Salesmen run in and out with numbers. Everybody seems to be concerned with purely quantitative data on how many households are being reached. I would also like to know who these people are.

"These same salesmen will come in with a handful of figures, say on drive-time listening. Station A leads station B during drive-time, and so forth. But this is not important until radio and the importance of 'auto plus' is first sold to an agency as a medium. What does the media man care whether station A has more listeners from 4:30 to 6:00 p.m. than stations B, C, and D combined?

"What he really wants to know is—are more people listening to auto radios at that time than are reading newspapers on subways, trains and buses? Are they spending more time with radio than with magazines later in the evening? Will the fellow listening to his auto radio also read the newspaper when he gets home? I haven't seen any studies that touch on such comparisons.

"The same is true of magazines. Magazine salesmen come in with

**"If radio is going to be the power
that it once was, if it's going to realize
each ounce of its sales potential,
it must go out and sell the big agencies and
bring back the soaps and foods."**



similar presentations. Magazine A leads magazine B. But these things alone don't mean anything to us for overall media planning. We want to know why radio, tv or magazines should or should not be used from a media viewpoint. And we want to know the qualitative, 'What kind of people read the magazine?' as well as the quantitative. What about the content of the magazine? What does it say to its readers?

"Not only are stations and magazines guilty of this kind of negative selling. Industry organizations representing media do the same thing. Their representatives walk in with a presentation listing all the reasons why their medium is best without giving comparative media values or backing up their claims. They oversell and crusade. I'd rather forget the 'big' numbers and have them explain 'What is radio today? Who listens? Why do they listen?'

"Radio continually undersells itself by overlooking convincing ways in which the medium should be sold. Some stations do themselves and their medium great harm. When they lose a schedule they sometimes run to the agency to bargain and cut rates. This kind of selling makes radio look like the bargain basement of media. It isn't. Radio is efficient and economical, true, but the image of bargain basement 'cheapness' is one that radio ineptly stamped upon itself. It is the second largest medium in number of hours that people spend with it. Why can't broadcasters take these values and translate them into important national growth?

"If you look at the revenue curve," he says, "radio has stayed pretty flat. Back in 1954-55 it lost revenue. It has gained since, and more recently it has accelerated its climb. But its dollar progress is hardly what should be expected of a medium of its magnitude."

Mr. Papazian thinks that radio must do more than sell itself properly in order to skyrocket its billings. Selling is a key step. But the trick, he believes, is in interesting agencies in selling it themselves. Outside of BBDO, Wm. Esty and a few others, there are few agencies that are actively selling radio to themselves and their clients.

(Cont'd on page 80)

Back at the NAB—

**U.S. RADIO previews the
whose rousing address at the**



David J. Mahoney, 37, president of Good Humor Corp., who grew up in advertising.



THE scene: the NAB convention in 1955 in Washington. Radio was in a state of despair.

And it seemed to all observers that the problem was as much psychological as it was substantive.

The dam had opened to the launching of new tv stations. National advertisers had started their exodus from network radio, almost overnight upsetting the apple cart of radio's economy and forcing the sound medium to begin a complete re-evaluation of the way it had been doing business for nearly 30 years.

Radio also saw its gross billings drop for the first time in its history. And if this wasn't enough, the economic storm that had been rocking radio's bulkhead prompted many experienced hands to desert ship in favor of television's bright promise. (Radio was on its way out, the story went.)

Radio men gathered one morning at the 33rd annual convention for a "separate" meeting. A young ad whiz of 31, David J. Mahoney, had ventured down from New York to talk to them, taking important hours from his own newly-started advertising agency.

What could this man, who caught the imagination of Madison Avenue by being elected vice president of Ruthrauff & Ryan at age 27, have to say to radio men? Perhaps it was all a mistake; perhaps he really was supposed to address the tv meeting.

But soon there was no doubt in the minds of listeners as he began:

"First, I think I should say that radio is the most heavily used medium, dollar for dollar, in our agency. This statement, in this year of our Lord 1955, should establish me as a sincere friend of your great medium.

"Maybe we like radio so much because our agency is too young to remember the great radio days of the thirties. All our boys can do is measure radio's present effectiveness against all comers. It's a *new medium* to us—and we find it works. It produces, time after time, increased sales for our clients at a minimum cost. And I'm not talking about ancient sales figures. I'm talking about 1953—1954—1955.

"In the hey-day of television, we have seen radio do a better sales job again and again—under the particular set of circumstances we encountered. I would like to say right now that we also use television when the circumstances point toward that great medium.

"This will not be an anti-tv speech because I do not feel that radio's problem is an anti-tv problem. The trials and tribulations of Radio 1955 lie within itself!"

He then outlined five areas of radio that he felt needed healthy discussion and attention so that radio could "stand back and say, 'We've created a new medium—and look at her go.'"

These were the five areas:

- **Rate cards**— "Are your published rates fair for what you have to offer?" If they are, he stated, "stand behind them to all."

- **Programming**— Mr. Mahoney called for "a healthy injection of fresh, young blood."

- **Research**— He expressed interest in an industry-supported rating

THE GOOD HUMOR MAN

39th convention remarks of ex-agency president David Mahoney,

1955 broadcaster meeting in Washington was a radio milestone

service, similar to the newspaper ABC.

- *Tv psychosis* — "Stop selling against our newer sister and thus riving the family bonds of radio and v even closer. . . . Let's put the word ell' back into radio."

- *Sales promotion* — "Most radio omotion is a waste of money . . . eeses from Wisconsin, fruit cake rom Georgia. . . ." Instead of mailing gimmicks, he urged radio to tell e sales story about a successful use of radio on the station.

Mr. Mahoney concluded by saying, "Think big with the confidence of selling a desirable product—not with fear and trembling, but with enthusiasm and daring.

"The future of radio is limited only by the extent to which those in the radio profession allow themselves to be intimidated."

A year later, in 1956, Mr. Mahoney became president of Good Humor Corp. His convictions about radio were not a "sometime thing." The company today places the major portion of its ad budget in radio.

U. S. RADIO has asked Mr. Mahoney once more to evaluate the state of radio, built around the five points of 1955, the last time the NAB convention met in Washington,

What follows is that analysis. Based on his experience as an advertiser, he states, "We know that radio is hard."

"Six years ago, speaking to an NAB convention, I had some harsh things to say about the state

'55 RADIO WAS ON ITS WAY OUT, THE STORY WENT

To most observers, radio's problems in 1955 were as much psychological as they were substantive. True enough, the sound medium had been handed a number of severe blows that could be calculated in dollars and cents, like the exodus of network radio sponsors and the drop in gross advertiser expenditures. At the same time, radio was creating its own problems. Its leadership was fleeing to tv and the panic was on. Mr. Mahoney called for radio to keep a cool head.



'61 In the six years since the NAB last met in Washington, radio has made a business-like adjustment to its own problems and has overcome many. It's a different medium today. Mr. Mahoney observes, and radio is the better for it. In analyzing radio's present status, Mr. Mahoney is quick to stress that from his own experience, Good Humor spending in radio has been wise and fruitful.



'55 "IT'S A NEW MEDIUM TO US"

"Maybe we like radio so much because our agency is too young to remember the great radio days of the thirties. All our boys can do is measure radio's present effectiveness against all comers. It's a new medium to us and we find it works. . . . In the hey-day of television, we have seen radio do a better sales job again and again. . . . It seems the radio industry is spending so much time chanting about the number of radio sets that you forget to mention the obvious—that radio can sell goods off the retail shelf. . . . Let's adjust to our changing markets and forget the wailing. Radio is a business. Every other business adjusts and radio rates no favors. Fight to have radio a separate medium."

of the radio business. You'll recall the way things were then: (1) rate card wars, (2) rigid programming, (3) untrustworthy and self-serving research, (4) panic in the face of tv's competition and (5) irrelevant and uninspired sales promotion.

"I felt that I could say those things in all frankness because I had been a proven friend of the industry, and as I had hoped, my criticism was received as constructive. Since that time, I've become a sponsor, one that has leaned strongly—and I think wisely—on the flexibility of radio in advertising our company's product, Good Humor Ice Cream.

"I've been asked to re-assess my criticism of the radio industry in the light of the past six years' experience. Overall, I'd say that there has been a spectacular comeback in many areas; and yet today, from the customer's point of view, radio is the most troublesome and uncertain medium he can buy. Let's analyze each one of the five points I made six years ago, see what's happened in each area and make clear what remains to be done.

"1. *Rate Cards.* You'll remember the time when almost every station

had two separate rate cards—for local and national media—and all the prices were 'asking prices.' Furthermore, they were complicated and confusing, practically inviting a buyer to tear them up and start hard bargaining. Radio wasn't selling radio, it was selling price—and the pricecutting made the whole industry cheap.

"What's happened in the past six years? Two very good things: first, most rate cards have been simplified to a point just about equal with an income tax form. This was quite an improvement. Secondly, high frequency packages have been introduced to the industry. Selling a package of 60 or 80 spots for a flat fee lowered costs of selling, induced many advertisers to try saturation radio campaigns for the first time, and proved to a lot of skeptics that 'unpopular' time slots could deliver surprising sales.

"That was all to the good. But after six years, I regret to say that integrity in a rate card is still a rarity in our business. There has been some tightening up, and a small percentage of stations mean what they say on their rate cards and

stick to it, but the great majority can be 'talked to.' As an advertiser with my first responsibility to my own company and its stockholders, I am forced to tell our buyers to take full advantage of the rate-cutting that exists. Nothing would delight me more than for those buyers to report that stations were holding the line, with our company as well as our competitors—because that would mean that a simple, honest buy was also the *best* buy that could be made.

"The second point still unresolved under rate cards is that there is still a local-national duality in prices. Radio is local selling and should be priced accordingly. There should not be one rate for national advertisers, one for local. Perhaps it does cost slightly more to handle national business, with national reps, but a rate for all spots could be set that makes allowances for differing profit potential. At the Good Humor Company, we come out with over 80 flavors in the course of a season. The profit in each item varies, but the price of Good Humor does not—we know that we need *all* the items to serve and satisfy our public. We'd be foolish to charge 14 cents for a

'61 "A SPECTACULAR COMEBACK"

"Some six years ago, speaking to an NARTB convention, I had some harsh things to say about the state of the radio business. . . . I felt that I could say those things in all frankness because I had been a proved friend of the radio industry, and as I had hoped, my criticism was received as constructive. Since that time, I've become a sponsor, one who has leaned strongly—and I think wisely—on the flexibility of radio in advertising our company's product, Good Humor Ice Cream. I've been asked to re-assess my criticism of the radio industry in the light of the last six years' experience. Overall, I'd say that there has been a spectacular comeback in many areas. . . ."

vanilla Good Humor and 16 cents for a strawberry shortcake Good Humor—yet that is exactly what is happening in radio. I submit that you are losing valuable time and effort making change.'

"Most important of all under the unresolved problems of rate cards is this: it's just too much trouble for the advertiser to bargain for, and then pay for radio time.

"Haggling over the rate card is bad enough, but I don't think there is a business in America today with as antiquated a system of billing as in radio. So many stations have a variety of forms for invoices, which rickles in to the advertiser sloppily made out and often two to three months late. You have no idea how much business is lost because sponsors have the ordinary business desire to be billed in a prompt, neat, uniform manner.

"2. *Programming.* Only half a decade ago, radio was 'cribbed, cabin'd and confined' by the rigid quarter-hour system. Breaking out of this pattern into a flexible, mobile method of operation is the greatest stride radio has made. Making the most of radio's unique capability for local

service, individual stations have taken on their own identity. No longer are local stations dominated by a few personalities; today, the personality of the station itself dominates, each of its performers fitting into the 'sound' or pacing of the individual station. And since stations themselves have come individualized, the individual groups that make up the audience can find a 'home' on the dial.

"This development serves both the commercial interest and the public interest. It provides the advertiser with choice of an audience; it provides the listener with choice of a 'sound.' And in an age of specialists, the new fm stations have carried out a unique and exciting role.

"But all good developments, unhappily, lead to abuses. The success of the news-weather-music-traffic 'total service' concept has all too often hardened into a pat formula that milks an area of its immediate profits, with little thought for the future. The scramble for consistently high ratings . . . has brought in a danger to the industry—the speculator who pays too much for a station, squeezes every drop of profit

out as quickly as he can and who then sells and gets out. This is the same breed of cattle as the corporate raider on Wall Street, always trailed by suckers who are bound to get hurt.

"Radio suffered quite a black eye during the payola scandals, and made an admirable—and I think successful—effort to clean up the mess. The memory of those days should be a powerful incentive for every station to keep the community interest constantly in mind.

"Radio needs more of the kind of ownership that programs for the long haul, constructing a station personality that will make money, make friends and build long term equity. In recent years, Metro Media, Westinghouse and Corinthian are all good examples of the kind of investors who have become citizens of the communities they serve.

"3. *Research.* Six years ago, most radio research was defensive in nature, aimed at selling against television, conflicting and generally unreliable. There have been real improvements here. More and more, radio research became qualitative,

(Cont'd on page 71)

Checking in at NAB? Be sure to

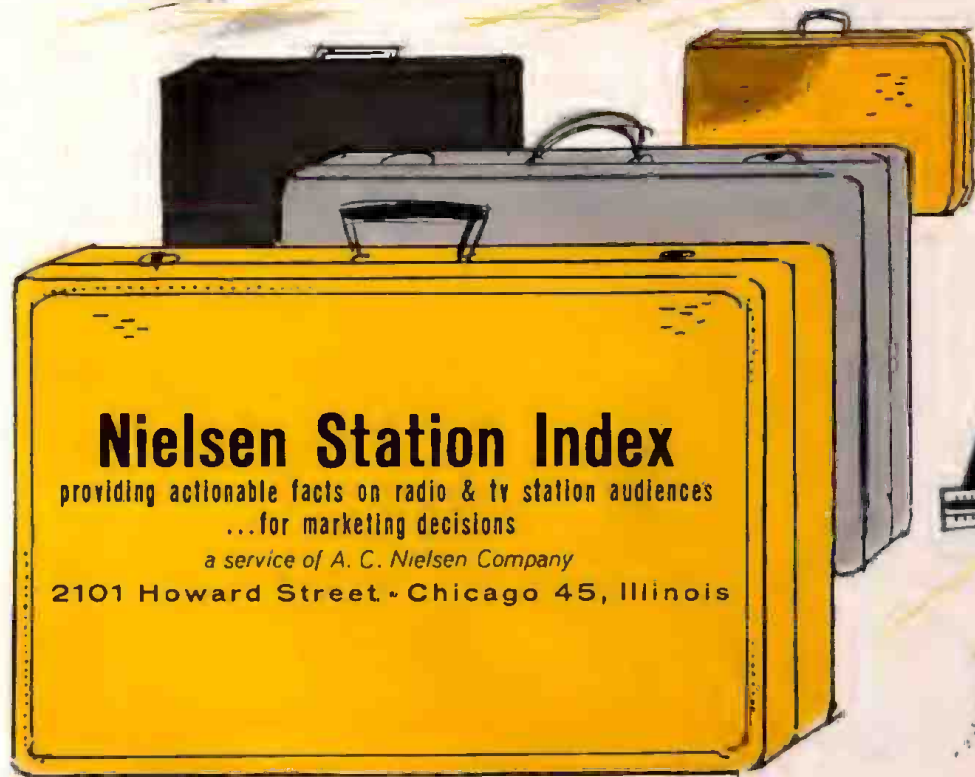


Nielsen Station Index (NSI) has been expanded to include *all* tv stations in the nation . . . over 560 of them. Here, for the first time, is a comprehensive source of station audience facts showing: tv use seasonally, market by market, station by station . . . with time period totals, ratings, audience composition, and other significant performance data . . . all, validated.

Similar information is available for radio in 32 major market areas which account for the bulk of U.S. radio listening.

Get the whole story:

Visit Suite A100 in the Sheraton-Park Hotel, in Washington, D.C., May 7 to 11. A complimentary copy of the new NSI Directory of TV Stations and Cities is waiting for you.



check out the facts of NSI and NCS!



Nielsen Coverage Service (NCS '61) gives both buyers and sellers of time current information (projected to 1960 U.S. Census) on which to base sales and marketing strategy. Here, for each station, (radio and tv) are reliable figures showing:

- ... the number of homes reached
- ... county by county
- ... day, night; daily, weekly

If you are a buyer of time, NCS '61 tells you whether the facilities you have selected cover your market adequately, or need supplementation.

If you are a seller of time, NCS '61 spells out your station's strong points in covering the area it serves.

For authoritative answers to:
how many? . . . where? . . . how often?
visit Suite A100 in the Sheraton-Park Hotel in Washington, D.C., May 7 to 11, or write to the address below.



Nielsen Coverage Service

providing actionable facts on radio & tv circulation
...for marketing decisions

a service of A. C. Nielsen Company

2101 Howard Street • Chicago 45, Illinois 1961

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14 VIEWPOINTS ON RADIO



Alan Newcomb, WBT Charlotte, N.C., commentator, gestures as he describes the station's Radio Moscow series, recorded units of Radio Moscow commentary plus six minutes of reply.

14 broadcasters have 14 different viewpoints on public service programming

WITH the mounting emphasis radio stations are placing on community involvement, public service programming is receiving newly-won attention.

Representative of the diversity in radio approaches were presentations heard last month in Pittsburgh at the Fourth Local Public Service Programming Conference, sponsored by Westinghouse Broadcasting Co.

No fewer than 14 individual broadcasting executives addressed themselves to such matters as "What lies ahead for radio programming in the community?" and "How should a radio station handle its responsibility to report the news?"

Mark Olds, program manager, WNEW New York, asks, "Should a station be all things to all people?" He thinks not. He believes a sta-

tion should define the kind of audience it wants to pursue and then go after it with appropriate programming.

The practice of comparing various types of radio should be halted, Mr. Olds comments. "The good in each type should be acknowledged and stations should be evaluated in terms of how well they succeed in serving the audiences they are aiming at." In selecting programming, Mr. Olds declares there is no substitute for a broadcaster's "own professional judgment."

In the area of public service programming, the program executive believes the most important factor is a station's "intent."

"Do you just want to be a 'good Joe' or do you want to do something and create something? The



Methods that "general" broadcasters can use to give greater attention to specialized groups are explained by Arnold Hartley, Key Broadcasting.



"There is an essential pattern of change in radio that is evolutionary," contributes Dom Quinn, program manager, KDKA Pittsburgh.



To the right of Mr. Quinn, Ivan Smith, Australian Broadcasting Co., believes that American radio needs "quality speech programs."

Mark Olds (foreground), program manager, WNEW New York, declares that a station should define the audience it wants to reach.



form of the public service effort is not the primary thing.

"We believe in spots. WNEW pioneered in short-take programming. We sell radio in spot schedules because of its cumulative reach and we program the same way. We believe you can create more attention through a series of spots. Therefore, our public service programming is done this way."

There are three different types of public interest spots on the station: (1) routine announcements that an organization provides; (2) spots that are written and produced by the station for special causes that it wants to champion, and (3) announcements performed by a station personality in his own individual style. Mr. Olds cautions that the last type of spot must feature a cause in which the personality believes if it is to be effective.

Jules Dundes, vice president and general manager, KCBS San Francisco, believes that "radio is neither a business nor an art, but an exciting mixture of both. Radio must adjust to the rapid changes of our living."

One of the great challenges to broadcasters, he says, is how to satisfy people with changing forms of radio.

"If listeners ever wanted more

than music, then they want more now."

To illustrate, Mr. Dundes refers to *Dimension*, short segments of recorded talk designed for integration into the local schedules of CBS-owned radio stations. "It is foreground programming for foreground listening."

The elements of *Dimension* are talk (but not chatter) and conversation, he explains. The object of the program is to provide or discuss an idea. "It gives a local air personality a chance to talk intelligently with his audience (before or after the recorded piece) adding dimension to the station and the personality."

Dimension takes many different forms:

- Celebrity human interest pieces.
- "Year 2,000"—projections on what life will be like then (for example, an interview with AT&T executive on what the telephone will be like then).
- Bennett Cerf anecdotes.
- Dorothy Kilgallen interviews with "people you'd like to know."
- "Yesterday's Hero"—interviews with American heroes of yesteryear and accounts of their accomplishments.
- Dramas—featuring American

portraits and life (for example, Raymond Massey in "Stonewall Jackson").

Mr. Dundes states that the *Dimension* library now has over 1,000 cuts, not counting special local pieces that stations make on their own.

Alar Newcomb, commentator, WBT Charlotte, N. C., host of the station's *Radio Moscow* series, terms Russian radio a "formula station." He says "it is a carefully planned format to promote the Communist line."

WBT records on tape about 20 hours of *Radio Moscow* a week. It selects the most representative commentary and breaks this down into five- or six-minute units for on-air presentation. After each segment, the station provides about six minutes of reply to the *Radio Moscow* commentary.

Based on his experience in monitoring *Radio Moscow*, Mr. Newcomb declares, "We need some of the communist dedication in serving our own purposes. Totalitarian radio has declared war on private radio. The Communists play on what they consider our chief weakness—no conscious coordination of effort directed towards a single goal. We must assure cooperative effort through enlightened self-preservation."

If broadcasters are going to do their share protecting the things America holds dear, they should admit their "personal involvement and do something to preserve the profit and loss statement itself."

Ken Draper, program director, KSTT Davenport, Iowa, says public service should underlie everything that a radio station does. He presents a simple formula that his station used in finding out what to program. "Go to your listeners and ask them what they need and want from their radio station."

The station did just that in transforming its farm programming from a 45-minute block to a streamlined *Accent on Agriculture*, in which markets and prices are stressed in short segments.

In the area of public service discussion programs, Mr. Draper says KSTT's *Public Forum* (daily, 9 to 9:55 a.m.) has created considerable comment and has been responsible for bringing many needed com-

(Cont'd on page 83)

With his back to the camera at right, Jules Dundes, vice president, KCBS San Francisco, outlines the features of *Dimension*, short recorded segments of talk programming on CBS-owned radio stations.



new world
of radio
equipment . . .

KEYED TO THREE TRENDS

These are the pacesetters at the 1961 NAB equipment display: Transistorization, Miniaturization and station Automation

IN the continuing effort to refine and streamline broadcast equipment, the transistor has become not only the keynote of this year's equipment display at the 39th annual NAB convention, but also the pivot upon which future developments are turning.

Linked to this is the trend toward miniaturization—smaller and more compact units, from the transmitter console to the tape recorder.

Indications are that automation which was just appearing on the horizon at last year's NAB meeting is now coming into clear focus.

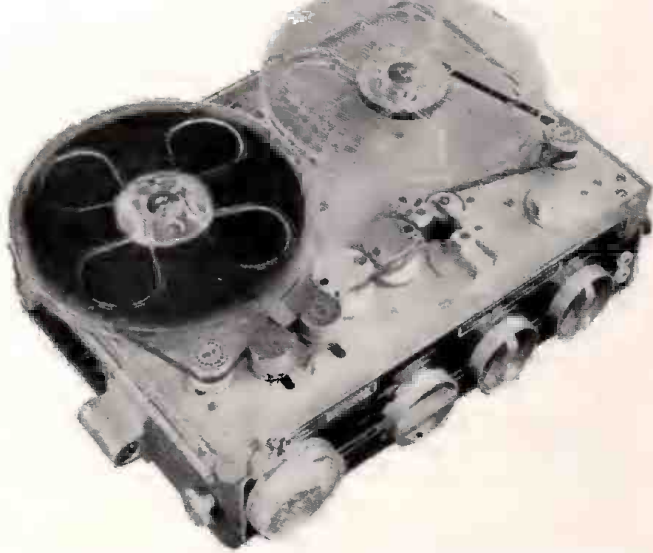
What does all this mean?

It means a greater ease in the handling of station equipment by non-technical executives. It means greater flexibility and quality in such areas as the remote broadcast through the portability of items like the miniature tape recorder. It means increased operational efficiency in time and manpower that can free the broadcaster from heavy and awkward burdens.

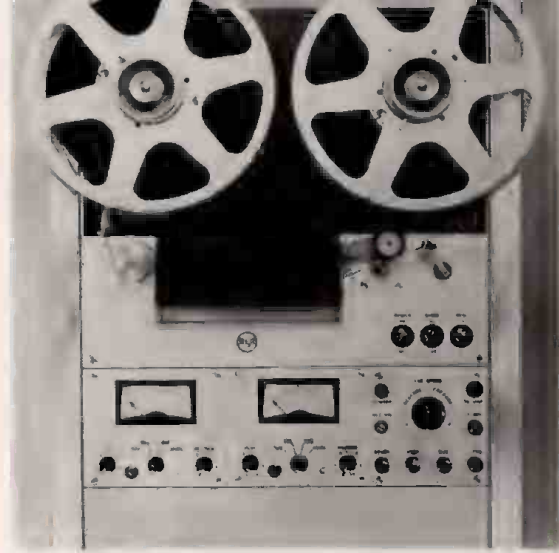
Here is a sampling of products being displayed in the new world of radio equipment by manufacturers and distributors responding to the U.S. RADIO NAB survey. All equipment displays, listed in italics as *Exhibit space*, are at the Shoreham Hotel. Many of the equipment manufacturers also have hospitality suites listed on p. 50.



ELECTRONIC APPLICATIONS' AKG D-19 MICROPHONE AND ST-200 STAND



SWISS MADE NAGRA PORTABLE TRANSISTORIZED TAPE RECORDER



RCA'S NEW RT-21 AUDIO TAPE RECORDER

• **Radio Corporation of America** is highlighting several new products at this year's NAB convention. The BTA-1R, a 1,000 watt am transmitter, according to RCA, "integrates the various requirements for increased power, remote control and Conelrad while staying within the limits of standard circuitry." One special feature of this transmitter is its easy adaptability to remote control operation.

Another featured transmitter is RCA's new 1,000 watt fm transmitter capable of handling either conventional or multiplex operations. An added convenience of this transmitter is the accessibility of the exciter which tilts out for easier servicing. The RT-21, a new professional audio tape recorder, features "an all-transistor design, easy speed change, interlocked record operation, variable cue speed control and half- or quarter-track recording."

The RT-7, the firm's new cartridge tape recorder, features automatic cue, an all-transistor design, remote control, plus interlocked recording and accurate timing. (*Exhibit space Main Ballroom*)

• **Collins Radio Co.** is featuring its automatic tape programming equipment along with many of its other broadcast products. Of special interest is the Collins' restyled and redesigned am and fm transmitters and a new three-channel remote. Because it is self-contained, the new fm transmitter can be adjusted without taking it off the air. Also new is the 20V-3 am transmitter whose key parts are described as easily accessible.

Collins states its entirely transistorized 212H three-channel remote amplifier is "about the size of two stacked Sears Roebuck catalogs." It has a built-in phone equalizer on two of the three channels which allows quick switching between the phone and mike positions. (*Exhibit space 31*)

• **Gates Radio Co.** is featuring several new products including an automatic Spot Tape Recorder, a portable cartridge tape production unit, a new transistorized plug-in amplifier system and new fm transmitters for 20, 15, 10, seven and a half, and five kilowatts.

On the Spot Tape Recorder, remote call-up can be made on any one of the 100 tape tracks by means of selection of a digital number from zero through 99.

The portable tape unit enables recording at any station location.

The new fm transmitters feature such developments as built-in remote control, longer tube life, lower cost and quieter operation. (*Exhibit space 30*)

• **Ampex Audio Co.** is displaying its 351 series of radio broadcast recorders and its 601-2 portables.

The new Ampex 354 model features a dual-channel chassis that fits into the same space as the single-channel of the 351 model. This provides "a two-channel console model and a rack mount version that fits into the same rack space previously occupied by a single-channel recorder." The 601-2 portable two-track stereophonic recorder accommodates tapes with "50 percent extra playing time" that gives the broadcaster 48 minutes of stereophonic recording time at seven and a half i.p.s. from a seven-inch reel. (*Exhibit space 28*)

• **General Electric's** custom work for the new WFAA-AM-FM-TV Communications Center in Dallas is described as being of particular interest to broadcasters. The audio system is completely transistorized. A stereo master control switching facility for am, fm and tv sound contains 11 stereo or 22 monophonic input channels. (*Exhibit space 29*)

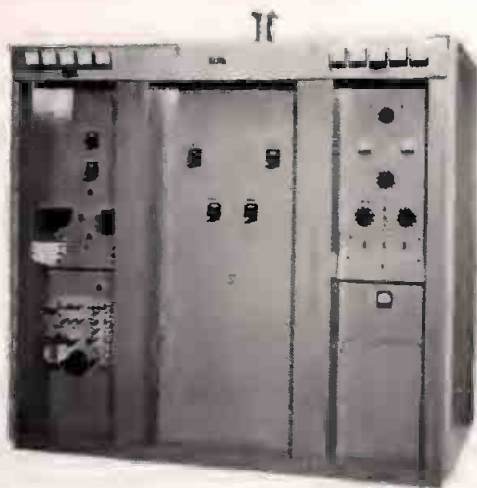
• **Programatic Broadcasting Service** is showing the latest model of its completely automated radio service and will provide demonstrations by playing the tapes of Programatic's "O-Vation-Music" programs. The machine will operate automatically for up to eight hours a day. (*Exhibit space 5*)

• **International Transmitters & Antennas Inc.** is featuring its line of one and five kw am transmitters; two- and three-channel and stereo consoles; one, five, 10 and 35 kw fm transmitters; the instant locating; instant cueing, maximum capacity Simplex for station automation as well as other allied equipment. (*Exhibit space 24*)

• **Fisher Radio Corp.** is displaying its new fm tuner, the Fisher fm-broadcast monitor, model FM-1000. The tuner can be used for relay reception and re-broadcasting of fm transmissions. Another product, the



AMPEX 351 AND 352P TAPE RECORDERS



GATES' NEW 20 KW FM TRANSMITTER (FM-20A)

A sample of the new and wonderful world of recorders, transmitters, and program repeaters displayed at the NAB meet

model X-1000 stereo control and power amplifier will "handle the most complex music wave forms without any trace of distortion," Fisher says. The Fisher Spacexpander, model K-10, supplies "the reverberation normally heard in acoustically perfect concert hall."

The Fisher fm-broadcast monitor, model FM-200-R, is the rack-mounted version of the FM-200 wide-band fm tuner. (*Exhibit space 34*)

- **Schafer Custom Engineering**, a division of Textron Electronics Inc., is displaying these products: Broadcast automation system (Model 1200) providing complete station automation; new Schafer spotter, S-200A; all new Schafer cartridge recorder 3000; the Schafer remote control system 400-R, and the firm's major attraction, the model 600, new minimum cost broadcast automation system. (*Exhibit space 21*)

- **Tower Construction Co.** has two new product types. One is the microwave prebuilt portable buildings that are shipped by rail or truck already assembled. These are designed for quick and easy installation. The electrical components are installed before being shipped from the factory. Tower is also introducing its new fibre-glass antenna covers. (*Exhibit space 42*)

- **Bauer Electronics Corp.**'s 707 model, a 1000/250 watt am transmitter, is being displayed again this year in kit form. Other featured products include the "Spot-O-Matic" cartridge tape system and a new remote control system, the SEL model TC-22. (*Exhibit space 7A*) ment. (*Exhibit space 18*)

- **Standard Electronics** is presenting its new 20 kw fm amplifier. The new amplifier can be driven by an existing 5 kw transmitter to effect a total output of 30 kw. To do this, Standard Electronics incorporates into the design of the amplifier its 5924-A vacuum tubes which are now in use in all its existing fm equipment. (*Exhibit space 18*)

- **MacKenzie Electronics Inc.** is displaying its "MacKenzie Instant Audio" automated multi-channel program repeaters, single-channel program repeaters and recorder playback units. (*Exhibit space 15*)



THE MACKENZIE ELECTRONICS "INSTANT AUDIO" PROGRAM REPEATER

- **Continental Manufacturing Inc.** is introducing an fm/multiplex modulation monitor. "Frequency and modulation of both main channel and sub-channel are monitored separately and simultaneously," says Continental. Other new items include a completely transistorized fm multiplex receiver designed for fm music services, and two transistorized audio/PA amplifiers at eight and 32 watts each. (*Exhibit space 23*)

- **General Electronic Laboratories** is demonstrating its Rust remote control system plus one and 15 kw transmitters. According to the firm, the basic features of the transmitter line include "a crystal-control modulation system, a field-proven multiplex exciter and sub-channel combination and direct power output determination by a self-contained wattmeter. (*Exhibit space 12*)

- **Hughey & Phillips Inc.** is exhibiting its new tower lighting isolation transformers, its remote lamp failure indicator system as well as demonstrations of tower light control and alarm units. (*Exhibit space 4*)

- **Gotham Audio Corp.** is showing its line of Neumann microphone systems and the Neumann AM-131 disc recording lathe that features a three-speed synchronous motor drive without belts, gears or chains. (*Exhibit spaces 34A and 34B*)

Collins creative engineer-design team is about to unveil three new Collins creations: an AM transmitter; FM transmitters; and a 3-channel remote amplifier. **But the fact that these three broadcast units have so many outstanding features is the real news.** It's also the reason the Collins creative team looks so proud in this picture.

COLLINS RADIO COMPANY



The three new pieces of equipment were not only designed at Collins, but will also be Collins manufactured. This is to assure the quality controls that are responsible for Collins reputation. Obviously, these units haven't been unveiled yet — they're still in the crates, but here are the drawings and some initial information.

CEDAR RAPIDS • DALLAS • BURBANK



Collins AM TRANSMITTER: completely and conveniently accessible throughout because the RF and audio chassis swing out and the power supply tilts up so that all components are exposed. The new AM transmitter's highly stable crystal — a concept pioneered by Collins — eliminates the necessity for the old-fashioned crystal oven. The transmitter also features direct forced air cooling, not just ventilating fans, as in many other AM transmitters. These are just some of the features of the new Collins 20V-3 1,000 watt AM Transmitter. Of course, one of its biggest advantages is that it's quality manufactured and custom tested at Collins, where each component is a personal thing with Collins engineers.

Collins FM TRANSMITTER: based on the outstanding, time-proven Collins 730 series, the new Collins 250 watt 830B-1 FM Transmitter is shown here with an accompanying amplifier which boosts its power to 5000 watts (830E-1). This FM transmitter has been "humanized" to make operation exceedingly simple (its vertical panel construction is one of the reasons) — all components are quickly



accessible and all adjustments can be made without taking the transmitter off the air. Each part has been carefully assembled, tested and integrated into the transmitter, at Collins. You'll also be surprised at the Collins FM transmitter's exceptional efficiency.

Collins REMOTE AMPLIFIER: a compact (about the size of two stacked mail order catalogs), 3-channel amplifier that is transistorized throughout. The 212H-1 has a built-in phono equalizer on two of its three channels to provide immediate cuts between phono and mikes. Eliminates equalizer and equalizer pre-amp. This new amplifier also includes a multiple tone generator: 100, 1000 and 5000 cps for immediate frequency response checks. Best of all, this remarkable new Collins remote amplifier is competitively priced.

This, and other new Collins broadcast equipment will be shown for the first time at the NAB Show, May 7-10. For descriptive literature and complete specifications write Collins Radio Company, Broadcast Sales, Cedar Rapids, Iowa.



Where They Are at the NAB

A listing of the exhibit space and hospitality suites for: equipment manufacturers and distributors, radio networks and representatives, program services and service groups.

RADIO EQUIPMENT MANUFACTURERS

(All "space" locations are in the Exhibition Hall, Shoreham Hotel; parentheses indicate location of hospitality suites). Aiken Communications Inc., *space 25-A*; Alto Fonic Tape Service, *space 41* (Sheraton Park, C-252-4); Ampex Audio Co., *space 28*; Automatic Tape Control Inc., *space 6* (Shoreham, F-207); Bauer Electronics Corp., *space 7-A*; Collins Radio Co., *space 31* (Shoreham, E-300); Continental Electronics Mfg. Co., *space 16* (Shoreham, E-200); Continental Mfg., *space 23* (Shoreham, G-200); Electronic Applications Inc., *space 43*; Fisher Radio Corp., *space 34*; Gates Radio Co., *space 30* (Shoreham, E-100); General Electric Co., *space 29* (Shoreham, G-600); General Electronic Laboratories Inc., *space 12* (Sheraton Park, D-404-6); Gotham Audio Corp., *space 34-A & 34-B* (Sheraton Park, B-223-5); Hughey & Phillips Inc., *space 4* (Shoreham, E-209); International Business Machines, *space 37-A*; ITA Electronics Corp., *space 24* (Shoreham, G-309); MacKenzie Electronics Inc., *space 15*; Magne-Tronics Inc., *space 37* (Shoreham, E-709); Minneapolis-Honeywell Regulator Co., *space 45*; Minnesota Mining & Mfg. Co., *space 22*; Moseley Assoc., *space 35-B*; Profit Programming Inc., *spaces 35-C & 35-D* (Sheraton Park, A-406-8); Programatic Broadcasting Service, *space 5* (Sheraton Park, B-423-5); Radio Corp. of America, Main Ballroom (Shoreham, G-100); Schafer Custom Engineering, *space 21* (Shoreham, C-404); Sony Corp. of America, *space 36*; Standard Electronics, *space 18*; Sarkes Tarzian Inc., *space 1* (Shoreham, D-802); Tower Construction Co., *space 42*; Utility Tower Co., *space 7* (Statler Hilton); Visual Electronics Corp., *space 11* (Shoreham, G-609); Vitro Electronics, *space 20* (Sheraton Park, B-523-5).

NETWORKS

ABC Radio (Sheraton Park, B-220); CBS Radio (Shoreham, C-500); Keystone Broadcasting System (Sheraton Park, D-700-02); MBS (Sheraton Park, E-420); NBC Radio (Sheraton Park, B-320).

RADIO REPRESENTATIVES

Alaska Radio Sales (Ambassador); AM Radio Sales (Jefferson); Avery-Knodel (Sheraton Park, E-126-8); Elisabeth M. Beckjorden (Shoreham); Charles Bernard and Country Music Network (Mayflower); John Blair (Hotel Washington, 205-06-07); Bolling (Sheraton Park, B-500); Branham (Mayflower); Broadcast Time

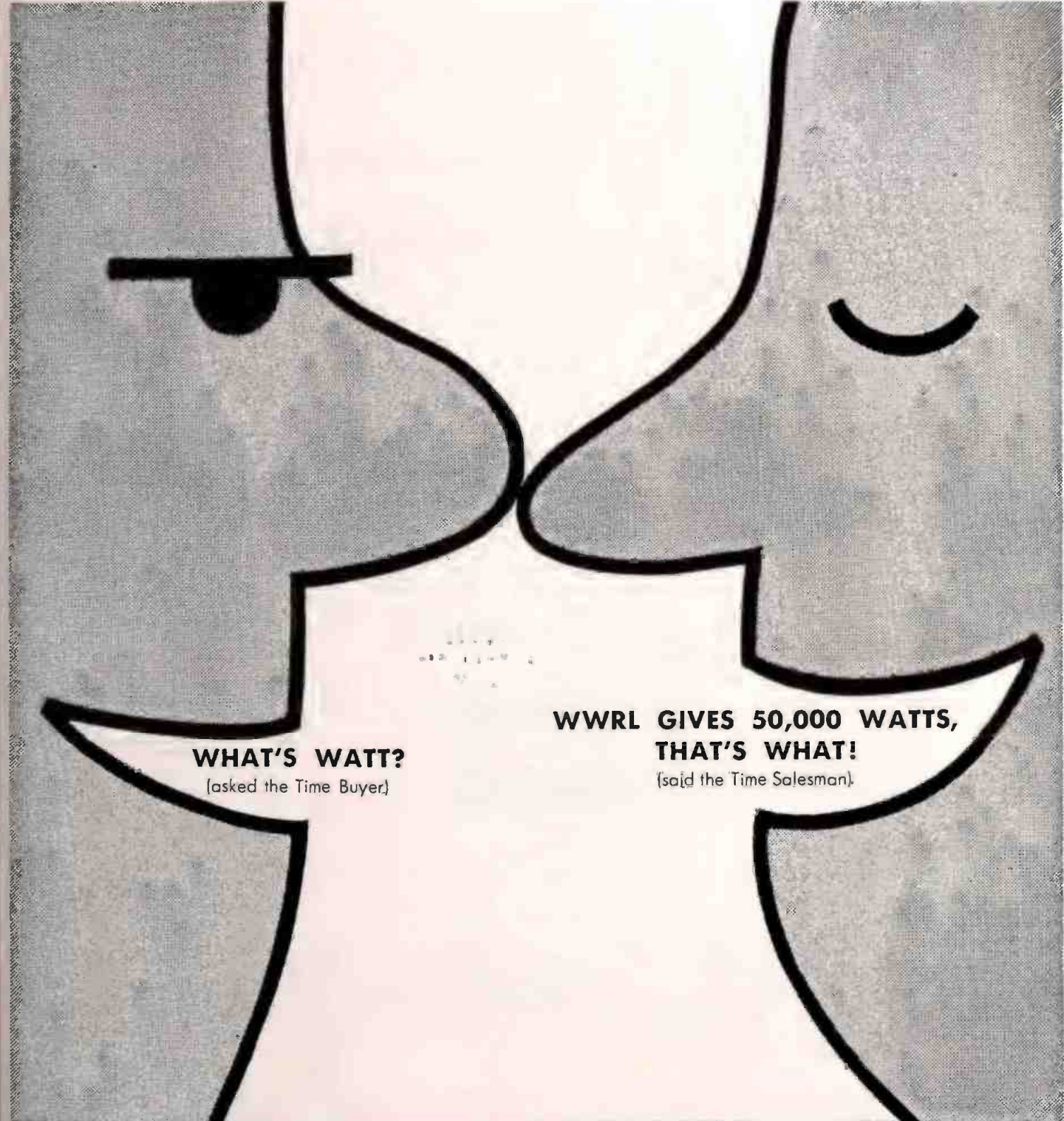
Sales (Willard); Henry I. Christal (Sheraton Park, M-458-60); Devney Inc. (Mayflower); Bob Dore (Sheraton Carlton); Robert E. Eastman (DuPont Plaza); Everett-McKinney (Shoreham); Gill-Perna (Sheraton Park, E-320-22); George P. Holingberry (Sheraton Park, F-340-41); Bernard Howard (Shoreham); H-R Reps (Sheraton Carlton, 400); Katz (Sheraton Park, E-520-22); Jack Masla (Statler Hilton); Daren F. McGavren (DuPont Plaza); Meeker (Sheraton Park, E-620-22); NBC Spot Sales (Sheraton Park); Peters, Griffin, Woodward (Mayflower); John E. Pearson (Hay-Adams); Edward Petry (Shoreham 100-C); Radio-Tv Reps (Sheraton Park, D-600); Paul H. Raymer (Sheraton-Carlton); Roy V. Smith Assoc. (Ambassador); Spot Time Sales & Western Fm Sales (DuPont Plaza); Vernard, Rintoul & McConnell (Sheraton Park, 489-91); Walker-Rawalt (Sheraton-Carlton); Grant Webb (Sheraton Park); Weed (Mayflower); Adam Young (Sheraton Park, C-140).

SERVICES

Associated Press (Sheraton Park, Franklin Room); Broadcast Advertisers Reports Inc. (Sheraton Park, M-658-60); Broadcasters' Promotion Assoc. (Sheraton Park, E-330-2); Futursonic Productions Inc. (Statler Hilton); Harry S. Goodman Productions Inc. (Sheraton Park, A-211-15); Hal Holman Co. (Shoreham, A-601); Lang-Worth Feature Programs Inc. (Shoreham, G-509); A. C. Neilsen Co. (Sheraton Park, A-100); Pams Productions (Sheraton Park, B-623-5); The Pulse Inc. (Sheraton Park, F-140-41); RCA Recorded Program Services (Shoreham, D-204-6); Record Source Inc. (Sheraton Park, M-589-91); Raymond Scott Enterprises (Windsor Park); SESAC Inc. (Sheraton Park, B-520-22); Standard Rate & Data Service Inc. (Sheraton Park, E-120-22); Richard H. Ullman Inc. (Shoreham, C-103); World Broadcasting System Inc. (Sheraton Park, M-689-91).

TRADE PUBLICATIONS

Advertising Age (Sheraton Park, D-200); Broadcasting and Television Magazine (Sheraton Park, Madison Room); Printers' Ink (Sheraton Park, S-510-41); Radio-Television Daily (Shoreham, E-100); Sponsor (Shoreham, G-803); Television Age (Sheraton Park, E-526-8); Television Information Office (Sheraton Park, A-511-15); Tv Guide-Tv Digest (Sheraton Park, D-706-8); U.S. RADIO and U.S. FM (Shoreham, G-803); Variety (Shoreham, B-300).



WHAT'S WATT?

(asked the Time Buyer)

**WWRL GIVES 50,000 WATTS,
THAT'S WHAT!**

(said the Time Salesman)

NOW! WWRL GIVES 50,000 WATTS

(Effective Radiated Power)

There's a big new sound in town . . . aimed at New York's big Negro/Puerto Rican market. And WWRL gets to the heart of this market with 50,000 watts of effective radiated power (thru high efficiency antenna array) in its major lobe . . . the area where most Negro/Puerto Rican families live. Remember: your dollar buys sell on WWRL.

New power! Louder & clearer to reach New York's big Negro/Puerto Rican Market



COMMERCIAL CLINIC

REALITY IN HUMOR GOOD COMMERCIAL MIX

Competition for the listener's ear prompts ad agencies across the country to seek out special techniques that create attention. Very often these methods, because they stem from an agency's operating philosophy, actually become an ad shop's hallmark.

Use of humor is currently at the forefront of attention-getting devices. And the way humor is applied very often represents an agency's trademark.

A highly defined image can be attributed to Papert, Koenig, Lois, New York, the talked about advertising firm that has taken such strides in its short history. An indication of the tack that is followed in the use of humor in its creative work is given by Julian Koenig, the young agency's young president and former copy specialist at Doyle, Dane Bernbach, New York. "We don't use a humorous approach to the copy. The humor is derived from the reality of the situation; so if we put it in terms of a human experience, the humor will take care of itself."

JULIAN KOENIG is copy specialist and president, Papert, Koenig, Lois.



While he doesn't deny the value of humor, Mr. Koenig asserts that the use of humor can be overdrawn. "To our way of thinking, humor is only a tool, but the basis of the copy is in reality. And to this we add good taste, steering clear of the conventional and hysterical nonsense that is inflicted upon much of today's advertising. We are trying to avoid the stereotype and I think we accomplish this by showing people as they really are."

Humorous effect, as opposed to affected humor, was the result of a PKL effort to sell pickled green beans.

Last summer, two New Jersey school teachers went to PKL with their own home made product, Dilly Beans. The prime challenge for PKL was to develop a commercial program that would introduce this unusual product into the highly competitive New York market.

The key to success lay in the careful creation of the commercial copy which was presented over WQXR-AM-FM.

DILLY BEAN campaign is typical of the agency's creative trademark.



The radio copy generally features a man and a woman involved in cocktail party chatter discussing the merits of the Dilly Bean:

(COCKTAIL PARTY SOUNDS)

GIRL: *Do you think Dilly Beans will replace peanuts and pretzels?*

MAN: *I never discuss politics.*

ANNCR: *We will now have 45 seconds of music to eat Dilly Beans by.*

MUSIC BRIDGE

ANNCR: *Dilly Beans are crisp green beans pickled in vinegar and dill. If your friendly neighborhood grocer doesn't have a jar—knock something off a shelf on the way out.*

Because demand far exceeded supply at the beginning of the campaign (before PKL, distribution was about 25 cases a week; this figure jumped to 1,500 weekly once the campaign was under way), listeners reported trouble in finding grocery stores that carried them. Once again PKL displayed its agility in easily adapting to the situation by coming up with this one:

SHE: *Let's go buy Dilly Beans.*

HE: *Great.*

SHE: *Bundle up.*

HE: *It's 90 degrees outside!*

SHE: *It may be the middle of winter before we can find a store that's got them.*

HE: *We now have 45 seconds of music to hunt Dilly Beans with.*

(VOLGA BOAT SONG)

As a tool, humor is fine garnishment of copy (an example of PKL's well-tooled humor: "Break the smoking habit—eat Dilly Beans). As the single means to the end of selling, it can smother the advertiser's purpose.

EVERYONE'S TALKING ABOUT

The BIG CHANGE in "BIG D"!



—and the biggest pace-setting change is on
WFAA • 820 • RADIO

"SOUTHWEST CENTRAL" . . . a completely new format with the emphasis on *electronic journalism* is the key to the great new sound on WFAA-820 RADIO in Dallas! Backed by the biggest advertising campaign in WFAA's history, all North Texas is finding a radio "home" that's informative and delightfully entertaining day and night! Originating from our new multi-million dollar "Communications Center" with all new equipment, WFAA-820's powerful 50,000 watt clear channel voice beams "Southwest Central" to an area of over 5 million people!

NEWS NBC News on the Hour followed by 5 minutes of State & Local News!

FEATURES Brief cut-ins all day long from WFAA's staff meteorologist, woman's editor, sports director, farm editor, and other human interest stories.

GOOD MUSIC with a special appeal to the young adult, comprising the best of the albums and the current top popular hits.

Your Petryman has an Audition Tape of the New "Southwest Central" from WFAA Radio . . . Call Him!

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

BROADCAST SERVICE OF THE DALLAS MORNING NEWS



RADIO FOCUS: IDEAS



TELLING workers behind the Iron Curtain a little about the American way of life are these two union stewards at the Pabst Brewing Co. The *Voice of America* broadcast was recorded at Milwaukee's WTMJ.

CELEBRATING the KBIG Santa Catalina promotion of Trewax are: (l to r) Harry Fox, Trewax president; Bob McAndrews, station manager, Jon Ross of the Tilds & Canz agency and Jerome Fox, Trewax v.p.



RADIO NEWSMEN George Brown (seated) of WOR New York and Len Whartman, resident correspondent for MBS, prepare copy for their newscast on the Eichmann trial. The light colored box on Whartman's belt is special receiving set leased by Israeli government that provides four separate translations.

NATIONAL DEFENSE promotion at KTRH Houston involved the placing of disc jockey Eric Goldmar in a sealed shelter



ROSLIN on the bow and away they go in Portsmouth, N.H., where WIEB held its Spring Hay Ride. Over 200 townspeople joined in the fun and festivities. While the station sponsored affair, Heart Fund contributions were accepted.



RADIO FOCUS: IDEAS
continued p. 58

MICHIGAN MARCHING FORWARD



Michigan Week
May 21-27

New horizons are dawning everywhere in mighty Michigan, center of the dynamic Great Lakes region. In industry, science, transportation, community development, and other fields, exciting new projects are pointing the way to even greater economic strength and vitality.

We invite you to march forward with Michigan—to share in the benefits of its growth and expansion. A good place to start is the WWJ Stations in Detroit, basic sales media in the business heart of the state.

WWJ AM and FM
RADIO

Detroit's Basic Radio Station



WWJ-TV

Michigan's First Television Station

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

Now ready to use... SRDS consumer market

SRDS May issues reflect actual market conditions reported in the 1960 census

Now you have at your fingertips the final, authoritative figures based on the 1960 census (the once-in-ten-year anchor figures upon which interim-year population and household estimates will be based.) This consumer market data in SRDS, current as of January 1, 1961, is selectively compiled and correlated for the special needs of people who use market data for media planning.

SRDS Spot Radio, Spot TV and Newspaper books contain latest figures on population, households, consumer spendable income and retail sales by states, counties, cities and the standard metropolitan statistical areas, as well as their new definitions as issued by the Bureau of the Budget.

Panel of media buyers shows strong reliance on SRDS media/market data and maps

In 1959 a national panel of 250 media buyers was formed to provide reliable information on the uses to which the SRDS books are put and to guide us in the development and improvement of SRDS services.

In the spring of 1960, two panel studies revealed the following pattern of use and indication of adequacy of SRDS maps and market data:

SRDS Editions	Maps or market data sections	% who USE	% who favorably evaluate ADEQUACY
Newspaper Rates & Data (N-94)	Maps	90.4	86.2
	Consumer Market Data	83.0	84.1
	Ranking Tables	80.9	85.1
Spot Radio Rates & Data (N-86)	Maps	97.7	89.5
	Consumer Market Data	94.2	94.2
	Ranking Tables	90.7	93.1
Spot TV Rates & Data (N-89)	Maps	97.8	87.7
	Consumer Market Data	95.5	93.3
	Ranking Tables	92.1	92.1

From this panel response, it seems reasonable to conclude that, in the normal process of market selection and media evaluation, market information and media information go hand-in-hand. Having them together in SRDS is a great convenience to both buyer and seller of space or time. So it makes sense for a medium to register its *whole* sales story by advertising its market and market coverage in the market data sections of SRDS and its special values as an advertising medium on the listing pages.

Note: To correlate USE of maps and data with user evaluation of ADEQUACY, only those panelists who answered BOTH questionnaires are recorded here. This number indicated in chart.

An exclusive, monthly media/market data service

Widely used by buyers of media because of all-in-one place convenience —

SRDS is the only service in the country that provides buyers of media with latest consumer market data, media maps, media listings all in one place, every month.

data based on **FINAL** census reports

NEW YORK

State, County, City, Metro Area Data

CITIES AND COUNTRIES
This list shows counties to which cities are located. Cities are listed in bold type.

Alabama—Canton, Montgomery, Phenix City, Wetumpka
Alaska—Fairbanks
Arizona—Phoenix
Arkansas—Little Rock
California—Los Angeles, San Francisco, San Diego, Sacramento, Stockton
Colorado—Denver
Connecticut—Hartford
Delaware—Wilmington
District of Columbia—Washington
Florida—Jacksonville, Miami, Orlando, Tallahassee
Georgia—Atlanta
Idaho—Boise
Illinois—Chicago
Indiana—Indianapolis
Iowa—Des Moines
Kansas—Topeka
Kentucky—Louisville
Louisiana—New Orleans
Maine—Portland
Maryland—Baltimore
Massachusetts—Boston
Michigan—Detroit
Minnesota—Minneapolis
Mississippi—Jackson
Missouri—St. Louis
Montana—Billings
Nebraska—Omaha
Nevada—Las Vegas
New Hampshire—Manchester
New Jersey—Newark
New Mexico—Albuquerque
New York—New York
North Carolina—Raleigh
North Dakota—Bismarck
Ohio—Columbus
Oklahoma—Oklahoma City
Oregon—Portland
Pennsylvania—Philadelphia
Rhode Island—Providence
Texas—Houston
Utah—Salt Lake City
Vermont—Montpelier
Virginia—Richmond
Washington—Seattle
West Virginia—Martinsburg
Wisconsin—Milwaukee
Wyoming—Cheyenne

State	County	City	Population		Area		Density		Metro Area		SRDS Data	
			1950	% of U.S.	Sq. Miles	Per Sq. Mile	Pop.	% of State	Pop.	% of Metro Area	Pop.	% of State
NEW YORK	Albany	Albany	12,000	0.02	10	1,200	120	120,000	1.2	120,000	1.2	120,000
NEW YORK	Albany	Albany	12,000	0.02	10	1,200	120	120,000	1.2	120,000	1.2	120,000
NEW YORK	Albany	Albany	12,000	0.02	10	1,200	120	120,000	1.2	120,000	1.2	120,000

SRDS Consumer Market Data Summary United States, Regional, State Totals

Year	Population	Households	Total Radio	Total TV	Total Radio-TV	Radio per 100	TV per 100	Radio-TV per 100	Radio		TV		Radio-TV	
									Pop.	% of U.S.	Pop.	% of U.S.	Pop.	% of U.S.
1950	150,000,000	50,000,000	100,000,000	100,000,000	200,000,000	66.7	66.7	133.3	133.3	266.6	266.6	266.6	266.6	
1951	155,000,000	52,000,000	105,000,000	105,000,000	210,000,000	67.7	67.7	135.4	135.4	271.1	271.1	271.1	271.1	

Composite Table of Metro Area Rankings

METRO DATA





OHIO



SRDS media/market maps are revised regularly to give a quick, accurate picture of the over-all market ... population concentration, type of daily media available, county outlines, and cities.

SRDS

Standard Rate & Data Service, Inc.

The National Authority Serving the Media-Buying Function
C. Laury Botthof, *President and Publisher*    
5201 Old Orchard Road, Skokie, Ill., Yorktown 6-8500
SALES OFFICES: SKOKIE • NEW YORK • LOS ANGELES • ATLANTA

WONG
WONG



...IN RADIO
FOR THE
40th
CONSECUTIVE
YEAR IN
THE GREAT
SOUTH BEND,
INDIANA
MARKET!

5000 Watts . . . The Most
powerful in Northern Indiana



960 KC
WSBT
SOUTH BEND, INDIANA
FIRST IN SOUND ADVERTISING

RADIO FOCUS/IDEAS

Cont'd from page 54

PROMOTION

In an effort to save the central New York area from a possible unemployment problem, **WONG** Oneida went on the air with an appeal to the public spirited citizenry. The difficulty arose when it was learned that the Air Materiel Section of nearby Griffiss AFB was subject to a shut-down by the Air Force. A citizens' committee meeting was held one evening and the next day **WONG** began a 12-hour appeal for signatures for a special telegram, to be sent to President Kennedy, describing the unemployment hazard of shutting down the section of the Air Base that employed over 6,200 local civilians. The station and the committee were able to attach about 10,000 signatures to the telegram over which, the station states, "the President became very interested and asked to see." . . . **WIP** Philadelphia is publishing its Tunedex (a listing of the top songs and albums) in braille, for the benefit of the institutions for the blind in the area. . . . An opportunity to win one of 281 prizes is being offered to the listeners of **WQXR** New York who take advantage of a "50 words or less" contest on why they like to listen to the station. The promotion is being carried via on-the-air announcements, space ads in several New York papers and direct mailing to approximately 100,000 persons. First prize is a three-week trip to Europe. . . . **KRAK** Sacramento painted some bus stop benches that promoted the station; then promoted that promotion by asking listeners to write in the location of the benches. Design on the benches introduces the new logo-type of **KRAK**. . . . **WIBG** Philadelphia asked its listeners to call a specific telephone number for a message from Ironwear Hosiery. The station states that 500,000 listeners made calls to the number at a rate of over 6,500 per commercial. . . . Final tabulation on the response to **WRCV** Philadelphia "Big Band First Anniversary" promotion showed that 12,511 cards and letters favoring continuation of the Big Band policy were posted to the station. . . . The heart beats of a celebrity is the first in a series of clues given by **WQXI** Atlanta to-

wards the discovery of name of the celebrity. New clues are given daily in a descending order of difficulty. Winners get a three-day trip to the Kentucky Derby. . . . **Mother's Cookies** of Oakland and **KCBS** San Francisco promoted each other at the San Francisco Home and Hi-Fi Show by filling a jar with **Mother's Cookies** and then asking visitors to the **KCBS** booth to guess the number of cookies in the jar. **KCBS** reports that nearly 5,000 entries were received. Winner was awarded an all-expense, three-day trip for four to Reno.

PROGRAMING

The Eichmann trial, and the "Man in Space" probe are presently lime-lighting radio journalism. Much of the credit for the fast, accurate coverage that American broadcasters are giving to the Eichmann trial goes to the Israeli government for its arrangement of press facilities there, especially the four-channel transistor radio providing translations. In addition to the network coverage, many individual stations either on their own, or through various services, are devoting a part of their daily schedules to the trial. **WERE** Cleveland reports that it is using three services (*Look*, *Radio Press International* and *Syndicated Broadcast Features*) in its attempt to give a comprehensive report of the activities in Jerusalem. Other stations, such as **WNEW** New York, **WBZ** Boston and **CKGM** Montreal, have their own newsmen at the trial. . . . When the "Man in Space" operation reaches the countdown stage, coverage will be provided by the pooling of four networks in what has been described as "one of the largest coordinated news teams ever assembled." Selection of responsibilities in the actual coverage was made by a drawing. While the radio coverage will be fed simultaneously to all networks, cutaways for individual commentary and news inserts will be permitted. . . . **KEX** Portland, Ore., is running a series of seven half-hour commentaries entitled *Countdown for Tomorrow*. In this report, the station says, "people intimately involved in Project Mercury relate how they are preparing for man's imminent first

(Cont'd on page 60)

QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND



QUALITY IN THE SADDLER'S CRAFT IS REPRESENTED BY THE WORLD FAMOUS SMITH-WORTHINGTON FORWARD SEAT SADDLE. CUSTOM MADE IN HARTFORD, CONNECTICUT, A HARTFORD FIRM SINCE 1794, THE SMITH-WORTHINGTON SADDLERY COMPANY IS THE OLDEST ORGANIZATION OF ITS KIND IN THE NATION.

QUALITY IN BROADCASTING IS THE HALLMARK OF WTIC TELEVISION AND RADIO WHOSE FIRST CONSIDERATION IS ALWAYS THE VIEWER AND LISTENER.

WTIC-TV 3 CBS Affiliate

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WTIC 50,000 watts NBC Affiliate

REPRESENTED BY THE HENRY J. CRISTAL COMPANY

In Rochester, N.Y.

People Are Switching

FROM "TIRED" Radio

TO WVET 1280 KC

- FOR MUSIC THEY LOVE
- NEWS NAMES THEY KNOW
- COMPLETE NEWS COVERAGE

BASIC NBC AFFILIATE

WVET RADIO, Rochester 4, N. Y.
Nat'l Rep.: Robert E. Eastman & Co., Inc.

3 LOCAL RADIO STATIONS IN 1

That's what you get when you buy time on

BIG 5,000-WATT

WFHR

WISCONSIN RAPIDS

with full time studios in MARSHFIELD AND STEVENS POINT

BIG Coverage at Lowest Cost-Per-Thousand . . . 20 Years of Local Radio Service

WFHR

WISCONSIN RAPIDS, WISC.

Phone HA-3-7200

Represented by Devney, Inc.

RADIO FOCUS/IDEAS

Cont'd from page 58

flight into outer space." The series was produced by KDKA Pittsburgh. . . . WNEW New York ran a one-hour special entitled *Man in Space* on April 23. Featured was Martin Caidin, author of 26 aeronautical books, expressing his views on man's space challenge. . . . With the Civil War Centennial at hand, WAAF Chicago has begun a four-year series entitled *Civil War Diary*. Series will consist of daily one-minute capsules of events that occurred on the corresponding day 100 years ago. . . . WSB Atlanta is programming the same type of series, except that its capsules will be five minutes in length. . . . With the advent of the pleasure-boating season, WTIC Hartford, Conn., and KING Seattle are launching marine weather shows. WTIC is providing a weekend service beginning Friday nights while KING is extending its report to Thursday nights as well. . . . WBUD Trenton, N. J., has inaugurated a daily editorial series that will deal with local problems and activities. . . . KFRC San Francisco is now broadcasting 24 hours a day. . . . WKLV Providence, R. I., began broadcasting April 3. The 50,000 watt am station, represented nationally by Daren McGavren and in New England by Foster and Creed, has a dial position of 990 kc. . . . Storer-owned WSPD Toledo, Ohio, is now settled in its new quarters containing three control studios each of which is equipped, the station points out, with a new dual-channel console, tape equipment and turntables.

BUSINESS SIDE

In addition to programing and operational changes, the newly-housed WFAA Dallas has announced the adoption of a single-rate policy. "We believe the single rate is fair to all advertisers," says George K. Utley, WFAA station manager. He also notes that the single rate card includes various package and discount plans. . . . A telephone call will permit potential KYW Cleveland advertisers to hear examples of current or forthcoming spots being run on the station. Called "Tele-Check," the system has three separate tele-

phone message repeater units utilizing one announcement per unit. What the potential customer hears over the phone is a KYW personality introducing the spot and then following it with details on schedule, frequency, audience reached and other available information. . . . KSTN Stockton, Calif., has signed a 52-week contract with the local distributor for the Douglas Oil Co. For the first 90 days, the frequency will be 20 spots a day, with the remainder of the year's contract running at 24. The one-minute announcements are aired on the hour and begin with a time signal jingle. Copy runs according to the expected audience composition; that is, housewife appeal for mid-morning and afternoon times, the masculine approach for drive times and copy geared to teenagers during the early evening hours. . . . The Automobile Club of Southern California has taken a 13-week renewal on KNX Los Angeles for the sponsorship of CBS's *The World Tonight*. . . . Sponsoring the entire schedule of this season's Chicago Cubs baseball games over WGN will be Oak Park Federal Savings & Loan Assoc., G. Heilman Brewing Co. and Magikist Services Inc. . . . Chip Steak, a type of frozen minute steak, has taken 13 weeks of the WEBR Buffalo *Sing Along Spell Down* broadcast Sundays from 3-4 p.m. . . . The Katz Agency, New York, has been selected as the national sales representative for KSD St. Louis and WAVE Louisville. . . . KQBY San Francisco and KBUZ Phoenix, both Sherry Gordon stations, have appointed Adam Young, New York, as their national representative. . . . KSFE Needles, Calif., has selected Grant Webb, New York, as national representative. . . . Jupiter Broadcasting Inc. has purchased WSAI-AM-FM Cincinnati and has appointed Robert E. Eastman Co., New York, as national representative. Ohio Stations Representatives will handle all Ohio sales. . . . WSOC Charlotte, N. C., is attempting to stem the tide of depression talk through its "Business is Good" campaign. Working with the local Chamber of Commerce and Charlotte business men, WSOC is broadcasting periodic statements and facts and figures on business conditions.

EXCLUSIVELY SPOT RADIO



“*CREAM OF WHEAT” cereal utilizes the efficiency and flexibility of spot radio for increasing its total share of the hot cereal market.

Why? . . . Because spot radio sells the cereal market at just the right times and in just the right market areas.

Spot radio, the exclusive “Cream of Wheat” advertising medium, can work for you too . . . your H-R man will sell you now.

**Through BBD&O, Minneapolis*



The simple facts about business magazine

- 1.** In the 20 years since 1940, advertising dollars invested in trade publications have increased from \$64,000,000 to \$600,000,000 annually — a rate of growth second only to television.
- 2.** Readership of business publications, according to McGraw-Hill study, is up sharply since 1950. The reason: Greater demands on the knowledge and ability of business executives who must keep up with the pace and competition of American business.
- 3.** Today a great need exists for alert, courageous, professional business publications in every field — publications that reach their fields.
- 4.** The top book in the average trade field, according to a widely-quoted McGraw-Hill study, delivers 66% of the executives allied to that trade category. The top three publications deliver 92%. It was noted that an increased-cost-per-qualified reader and a reduced-degree-of-influence accompanied each publication in descending order. The stated conclusion was that it pays to concentrate advertising dollars in the top book or books for your purposes.

advertising and readership are these:

- 5.** SPONSOR tops its field by a much wider margin than the average leader. A survey (not made by SPONSOR) based on the full agency-advertiser mailing list of a big national representative showed SPONSOR ahead of other magazines with a whopping 89.9% readership. A recent study of New York ad agency readership conducted by a general advertising publication showed SPONSOR leading its nearest broadcast competitor by 27% in total readers, but—more significantly—some 70% ahead in the “magazine read most” category.
- 6.** SPONSOR’S page rate (\$625) is about 8% less than the magazine that rates second in most surveys.
- 7.** The busy ad executive is kept fully posted and protected with one broadcast book specializing in the things he wants to know. Its new SPONSOR-WEEK, added to the eight yellow pages, interpretive articles in depth, and informative departments, provide agency/advertiser readers with a complete weekly package. SPONSOR serves a demanding field and works hard to give it the best service possible.
- 8.** Thus, SPONSOR is the one publication fully keyed to your spot sales objectives. It’s the shortest distance between buyer and seller.

RADIO FOCUS: PEOPLE



PRESENT at creation of WPTF Raleigh, N.C., Wolfpack Sports Network are: (l to r) Roy B. Clogston and Earle Edwards of N.C. State College, and WPTF's R. H. Mason.



NEWS ANALYST Dr. John T. Dempsey (l), WJBK Detroit, and John Grubb, program dir., receive award for Mr. Dempsey's news show from civic leader Mrs. Alice Spencer.



NEW FCC Chairman Newton Minow (l) meets with Ben Strouse, president of the Broadcasters' Club of Washington, at a special reception.



TRIBUTE from Mitch to WEBR Buffalo for the station's contribution to "Sing Along Radio." Accepting the award is WEBR's program director Bill Schweitzer who helped start idea.

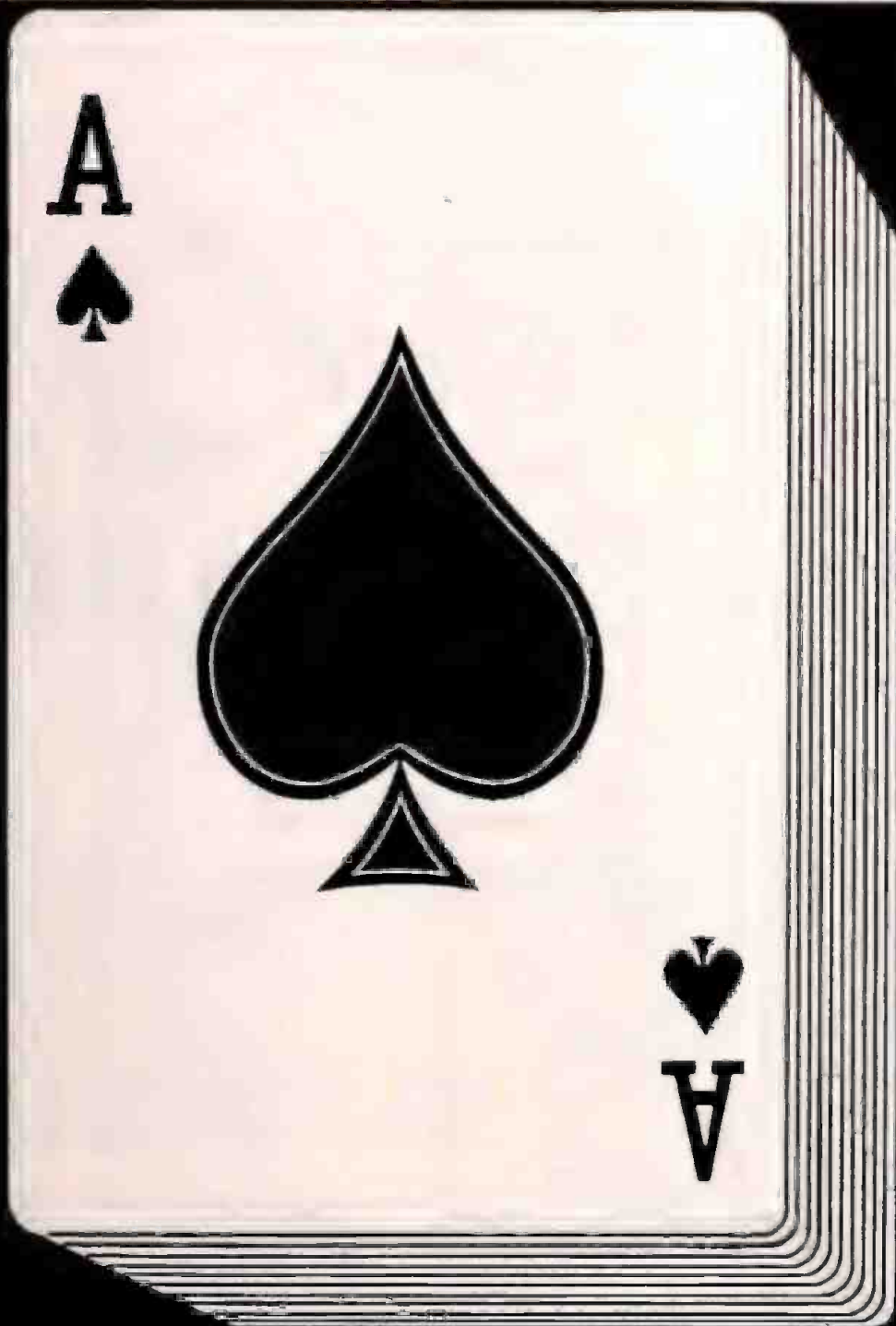


UNITED Community Service award to WEOL Elyria-Lorain, Ohio, for radio effort in UCS campaign. Accepting the award from Weldon Case (l) is Paul Nakel, WEOL general manager.

RADIO & Tv Representatives Assoc. of Atlanta presents awards for best production of commercials to Liller, Neal, Battle & Lindsey personnel. Making presentation is Bill McKue (third from l) of H-R Reps. Liller people are (l to r): Pam Tabberer, William Neal, Mr. McKue, Clay Scofield, Charles Hull and Mary Jean Meadows.



RADIO FOCUS: PEOPLE
continued p. 66



A FULL DECK of "Musical Sales Effects"

52 new sounds that sell — each a new dimension in sound, offering distinctive sales and programming possibilities. Here in a single album are fresh, inventive combinations of excitingly original music and sounds custom tailored for your station's personality.

Be sure to audition "MUSICAL SALES EFFECTS" and the other dynamic "DRUMMERS"* discs at the SESAC Hospitality Suite, NAB Convention.

SESAC RECORDINGS • 10 COLUMBUS CIRCLE • NEW YORK

® trademark

RADIO FOCUS/PEOPLE

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AGENCIES

With the merger of Geyer, Morey, Madden & Ballard, New York, and Western Advertising, Chicago, Donald J. Powers, senior vice president of Geyer, assumes the chairmanship of the new Western Division executive committee. Western's president, Lee H. Hammett, will retain his title. . . . In another move at Geyer, H. Victor Hollingshead, former media director of Grant Advertising's Detroit office, becomes associate media director of Geyer's Detroit shop. . . . Ogilvy, Benson & Mather copy specialist, Pierre Garai is now a vice president of the firm. . . . Robert G. Minicus joins William Esty, New York, as an account manager for P. Ballantine & Sons. . . . New copy chief of Ogilvy, Benson & Mather is David B. McCall replacing David Ogilvy who vacated the position to devote his time to executive matters. . . . Curtis Berrien steps into the newly created duty of creative director of Lennen & Newell, New York,

and assumes position of senior vice president. . . . Hal Rover, formerly with Compton, is now with Stauffer, Colwell & Bayles, New York, as vice president and supervisor of the Lipton Tea account. . . . Norma Strassman is now with Chirurg & Cairns, New York, as broadcast time buyer, she was previously with Doherty, Clifford, Steers & Shenfield. . . . Edward J. Schultz is the new executive vice president and general manager of Wenzel & Fluge, Chicago.

REPRESENTATIVES

Appointed to John Blair's Blair Group Plan staff are Jay Whalen, formerly of the Katz Agency; Joseph Knap, previously with Wesley Assoc. as media director, and Ralph McDermid Jr., former announcer for the Armed Forces Network in Europe. . . . Pat Gatto of WHEN-TV has joined Bob Dore Assoc. as manager of the Chicago office and Jack Sweeney has joined Dore's New York office as an account executive. Sweeney was formerly with Sann & Kelley, newspaper representatives.

. . . Glenn Gilbert is the new manager of the Detroit office of AM Radio Sales. He comes to AM Radio from Avery-Knodel, Detroit. . . . A top level reorganization at Adam Young, New York has resulted in the appointment of James F. O'Grady as executive vice president of Adam Young Inc., and Young-Tv. Stephen A. Machinski is now general sales manager and vice president of both companies. . . . Radio account executive Robert J. Horen has moved over to the radio sales staff of the Daren McGavren Chicago office from Radio-Tv Reps, Chicago. . . . Jack Burke promoted to the managership of CBS Radio Spot Sales, Chicago. . . . Fred Adair, formerly with MCA, is now manager of the San Francisco office of Robert E. Eastman. . . . The Bolling Co. has appointed Robert S. Hix as the manager of its Denver office.

STATIONS

By implication, "prime time" in radio would mean that there are
(Cont'd on page 68)



Radio
WOLF

the winner in Syracuse!

Now Number One!

MUSIC

NEWS

SPORTS

900

1000

1100

1300

14

1490

E. E. "Woody" Erdman, President

Adam Young Inc., National Representatives

Joel Fleming, Vice Pres.-Gen. Mgr.

BMI

Salutes these

APRIL AWARD WINNERS

Over the years BMI has been proud of the honors awarded to the composers affiliated with it and to the music, the performing rights of which it licenses... among the honors awarded to music and men during the month of April, these were outstanding...

1961 PULITZER PRIZE

Walter Piston

Previous Pulitzer Prize winner in 1948

for "SYMPHONY No. 7"

ACADEMY OF MOTION PICTURE ARTS AND SCIENCES "OSCAR"

"NEVER ON SUNDAY"

by

Manos Hadjidakis

Best Song of 1960 as performed in the motion picture
"Never On Sunday"

And congratulations also to these BMI affiliated writers who were honored by NARAS (National Academy of Recording Arts and Sciences) for their recording achievements:

Ray Charles Miles Davis Gil Evans

Bob Newhart Marty Robbins

THE GOLD MEDAL FOR MUSIC OF THE NATIONAL INSTITUTE OF ARTS AND LETTERS

(Presented once every five years)

Roger Sessions

1961 GRANTS OF THE NATIONAL INSTITUTE OF ARTS AND LETTERS

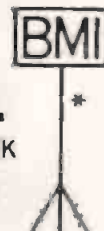
Halsey Stevens Lester Trimble

Yehudi Wyner

NEW YORK MUSIC CRITICS CIRCLE CHAMBER MUSIC AWARD

Elliott Carter

BROADCAST MUSIC • INC.
589 FIFTH AVENUE • NEW YORK 17, NEW YORK
SERVING MUSIC SINCE 1940



RADIO FOCUS/PEOPLE

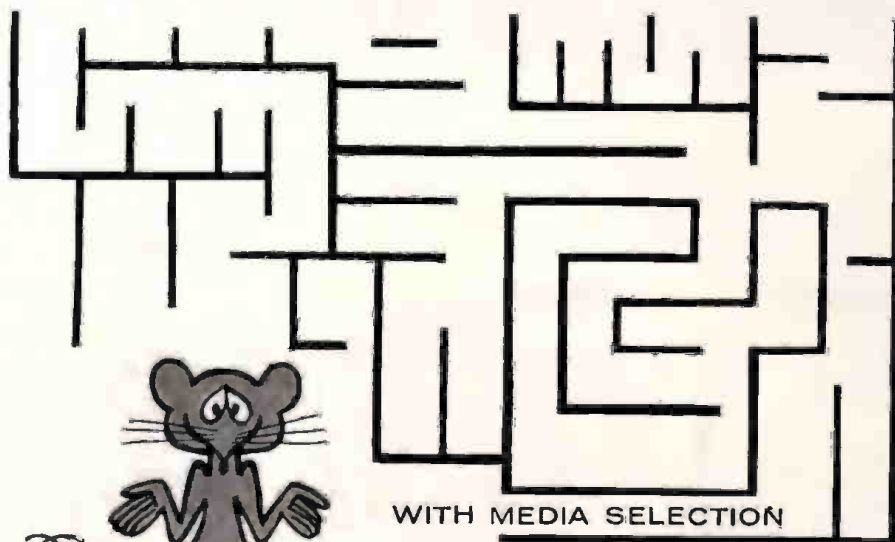
Cont'd from page 66

some hours that must be considered "non-prime." According to Stephen B. Labunski, manager of WMCA New York, in a speech to the Kansas Assoc. of Broadcasters, there should be "24 hours of prime time a day by putting 'prime' ingredients into every minute of every hour for the benefit of every listener." Mr. Labunski went on to say that "during the early days of television, radio stations emphasized the availability of vast listening audiences outside

the home—especially in automobiles—during the 7-9 a.m. and 4-6 p.m. time slots." But he pointed out that the concept of radio's responsibility has changed—"merely playing music, reading commercials and giving the time and temperature represents a completely inadequate service to the listener of the 60's. What was once a sure-fire formula for attracting audience and obtaining advertisers has now become a somewhat tired and unimaginative routine utterly lacking in the kind of accomplishments radio can and should be making as a major communica-

tions medium." And he added, "While the fundamentals are all right, we cannot and must not stop there and be satisfied with such use of the airwaves without some better, more substantial purpose if we are to be responsible broadcasters and custodians of a public trust."

Richard C. Sheppard is the new manager of WGR Buffalo. He held the same position with WHAM Rochester. . . . Theodore H. Walworth Jr. has been elected vice president and general manager of WNBC and WNBC-TV. He was formerly director of sales for WRCV-TV Philadelphia. . . . John J. Heywood is the new vice president and treasurer of the Crosley Broadcasting Corp., Cincinnati. Mr. Heywood left the position of director of business affairs with NBC-TV to join Crosley firm. . . . Jay Spurgeon has been promoted from account executive to station manager at KMEQ Omaha. . . . WDTM (FM) Detroit now has the services of George S. Milroy as its sales manager. . . . The new KISN Portland, Ore., sales manager is Don Hedges. . . . Terrence S. Ford moves up to the position of promotion director of WHK-AM-FM Cleveland. . . . Dick Kelliher is the new national manager of KFRC San Francisco. He was with Adam Young, New York, as assistant national sales manager. . . . W. Lee Roddy has been named director of sales for KMLA-FM Los Angeles. . . . Gene Loffler former general manager of KCOG Centerville, Iowa, is now manager of KVOY Yuma, Arizona. . . . Robert Jenkins is the new general manager of KMNS Sioux City, Iowa. . . . Tom Lawrence formerly of *Look* magazine has joined the sales staff of WRCV Philadelphia. . . . Jeff York is the new general manager of KSON San Diego. . . . New manager of WKNB Hartford, Conn., is William F. Schnaudt. . . . Bill Fallon of WICE Providence, R. I., has been promoted to the post of national sales manager. . . . Ronald R. Wren is the new manager of advertising and promotion for KGO San Francisco.



WITH MEDIA SELECTION
BECOMING INCREASINGLY MORE
COMPLICATED . . .

YOUR NO. 1
BUY IS STILL



KEWB

In San Francisco, as always, consistently high ratings . . . consistently low cost-per-thousand . . . all day long or all year long. You're never "out of season" on KEWB, number one buy in its third year and currently delivering 101 adults in every 100 homes, all paying close attention!

PULSE: AUDIENCE COMPOSITION
JAN-FEB, 1961
TOTAL RATED PERIODS

national representatives:
The Katz Agency, Inc.

CROWELL-COLLIER BROADCASTING CORPORATION "First in Contemporary Communications"
A SOUND CITIZEN OF THE BAY AREA

NETWORKS

In a chain of top administrative re-
(Cont'd on page 70)

**This issue
of U. S. RADIO
is representative of
those
to come**

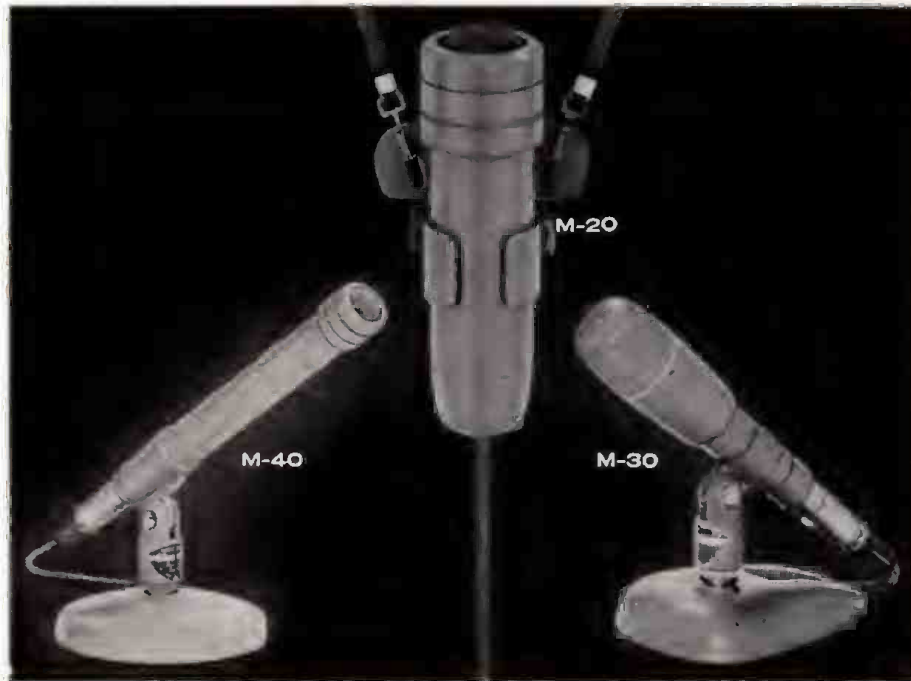
**If radio
advertising is
important to you
then U. S. RADIO
is, too**

**U. S. RADIO
is dedicated to radio.
It probes radio
problems, checks
radio facts, presents
the true importance
of radio—
constructively,
forcefully,
impressively. It is
your window to
better use of radio.
Its dedication to
radio advertising
is total and complete.
You need
U. S. RADIO
in your own name.**

USE CARD ATTACHED!

These three Collins dynamic microphones feature the Dynaflex non-metallic diaphragm. They're handsomely designed, yet rugged enough to take in stride temperature extremes, shocks and humidity. The Dynaflex diaphragm gives you a smooth response over a wide frequency range.

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



M-40 response 40-20,000 cps • output -57 db • 9½ inches long, 1 inch in diameter • 11 ounces. M-30 response 50-18,000 cps. • output -57 db • 6½ inches long, 1¾ inches in diameter at head • 16 ounces. M-20 response 60-18,000 cps • output -57 db • 4 inches long, 1 inch in diameter • 3½ ounces. For more information contact your Collins sales engineer or write,

RADIO FOCUS/PEOPLE

Cont'd from page 68

alignments in sales at CBS Radio, William W. Firman becomes the network's assistant general sales manager. Cornelius V. S. Knox Jr. replaces Mr. Firman as eastern sales manager. Wayne Wilcox, account executive on CBS' Detroit sales staff, takes over the managership there. George H. Gallup takes over the job of Pacific Coast sales manager and Craig Rogers will leave his West Coast sales job for a position on the New York sales staff . . . Richard N. Goldstein is now director of labor relations for NBC . . . Walter Porges has been appointed news editor in the ABC Radio newsroom.

INDUSTRY-WIDE

The following 13 broadcasters have been elected to the NAB radio board of directors: District 1, Carleton D. Brown, president, WTVL Waterville, Me.; District 3, John S. Booth, president, WCHA Chambersburg, Pa.; District 5, James L. Howe, president, WIRA Fort Pierce, Fla.; District 7, Hugh O. Potter, general manager, WOMI Owensboro, Ky.; District 9, George T. Frechette, general manager, WFHR Wisconsin Rapids, Wis.; District 11, Odin S. Ramsland, general manager, KDAL Duluth, Minn.; District 13, Boyd Kelley, president, KRRV Sherman, Tex.; District 15, B. Floyd Farr, general manager, KEEN San Jose, Calif.; District 17, Ray Johnson, general manager, KMED Medford, Ore.; large stations category, John S. Hayes, president, WTOP Washington, D.C.; medium stations, Willard Schroeder, president, WOOD Grand Rapids, Mich.; small stations, Ben B. Sanders, president, KICD Spencer, Iowa; fm stations, Ben Strouse, president, WWDC-FM Washington, D. C. . . . Mr. Strouse has also been named chairman of the nominating committee of the Associated Press Radio & Television Assn. . . . Robert Keefe, vice president of NBC Spot Sales, has been elected president of the Association of Broadcasting Executives of Texas. . . . Florence T. Rowley, retiring librarian of the American Association of Advertising Agencies, New York, has been replaced by Marilyn Modern.



LOBSTERADIO *serves* MAINE

W
L
O
B

Buying the top "35" Markets?
Then you must include
"Lobsterland" — M A I N E

- Uniform product distribution
- Single Medium Coverage — LOBSTERADIO
- \$1½ billion Consumer Spendable Income
- Nearly One Million Consumers
- Ratings as high as 7.6
- Rates as low as \$27 for minute spots



1 RADIO ENTITY WITH
8 TRANSMITTERS

LOBSTERADIO EXECUTIVE OFFICES:

Columbia Hotel,
Portland, Maine
TEL. Spruce 5-2336

MANAGER: MEL STONE

REPRESENTED BY:
NEW YORK: Devney-O'Connell Co.
BOSTON: George Eckels & Co.
CHICAGO, DETROIT, WEST COAST:
Doran F. McGovern Co., Inc.

- PORTLAND
- BANGOR
- LEWISTON
- WATERTVILLE
- CARIBOU
- AUGUSTA
- RUMFORD
- SANFORD

Cont'd from page 39

provided more complete comparative information, and showed cumulative frequency impressions that surveyed the degree of coverage of all listeners in a given market. By going in for fuller breakdowns of markets, the research area has given the impression of being generally more realistic and objective.

"I'd say, though, that it still has a long way to go. It is still too divergent; different services will come up with differing results in the same markets. Worse, reps will not be consistent with any service.

"Also, not enough is being done to tap a hidden source of strength—the out-of-home listener. There should be a method developed that will regularly survey automobiles, as well as estimate the impact of the new transistor radios that are sold by the millions.

"All too often, stations concentrate all their big promotional efforts only during 'rating week.' This is a case of the tail wagging the dog—rating services being pandered to in programing—and it fools nobody.

"4. *Tv Psychosis*. Six years ago, radio men were hypnotized by television. They were either fighting it or letting it get them terribly discouraged; like some kind of obsession, television was the chief topic of conversation wherever radio people gathered.

"Today, the pendulum has swung in the other direction. Radio has demonstrated a capacity to stand on its own feet. Radio salesmen have replaced much lost national business with more local business, often with advertisers that had never before used the radio medium. Adversity bred ingenuity in selling that has paid off handsomely.

"Time and again radio has demonstrated its selling impact. As a test, we once inserted a line in our Good Humor ad copy telling youngsters *not* to ask their Good Humor man for the secret of the ice cream's smoothness. That very night, every Good Humor salesman in the area demanded that the company brief them on the secret—because the kids had been pestering them about it all day long. We know that radio hits hard.

"But here I would like to suggest that the pendulum has swung a little too far. In establishing its own niche, radio has been concentrating too much on just that—its own niche. The 'Tv Psychosis' has been replaced by a 'Radio Narcissism'—radio staring at its own reflection of local impact and flexibility seems to be disregarding other significant aspects of the total marketing picture.

"Radio must put itself in the advertiser's shoes. If radio can stop trying to sell *only* radio—and instead show how radio's flexibility and local impact can add importantly to an overall marketing plan, then it will be opening whole new vistas of sales.

"We all know that spot sales are down sharply in the first quarter of this year—only the imaginative sales force can be expected to do well.

"I would urge radio men to add to their staffs a marketing group, which knows how to sell the concept of radio advertising—and *how it fits the overall marketing plan*—to the advertiser who will welcome a sales force that has his interests in mind.

"5. *Sales Promotion*. This area has not seen much improvement over the past six years. Sales promotion still consists largely of sending irrelevant souvenirs, cute gimmicks and other items to buyers and reps. Sales promotion should draw more heavily on good research and merchandising of good comment.

"That's my assessment of where radio stands in those five critical areas today. Briefly, I'd say this is what has to be done right away:

- a. Price spots fairly and stick to your price.
- b. Be more businesslike in billing—get simple, uniform forms and get them out on time.
- c. Program to get roots in a community.
- d. Key your research to your advertiser's total marketing picture—show where radio fits in naturally and significantly.
- e. Go after the 'bright young men.' In the teeth of tv's glamour, radio must attract the enthusiastic young people that can keep radio changing.

"In sum, we've seen a lot of changes in the past six years. A lot more is needed. As Bruce Barton used to say, 'When you're through changing—you're through.'"

Review, please,
the latest survey
of your choice:

Nielsen



Hooper



Pulse



Trendex



Verifak



Conlan

Unbelievable
unduplicated audience
in the
Louisville Metro Area
belongs to **WKLO**
Need we say more?

see



Robert Eastman & Co., Inc.

Other Air Trails Stations:

- WING, Dayton, O.
- WCOL, Columbus, O.
- WIZE, Springfield, O.
- WEZE, Boston, Mass.

NOW we can offer you

PROVEN RESULTS*

with these

TELE-BROADCASTER STATIONS

IN Hartford - WPOP
(CONNECTICUT)

IN Kansas City - KUDL

IN Los Angeles - KALI
(SPANISH LANGUAGE MARKET)

IN San Francisco - KOFY
(SAN MATEO)

★ TOP RATINGS IN AUDIENCE

★ MORE LISTENERS PER DOLLAR

★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures **CALL**
A TELE-BROADCASTER STATION

at **WGY**...

being listened to rather than just being heard is the difference between selling and not selling. People listen to **WGY** because they like **WGY PERSONALITY PROGRAMMING**. That's why **WGY** will sell for you in Northern New York and Western New England. 982-20

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL COMPANY

WGY 810 KC, 50 KW

A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY



NAMES & FACES

Stuart I. Mackie, formerly a salesman in the Chicago office of Avery-Knodel Inc., has taken over the managerial reigns of the Detroit operation. Mr. Mackie started in broadcasting in 1948 in Minnesota, doubling as salesman and talent. He joined Avery-Knodel in Chicago in June 1957 selling time for radio. Later, he moved over to tv sales gaining experience in that medium. Even while in the service he put his radio training to good purpose by aiding the Armed Forces Radio Service in establishing the first station in Korea to be operated by the military. Before entering the broadcasting arena, he performed sales and public relations duties for the Chicago Title & Trust Co.



Clifford J. Barborka Jr. opens the door to his newly organized Better Broadcast Bureau Inc. on June 1. In doing so, he ends a nine-year association with the John Blair & Co. as a key radio executive. The BBB will provide creative selling services to representatives and stations as well as programming and production material to broadcasters. Mr. Barborka joined Blair in 1952 as an account executive in the Chicago office. In 1955, he became radio sales manager of that office and two years later was elected a vice president. In 1959, he moved to the New York office to organize the creative and marketing services division, an adjunct of the Blair Group Plan.



Harold B. Simpson, media specialist, has spent all of his 12 years in advertising with the William Esty Co. From a beginning in the lower echelons of the time and space buying departments of the New York advertising agency, he has moved up to his current promotion as associate media director. During the time of his growth as a media specialist, much of his experience has been closely aligned with the sound medium. In 1960, Mr. Simpson was honored with the Silver-Nail Timebuyer of the Year Award presented to him at the annual luncheon sponsored by the Station Representatives Award Committee. His education includes a degree from Colgate University, and after graduation, two years with the U.S. Navy.



Herb Mendelsohn is the new sales manager for WABC New York. On April 17, he assumed the responsibility for all local accounts with the ABC flagship station. In the area of national sales, Mr. Mendelsohn will be closely associated with the station's representative, John Blair & Co. His working knowledge of the New York market has been gained through his experiences over the past five years as an account executive with WINS. Earlier sales experience in another field was gained through his association with the Hart Publishing Co., where he held the position of sales manager. A native of New York as well as a graduate of Queens College, Mr. Mendelsohn and his wife and their three sons live in Kew Gardens Hills, Long Island,



Walter A. Schwartz, Westinghouse Broadcasting Co.'s new national radio sales manager, has taken over the position formerly held by Perry Bascom, who has moved to Cleveland to take over the job of general manager of KYW radio. Now that Mr. Schwartz is in charge of the radio sales managership, his former position as head of AM Radio Sales' Detroit office has been filled by Glenn Gilbert, previously with Avery-Knodel, Detroit. Mr. Schwartz opened the Detroit office in May 1959 and before that was sales manager of WWJ Detroit. In addition to his sales experience, he was at one time an announcer and also served on the Air Force headquarters staff in Korea.



Franklin Sisson is the new station manager of WWJ Detroit. In assuming this position, Mr. Sisson makes the transition to radio from tv. He is the former local sales manager of WOOD-TV Grand Rapids, Mich. He got his start in the broadcasting business with WKLA Ludington, Mich. Among his many activities in the broadcasting industry, Mr. Sisson has on several occasions appeared as a public speaker with the touring panels of the Better Music Inc. clinics, speaking on the many problems of station programming and promotion. During World War II, he was a special services officer of X Corps in the South Pacific. In addition, he is a member and former president of the Grand Rapids Optimist Club.



KFAL RADIO

FULTON, MISSOURI

DOMINANT FARM RADIO SERVICE

*16 hours of farm radio a week
... Interesting, pertinent and
factual information and pro-
gramming for farmers.*

"Smack in The Middle" of the Crossroads of the Nation! Dominating a vast moving audience, travelers, and vacationers going everywhere all year long . . . On U.S. 40, and U.S. 50—both transcontinental highways, and on U.S. 54 Chicago to the Southwest. From Border to Border in Missouri, KFAL RADIO reaches the great auto-radio, and portable-radio audience, with news, information and entertainment. Are you represented here?

Represented by John E. Pearson Co.

KFAL RADIO Tel: Midway 2-3341

Fulton, Missouri

900 Kilocycles 1000 Watts

looking for more
Business?

Ad-image, Inc.

CREATIVE SPONSOR IDENTIFICATION

527 MADISON AVENUE - NEW YORK 22

Ad-image, Inc. combines custom-produced singing commercials with a unique sales plan to help you sell new advertisers. For the whole story write:

Ad-image, Inc.

527 MADISON AVENUE.

NEW YORK 22, N. Y.

at **WGY**...

being listened to rather than just being heard is the difference between selling and not selling. People listen to **WGY** because they like **WGY PERSONALITY PROGRAMMING**. That's why **WGY** will sell for you in Northern New York and Western New England. 982-20

REPRESENTED NATIONALLY BY
HENRY I. CRISTAL COMPANY

WGY 810 KC, 50 KW

A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY

**competitive commercials
recorded - monitored
nationwide • radio • television**

tape • tv-photo-script® • videotape • kinescope • disc • typewritten transcript
®Registered trademark of air check services corporation of america, tv-photo-script and kinescope recordings available in color or black and white

**air check services
corporation of america
1743 west nelson street
chicago 13, illinois**

TIMEBUYS *Cont'd from page 16*

GOOD HUMOR CORP.

Agency: *MacManus, John & Adams Inc., New York*

Product: ICE CREAM

Good Humor men donned uniforms April 1, were followed up by intensive weekend radio campaigns beginning April 29 in New York, New Haven and Hartford, Conn. Later, Philadelphia and Chicago will join the campaign. In New York City, stations will carry as many as 122 spots a weekend. The 14-week campaign will be split in blocks of 10, two and two. The first 10 weeks will run through July 4 holiday, then off two weeks, in for two, off two again and back in for two more, bringing the campaign to a finish on Labor Day weekend. Cleveland will get special campaigns for July 4 and Labor Day only. Each commercial will have some copy hook that Good Humor can count on to measure effectiveness of the spot drive. Estimate of campaign cost: \$200,000. Jack Twitty is timebuyer.

B. F. GOODRICH CO.

Agency: *BBDO Inc., New York*

Product: TIRES

The tire-maker launched a spring campaign late in April which is expected to run for 12 weeks. Some of the 20 or 30 markets used are majors. Morning and evening drive times were favored. The number of stations used runs from one to three in each market. Transcribed minute announcements have dealer tags. Co-op money was earmarked for most of the buy. Marvin Shapiro is timebuyer.

GROVE LABORATORIES

Agency: *Doherty, Clifford, Steers & Shenfield Inc., New York*

Product: AMMENS MEDICATED POWDER

Ammen spots will hit the airwaves May 21 in 35 markets. This will be a single station buy in all markets. Spots are minutes, et's. Larry Reynolds is the buyer.

JOHN HANCOCK MUTUAL LIFE INSURANCE CO.

Agency: *McCann-Erickson Inc., New York*

Product: LIFE INSURANCE

John Hancock's spring radio campaign opens in 15 markets on May 29 for a nine-week run. Markets are scattered; markets on the West Coast are being handled by M-E's San Francisco office. Minute ets will run in traffic hours, with some news and sports adjacencies, as the company bids for the male listener. Frequencies will hit 10 to 12 spots per station per week. In the planning stage: a repeat of the same campaign this fall. Phil Stumbo is timebuyer.

HILLS BROS.

Agency: *N. W. Ayer & Son Inc., Philadelphia*

Product: COFFEE

A new flight for Hills starts this month in 191 markets spread throughout the Midwest and West. The campaign is scheduled for a run of four weeks. Frequencies go from a low of 20 to a high of 300 spots per week in various markets. Monday through Friday is the preferred time of week, with early morning the best time of day. Spots are recorded in one-minute and 30-second lengths. Hills Bros. is in baseball, too, taking one-third of Minneapolis Twins' games. Paul Kizenberger is the timebuyer.

QUAKER STATE OIL

Agency: *Kenyon & Eckhardt Inc., New York*

Product: MOTOR OIL

Quaker State launches its annual spot radio drive May 22 in 150 markets. Two stations per market will get the schedules. Live one-minute announcements will be delivered by early morning d. j. "personalities." This campaign will run for 13 weeks, with frequencies ranging from five to 15 spots a week. Lucy Kerwin is timebuyer.

O'Brien makes clear. "It is possible," he says, "that both a national spot and local distributor campaign will run simultaneously in one market, perhaps on the same stations." Thus, it is conceivable that during baseball or football seasons, certain markets and stations may be airing Falstaff spots from each of the company's three programs.

With such coordination and depth in its advertising, it is small wonder that Falstaff has made great strides in expansion over the last decade. Its distribution has grown with the opening of new plants. And, it is reported, the company has merged with or bought out more breweries than any of its competitors since 1952. Five new plants have been set in operation since that year.

It was in 1952 that Falstaff purchased a brewery in San Jose, Calif., and started production on the West Coast. In 1954, the company acquired a plant at Fort Wayne, Ind., and began opening new markets to the north and east. In 1956, the company reversed its outward expansion by purchasing breweries in Galveston and El Paso, Tex., a state where the beer had long been distributed. In 1957, it absorbed a brewery in St. Louis.

Two other plants are operated in St. Louis, one in Omaha, Neb., and another in New Orleans, La.

Currently, Falstaff has distribution west of the Mississippi River, in the South, and in certain midwestern states. Its beer is sold in 28 states which encompass 40 percent of the country's population. In 1960, markets were opened in the Carolinas and parts of Florida.

Air avowed Falstaff goal, stated by the president in the company's recent annual report, is national distribution and supremacy in beer sales.

It is somewhat significant that, among the top six brewers in the country, all distribute nationally but Falstaff, which is in third place. Falstaff gained 3.5 percent in 1960, according to figures reported in *Modern Brewery Age*.

Expansion of Falstaff's marketing area has proceeded according to a pattern established early in the company's history. Rather than spread

sales thinly to cover a wide area, the company has concentrated on sales in depth fairly close to the point of production.

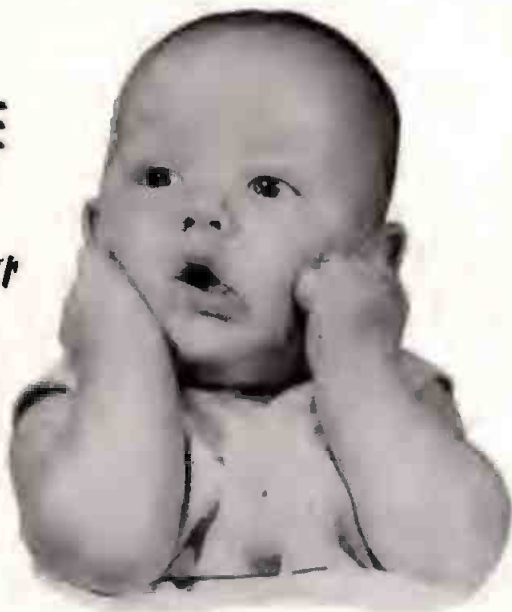
When popularity of the product made it necessary to ship greater distances, another brewery would be acquired to service newly-won territory. Through this stepping-stone method of consolidating gains, then reaching out, Falstaff has maintained a steady growth. In 1960, company sales reached a record figure of 4,911,196 barrels, an increase of 165,000 barrels over 1959. Gross sales totaled \$154,083,666 for 1960, a jump of \$4,651,419 over the previous year.

For advertising, it is estimated, Falstaff spent approximately \$2.21 per barrel. About one-tenth, or \$0.20 per barrel, was spent on radio.

Third-place Falstaff also runs third in the number of advertising dollars spent. Its outlays are expected to grow; the addition of the Los Angeles Angels' games to its sports line-up has already boosted the 1961 budget considerably.

By strengthening its advertising program and opening more markets, Falstaff's immediate goal is to increase sales by 500,000 barrels this year. Its long range goal: to become the United States' biggest brewer.

**DON'T MOVE
THAT DIAL!
I want to hear
KAKC...
Tulsa's
QUALITY
station**



There are many definitions of the word "quality" but it all boils down to an opinion of the majority of the people. While quality means one thing in one place, it may mean an entirely different thing in another. In Tulsa a majority of the radio listeners have preferred the new KAKC for over 4 years and still do! Yes, in Tulsa Quality means the new KAKC. The listeners know it and so do the advertisers who use the new KAKC. Why don't you use it too?

Hi, I'm K. A. Casey . . . here to offer you the quality radio "buy" in Tulsa. Call your Adam Young representative and see for yourself.

FIRST IN TULSA
the new **KAKC** Dial 970
A Public Radio Corp. STATION

KIOA
DES MOINES

KBEA/RBEY-FM
KANSAS CITY

KAKC
TULSA



at **WGY**...

being listened to rather than just being heard is the difference between selling and not selling. People listen to **WGY** because they like **WGY PERSONALITY PROGRAMMING**. That's why **WGY** will sell for you in Northern New York and Western New England. 982-20

REPRESENTED NATIONALLY BY
HENRY I. CRISTAL COMPANY

WGY 810 KC, 50 KW

A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY

Cuisine Exquise... Dans
Une Atmosphère Élégante



575 Park Avenue at 63rd St
NEW YORK

Lunch and Dinner Reservations
Michel Tempeton - 982-20

OPEN LETTER

Cont'd from page 28

There is much to be said for this state of affairs. Indeed we believe that it is the healthiest possible state. But we also recognize that the enormous decentralization of radio's power makes it very difficult for the industry to act with authority and decision when broadscale and far-reaching matters are at stake.

15 years ago, when 889 of the nation's 1,062 stations were network affiliates, the networks spoke for the industry. Today, with over 2,200 radio stations independently operated, and both network schedules and influence much reduced, no such leadership is possible.

Indeed, the varying and often conflicting opinions and convictions of today's radio station men, seem sometimes to foster a permanent state of disagreement.

Yet we are convinced that a strong healthy industry must have available, when necessary, structures through which strong leadership can be exerted.

We believe that the NAB is potentially the strongest single source of radio leadership. We say this with due respect for the vital role RAB lays on the dollars and cents front. We were happy to note that in your Palm Springs speech you said:

"NAB is not as representative of our American radio broadcasters as it should be. We now have only a bare majority in our membership."

We are delighted to know that you are stepping up the drive to make NAB more truly representative of radio, and that you will devote increasing attention to structuring the NAB so that it can provide the kind of leadership which radio needs.

5. Radio Needs a Voice

Finally, we are convinced that radio, more than any other medium and certainly more than tv, needs a powerful, vibrant, and truly national voice of its own.

The blunt fact is—radio's story has not been told adequately in many quarters which are of primary importance to the medium.

Radio today receives only \$675 of the country's \$12 billion advertising budget. Its volume of national advertising dollars is just slightly

ahead of that spent for billboards or trade publications.

Its prestige among certain large national advertisers and agencies is very high. But there are far too many important advertising accounts and advertising men who are not sold on the medium.

Furthermore radio selling, because of the decentralized, even fragmented nature of the industry, tends to emphasize only specific stations, groups or networks, rather than the overall virtues of the medium.

We do not mean to minimize the much fine work that is now being done by stations, station representatives, trade associations, and trade papers in radio promotion.

But we are positive that much more is needed.

Radio's story must be told on a broader scale. And it must be told in *depth*. That, as we conceive it, is the special mission of U. S. RADIO.

U. S. RADIO will present in coming months a continuing series of in-depth studies on radio usage by major American industries—the automotive business, the food business, the drug business, for example.

We shall provide meaningful facts and figures on all phases of radio research, and propose to keep ahead of the field in significant reporting of radio research activity.

The pages of U. S. RADIO will be studded with important case histories of commercial successes obtained through the radio medium. And we shall aim to provide, with every issue, a variety of useful sales tools which can be employed in telling and selling the radio story.

Finally, U. S. RADIO will be a crusading publication. We shall fight and fight hard for radio's welfare on every industry front. We shall not hesitate to praise whenever we find things to praise. On the other hand, we shall not hesitate to criticize any person or institution, outside or inside the industry, who seems to be acting contrary to radio's best interests.

This, Governor Collins, is our credo. This is the foundation on which we are building U. S. RADIO. And we shall look forward to publishing in our next issue your reply and reactions to these remarks.

EDITORIALS AND TALK

I read with considerable interest your article entitled *Editorializing Results* in the February issue of U. S. RADIO. I thought you might be interested in a few facts concerning what has probably proved to be one of the most extensive experiments in editorializing by a radio station in Canada.

The reaction of the public to our daily editorials, broadcast for the past 18 months, has been so great that we have created a special department to handle correspondence and to meet requests for texts.

We have editorialized on every imaginable subject and more than 500 copies of these editorials go out every week in response to requests.

Yes, we at CJMS certainly agree that "editorializing gets results!"

LOUISE DE BROIN
CJMS
Montreal

I was delighted to see your fine article in the February issue of U. S. RADIO on the subject of "news and talk" expansion in station programming. We have a prime interest in the subject because for years we have projected a concept of "talk" in New York.

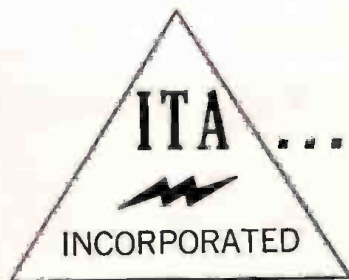
Since 1956 our programming has consisted of "talk" shows, and we believe we pioneered the concept, still prevailing, of the 15-minute news-on-the-hour broadcast. Our other segments are almost totally occupied with personalities, reports, interviews and conversations. As a matter of fact, between the hours of 8 a.m. and 4 p.m. not a record is spun on WOR.

We are delighted to see by your article and by other studies that our approach to programming is no longer a phenomenon, but a trend that is spreading rapidly.

MILTON ROBERTSON
Director, Press &
Special Programs
IVOR New York

Thanks for the wonderful coverage in your great public affairs issue.

ALICE KOCH
Promotion Manager
KMOX St. Louis



ITA ... proudly announces a COMPLETE line of BROADCAST EQUIPMENT

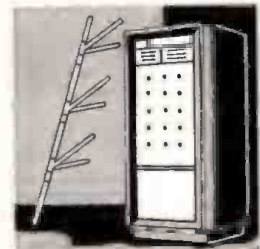
AM

All Powers—25 Watts to 50KW. Dependable High Level Modulation. High Efficiency Circuitry. Automatic recycling. Remote Control, Power Cutback, Conelrad.



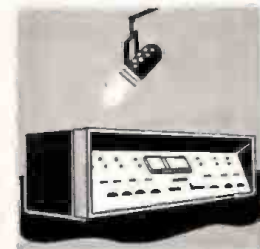
FM

10' Watts to 35KW. Superior Phase Modulator. No Neutralization Controls Required. Modern Long Life Ceramic Tubes. Multiplex and Remote Control.



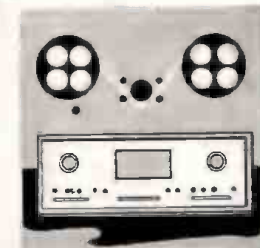
AUDIO

Consoles — Single, Double, Triple Channel; Stereo; Turntables; Transcription Equipment; Amplifiers — Limiting, AGC, Line, Remote and Monitoring; Microphones; Terminal Equipment; Test Equipment.



AUTOMATION

Guaranteed to be the most practical radio automation system ever devised. Designed and manufactured entirely by ITA, Inc.



All ITA Products Feature the Following:

- Economically Priced ■ Free installation Supervision ■ Silicon Power Supplies
- Conservatively Rated ■ Instantaneous Field Service
- Field Proven Conventional Circuitry ■ Standard Parts
- Accessibility of all Components ■ Flexibility of Application



BROADCAST DIVISION

130 EAST BALTIMORE AVE., LANSDOWNE, PENNSYLVANIA
Clearbrook 9-8200

Offices—Dallas • Los Angeles • Sacramento • Cincinnati • Chicago
New York • Philadelphia • Atlanta

"A Complete Broadcasting Service"

"... a total commitment designed to enslave a total world"

JEFFERSON STANDARD BROADCASTING COMPANY



CHARLES M. CRUTCHFIELD
EXECUTIVE VICE-PRESIDENT
AND GENERAL MANAGER

ONE JULIAN PRICE BLACE
CHARLOTTE 8, NORTH CAROLINA

March 10, 1961

Mr. Norman R. Glenn
Editor & Publisher
SPONSOR
40 East 49th Street
New York 17, New York

Dear Norman:

Enclosed is an exact copy of a letter which a young Communist sent to a friend of his back in the United States.

The letter appeared in "Presbyterian Survey" - - a very fine publication of the Presbyterian Church. In reproducing it, the editor made one of the most profound and thought-provoking observations I've ever read. He said, "We think this letter shows more graphically than any editorial what total commitment means." He went on to say, "Are we as committed to the truth as this young Communist and millions like him are committed to an empty hope?"

To a great majority of people in the Free World, particularly people in America, this kind of dedication is unheard of. They simply cannot believe that the architects of Communism, Karl Marx, Lenin, et al, could possibly have such influence on any human being. I feel that to defend and protect freedom as we know it today, it is imperative that all people in the Free World understand the inner feelings of those who are determined to destroy it. I am hopeful, therefore, that you - - through your widely read publications - - will give the enclosed letter as much publicity as you see fit.

We simply must convince Americans and as many of our friends in the Free World as possible that Communism is by no means just another political party. It is a form of religion..... a complete dedication..... a total commitment designed to enslave a total world.

Sincerely yours,

A young communist writes . . . "What seems of first importance to you is to me either not desirable or impossible of realization. But there is one thing about which I am in dead earnest—and that is the socialist cause. It is my life, my business, my religion, my hobby, my sweetheart, wife, and mistress, my bread and meat. I work at it in the day-time and dream of it at night. Its hold on me grows, not lessens, as time goes on. I'll be in it the rest of my life. It is my alter-ego. When you think of me, it is necessary to think of socialism as well, because I'm inseparably bound to it.

"Therefore, I can't carry on a friendship, a love affair, or even a conversation without relating it to this force which both drives and guides my life. I evaluate people, books, ideas, and notions according to how they affect the socialist cause and by their attitude toward it.

"I have already been in jail because of my ideas, and if necessary I am ready to go before a firing squad. A certain percentage of us get killed or imprisoned. Even for those who escape these harsher ends, life is no bed of roses. A genuine radical lives in virtual poverty. He turns back to the party every penny he makes above what is absolutely necessary to keep him alive. We constantly look for places where the class struggle is the sharpest, exploiting these situations to the limit of their possibilities. We lead strikes. We organize demonstrations. We speak on street corners. We fight cops. We go through trying experiences many times each year which the ordinary man has to face only once or twice in a lifetime.

"And when we're not doing these more exciting things, all our spare time is taken up with dull routine chores, endless leg work, errands, etc., which are inescapably connected with running a live organization.

"Radicals don't have the time or the money for many movies or concerts or T-bone steaks or decent homes and new cars. We've been described as fanatics. We are. Our lives are dominated by one great, over-shadowing factor—the struggle for socialism. Well, that's what my life is going to be. That's the black side of it. Then there is the other side of it. We Communists have a philosophy of life which no amount of money could buy. We have a cause to fight for, a definite purpose in life. We subordinate our petty personal selves into a great movement of humanity. We have a morale, an esprit de corps such as no capitalist army ever had; we have a code of conduct, a way of life, a devotion to our cause that no religious order can touch. And we are guided not by blind, fanatical faith but by logic and reason, by a never-ending education of study and practice.

"And if our personal lives seem hard or our egos appear to suffer through subordination to the party, then we are adequately compensated by the thought that each of us is in his small way helping to contribute something new and true, something better to mankind."

reprinted from the
PRESBYTERIAN SURVEY

A SERVICE OF SPONSOR PUBLICATIONS INC.

WANT A STATION STRONG ON NEWS?

Our complete staff of 22 includes three full-time newsmen who are college graduates. These specialists are supported by full coverage of the Associated Press; a reciprocal agreement and cooperation of the entire reporter-staffs of The Roanoke Times, The Roanoke World-News and the news staff of WDBJ-TV. Give your advertising extra impact. Use WDBJ, CBS in Western Virginia!

And here's a real big bonus:
When you buy WDBJ you get
Both AM and FM

WDBJ CBS RADIO
Roanoke, Virginia

AM • 960 Kc. • 5000 watts
FM • 94.9 Mc. • 14,350 watts

 PETERS, GRIFFIN, WOODWARD, INC.
National Representatives



ONE OF NEW YORK'S FINER HOTELS

On the city's most famous thoroughfare, 5th Avenue in exclusive Washington Square. Spacious single rooms from \$10 daily. With air-conditioning from \$12-\$14. Lavish 2 & 3 room apartments with serving pantries. Television available.

SPECIAL RATES
on a monthly basis. Additional substantial savings, on unfurnished and furnished apartments on lease.



Write for descriptive brochure
N. Scheinman, Managing Director

Fifth Avenue Hotel

24 FIFTH AVENUE at 9th STREET

RADIO'S IMAGE

Con'td from page 35

"If radio is going to be the power that it once was, if it's going to realize each ounce of its potential, it must go out and sell the other major agencies.

"What's more, radio has got to get more advertisers. It must bring back the soap and the food advertisers."

But to get the big advertisers and agencies back in its barnyard, Mr. Papazian thinks that radio has to give the decision-makers the facts that will do them the most good.

"Nobody knows enough about radio," he contends. "Which counties are covered by each station? How many homes are reached? The most recent survey that gives us this information is already five years old. That is the Nielsen Coverage Study, NCS #2, 1956. (Ed. note: NCS #3, '61 is now in preparation, scheduled to be released this summer. At last report 329 stations and 38 agencies are cooperating in the radio study.)

"What agencies are faced with today is using NCS '56 and trying to interpret its research in terms of today's advertising needs. Now, how can an agency sell a client a valid campaign on these terms? It just isn't good business.

"Furthermore, the problem is one of communication. How can 3,000 stations local in nature communicate their various images and facts about their audiences and markets without some kind of centralization?

"As an example of this problem on a small scale, let me cite some agency reaction to Hooper showings of fm listening. Hooper is beginning to show some fm stations with high tune-in in some markets. But what does this mean to an advertiser, except for the fact that fm is gaining some strength? Unless there is a survey that shows relative strength and audience characteristics from market to market, the Hooper fm showings don't mean a thing for the medium as a whole.

"There is the same sort of irregularity going on in am radio, too. If you multiply these problems into national terms, think of the mass confusion it causes among agencies and advertisers when they must make sound media decisions on this conflicting and unrelated information."

The question arises: *What information would agencies like to have that they don't have now?*

Answers the media analyst:

"There are definitely facts missing that could be supplied. Here are some of them:

"One—Where does the station go? What is its coverage area? Here again the last nationwide survey done on this was NCS '56.

"Two—How many homes are reached per spot or per station?

"Three—What kind of person listens to radio? Is he young or old; does he have a high income or low? Are listeners men or women? Do they own cars? How many are in the family? Do they smoke cigarettes or drink beer? And how much? Where do they live—in the suburbs, in the city, on farms? What are their occupations? How do they get to work? The list is endless. And it is important, because the 'profile' of a radio station's audience can be perhaps its most important selling point next to efficiency. And, in a way, radio's profile contributes to its efficiency because the advertiser can pinpoint the consumer.

"Four—We are missing consistency in radio research. Auto listening measurement is not adequate.

"Five—We would like to have information on programing. We hear about the new trends in programing, but only in bits and pieces. Programing can be tremendously important to the advertiser. He may prefer to be associated with certain programs in order to reach certain listeners.

"He may want programs that associate well with his product. Beer advertisers have traditionally sponsored sports; auto manufacturers may like shows that may deal with auto care tips or weather forecasts; household products usually go with women's programs; and so on.

"But programing is more of a problem to the buyer than anyone else. When faced with the conflicting numbers story, he ought to go to programing to aid his decision. If he has the time, he can call in the rep and get a tape and listen to it. But in a big buy, he just hasn't got the time to do this. Too few buyers make a practice of this now. I think that more of them should.

"Six—Sales success stories on the

local level could be very important to the agency. They have a legitimate value to a national advertiser in relation to station sales ability—provided, of course, that the success stories can be validated.”

BBDO last year billed approximately \$15 million in radio. How has the agency persuaded clients to use the medium to this extent?

“Many of BBDO’s clients are pre-sold on radio,” Mr. Papazian observes. “They have used it before, they know it works and they like it. For instance, Campbell Soup spent over \$1 million in spot radio in 1960. It has used radio consistently for some years. Campbell’s can reach a high share of its market with radio. The company produces many kinds of soups in cans. Every time it runs a commercial on a product, it is in effect adding to its overall ad frequency at a very efficient cost to audience ratio.

“Other BBDO clients that are steady radio advertisers are American Tobacco, Cream of Wheat, Pepsi-Cola, Bristol-Myers and du Pont.

“These are not the advertisers that present a problem for radio. It’s the advertisers who are not using radio that we should talk about.”

BBDO has various ways of persuading clients to use radio. One of its most recent efforts was the compilation of radio facts in a 19-page booklet, the “BBDO Spot Radio Pocket Piece.” The booklet, first prepared on radio by BBDO, was issued this spring by the agency’s media planning and analysis department.

As Mr. Papazian puts it, “The booklet explains and explores spot radio as a medium, establishes some principles and ground rules. It gives radio’s basic message in terms that an advertiser will find practical.

“BBDO has done very well in selling radio because we have a strong media department. Without a media department that is first interested, and second, large enough to gather the facts, this couldn’t have been done.”

Agencies have changed their methods of using radio in the past 10 years, Mr. Papazian notes. “They are buying more and more in fights. Very few are buying radio in

(Cont’d on page 82)

CRUSADER!



At home she’s as gentle as a lamb...
But when aroused
this gentle persuader
Becomes a crusader...
Building sales for your
station—and your clients.

Find out why at...
Mayflower Hotel,
Washington, D. C.
NAB Convention, May 7-11



Hire a Rolls Royce Limousine

For just a trifle higher cost, enjoy the luxury of a chauffeur-driven 1961 Rolls Royce. Special theatre and shopping rates. Airport and pier service. Inquire about corporate and personal charge accounts.

Buckingham Livery

349 E. 76th St., N. Y. C. YU 8-2200
\$9 per hour. Diners Club honored.



WCOL FIRST in Columbus

1st in News

1st in Public Service

1st in Ratings

THE NEW
WCOL

(Pulse, Nov. '60 —
Hooper, Dec.-Jan. '60-'61)

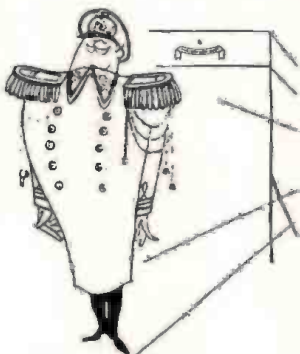
24 hours a day broadcasting
1230 am 92.3 fm

The Capital Station

Columbus 15,
Ohio

Represented by:

Robert O. Eastman & Co., Inc.



INTRODUCING THE NEW DRYDEN-EAST HOTEL

39th St., East of Lexington Ave.
NEW YORK

Salon-size rooms • Terraces • New appointments, newly decorated • New 21" color TV • FM radio • New controlled air conditioning • New extension phones in bathroom • New private cocktail bar • Choice East Side, midtown area • A new concept of service. Prompt, pleasant, unobtrusive.

Single \$15 to \$22 Suites to \$60
Special rates by the month or lease

Robert Sarason, General Manager
ORegon 9-3900

RADIO'S IMAGE

Cont'd from page 81

52-week or even 26-week contracts. One of the reasons for this, he explains, is that radio is flexible. It can be used during off seasons, for special promotions, for maximum saturation in a short period. Another reason he points to is that radio is a quick buy operation. "Agencies can use it that way . . . in and out." A further reason, he claims, is that it is economical to use radio this way.

"Network radio has changed, too, in the way it is being bought. It has changed so radically that advertisers are buying it just as they buy national spot. In other words, it is rare, for an advertiser to sponsor a network program. He either takes announcements in news shows or participations in other network programs. But there is almost no such thing as a 52-week half-hour sponsorship as there was in the old days. And with the advent of the *Monitor* type of program, advertisers are more flexible in their use of network than ever before."

In spite of the fact that radio has inherent values for advertisers, there must be some partially valid reasons why radio has not made more rapid gains in the past decade.

As Mr. Papazian sees it, three factors contribute to the lag in growth.

"The first is a lack of knowledge about radio, hence a lack of interest on the management level.

"A second reason, which bears heavily on the first, is the conflict among the rating services.

"A third factor is copy—the argument of the visual versus the aural approach. There should be more research along this line. It represents an undercurrent in agency and advertiser thinking, but no one has been too specific. If there has been research on video-audio, I haven't seen it."

The second factor, the ratings disparity, has long been with the broadcast media. It is as true of television as it is of radio.

"The medium is dependent upon the radio research services to get the facts on its audience.

"But the services are failing to measure spot radio effectively because of limitations imposed upon

them from various sources: 1) the competitive factor (surveys must be paid for, and if all services performed the same function, all but one would be useless, they argue); 2) the cost factor (ratings people say that stations won't pay for the comprehensive studies that are needed on a regular nationwide basis; agencies say they won't pay for them either); 3) uniformity (uniform ratings and research, from market to market, cannot be effective unless all or a majority of stations subscribe).

"Ad agencies can and have brought pressure to bear on ratings services. In certain cases they have forced the adoption of techniques, for instance, the 'total area' homes reached concept. But, by and large, the agencies don't feel it is their responsibility to carry the ball.

"They feel it is media's responsibility to pay for studies. And furthermore, they feel that the over-all problem is one that belongs to the rating services themselves. There must be a satisfactory compromise.

"We certainly need the facts. Yet, the research services can't economically bear the brunt of collecting the kind of information we need. Someone must pay for it, or they would go bankrupt.

"I don't know what the answer to the ratings complex is. A central rating system would be a valuable thing if it had the full support of the broadcast industry. But a central service is not practical, because ratings are a competitive thing. The second, third and fourth place stations would be unlikely to sign for a central survey. Financially, it could kill them.

"There is another thing about spot radio that confuses the advertiser and that is rates. He cannot understand why, for instance, in market 'A,' one of the country's largest markets, a spot will cost \$30. But in Market 'B,' an equally large market, a spot costs considerably more."

Broadcasters, rationalizing their position, all too often relate radio's chances for growth to the fate of television and other media.

"It's up to radio to sell itself and stop fighting against all other contenders, to sell its own values and stop waiting for another media to falter."

munity reforms to the public's attention.

The show is keyed to phone calls from listeners on local problems. Community leaders are present at the station and answer listener questions as well as those asked by the station. Mr. Draper states that *Public Forum* creates debate and argument and gives people a chance to express themselves. "I think this is especially important because of the trend towards one-newspaper towns."

Arnold Hartley, executive vice president, Key Broadcasting Management Inc., New York, believes all broadcasters should give attention to minority groups.

In focusing his remarks on the specialized market in radio, Mr. Hartley declares there are two public service responsibilities involved: (1) to assist the group to make its full contribution to democracy and (2) to preserve the cultural strength of the diverse group.

He offers the following suggestions for "general" broadcasters:

- Acquaint yourself with specialized groups in your market. Learn where they are from and what their regional differences are.

- Acquaint yourself with circumstances that brought them here.

- Acquaint yourself with their music and try to integrate some of it into your schedule.

- Let the specialized groups know you are interested and try to have them participate in your discussion programs.

- Let your public service effort have special meaning for specialized groups.

- Know the leaders of these groups in your community and look out for "specialized" names in your news stories.

Ivan Smith, Australian Broadcasting Co., who has spent 18 months in the United States, believes the urgent needs of American radio are "quality speech programs."

He says, "Radio is one of the performing arts. It can perform many things that cannot be done on other media."

He believes that drama has a vital place in American radio. He offers

as an example "Death of a Wombat," an original radio drama that has attracted world-wide attention.

Mr. Smith says existing resources are not being fully utilized. He states American radio is not making full use of writers and editors that could keep a steady flow of new ideas and literature coming into the station.

He suggests that broadcasters distinguish between the concepts of a mass audience and a wide audience, and speculates that only five percent of the audience can mean a lot of listeners when translated into people.

In the area of news, the following challenge is handed to electronic media by John McClay, general manager, WJZ-TV Baltimore: "Like it or not, we have the job of helping to provide the fundamental basis of a free society, an informed electorate.

"In the face of this awesome responsibility, how can we inform?"

Erwin Canham, editor, *Christian Science Monitor*, believes the important job is "to get information into people's minds."

On the subject of gimmicks in news presentation, he says, "Gimmicks do not make the contribution to impact that ideas do. And ideas need explaining, not headlines. I would not rule out gimmicks entirely, however, because news should be presented interestingly. But their use should be done with responsibility."

One of the great problems in electronic news, Mr. Canham states, is giving relative value to news stories, so that the most important story comes first whether it be international, national or local.

He cautions broadcasters against re-writing because that can change the meaning. "Re-writing should be done only by those with adequate backgrounds."

As for the practice of using personalities to deliver the news, the newspaper editor comments that broadcasters "must not let showmanship run away with the basic responsibility of reporting the news."

Sandy Jackson, assistant manager, KOIL Omaha, takes up the case of many of the nation's music-and-news broadcasters who are faced with the responsibility of news presentation against a background of ratings survival.

"It is a practical job to try to translate responsibility for news into our format. We believe in news. We do not think that comprehensive news is necessary. People want to be entertained through radio.

"We are an entertaining station and we make our news entertaining. Our station has six minutes of news on the hour. In addition, there are bulletins and frequent weather reports throughout the hour."

Dr. Wilbur Schramm, director, Institute for Communications Research, Stanford University, Palo Alto, Calif., comments on a study dealing with the impact of interpretation in radio news.

During the study, a straight five-minute newscast was read to one group; a second group heard the five-minute newscast with 15 percent interpretation added to it.

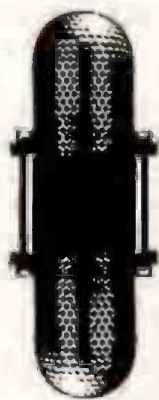
The results, Dr. Schramm declares, show that the second group remembered 30 percent more through interpretation. The Stanford researcher also comments that based on his observations "gimmicks detract from believability."

Julian Goodman, NBC vice president, news and public affairs, believes that many necessary ingredients are lacking in news personalities today. Broadcasters must build, he declares, a "national fund of people" who can cover a story, write it and report it on the air.

Similar feelings are expressed by William Monroe, news and editorial director, WDSU-AM-TV New Orleans. He seriously questions the value of "a non-newsman masquerading as a newsman."

The theme of the WBC conference—the changing community, changing craft and changing world—has this application for radio. Dom Quinn, program manager, KDKA Pittsburgh, states, "There is an essential pattern of change in radio that is evolutionary. It is part of the changing craft."

Donald H. McGannon, WBC president, concludes that broadcasting must be used as a force within the community "to help achieve a good life, not merely reflect it." The real job lies ahead, he declares, in the new and better programs listeners will enjoy.



EDITORIAL PAGE

PARTICULARLY GOOD TIMING

THE editors of the new U.S. RADIO are especially happy that our first issue will be seen first by those broadcasters and other industry members who are assembled in Washington for the 39th Annual NAB Convention.

We think this is particularly appropriate timing.

There is no group more deeply concerned with the health and welfare of the radio medium, than the many far-sighted radio station operators within the NAB membership.

There is no body of men whose opinions we respect more deeply, and whose support we solicit more earnestly.

The new U.S. RADIO is *your* publication, and it is only fitting that you should get the first glimpse of this exciting new product.

Our editorial credo for the magazine is expressed in full in the "Dear Governor Collins" article on page 25. We urge you to read it carefully.

This first issue is aimed, quite frankly, to the industry, and to those within the industry. We have deliberately included a number of articles which are of primary interest to radio broadcasters.

We shall continue to do this in the upcoming numbers of U.S. RADIO, but there will be a gradual shift in emphasis in two directions: first, more and more stories will be featured which have, as their basic audience, agencies and advertisers who use the radio medium. And, we will have an increasing number of "meat-and-potatoes" articles, featuring facts and figures which can be used in radio selling.

Typical of this second type is the comprehensive roundup on "Radio and the Automobile Business" which will appear next month.

For this first issue, however, we are presenting to the industry the new U.S. RADIO as the first real prestige publication which radio has ever had, the only authentic voice that is devoted solely to radio's welfare.

We, like you, are proud of this great medium.

HERE'S REAL EXCITEMENT

TOP TUNE INTROS

FOR THE CREATIVE
BROADCASTER. Personalized
parodies that simulate the format
of your top tunes! More than
mere promotion of IDs, each of these
parodies is designed to cleverly
relate your station to the top tunes
of the week and the personalities
singing them! Originally created by KLLF
in Dallas, the Top Tune Intros
are now available
to the entire
industry.



NOTICE
FIRST
COPY

UTPSONIC PRODUCTIONS, INC. 103 ROUTH ST. DALLAS, TEXAS

www.americanradiohistory.com

MERCHANDISING IS LIKE THE LITTLE GIRL WITH THE CURL.....



"...WHEN SHE WAS GOOD SHE WAS VERY, VERY GOOD,

KSTP Radio believes that advertisers should receive strong, consistent and professional merchandising support for their advertising campaigns in the vitally important Northwest market.

To this end KSTP maintains a full-time merchandising and promotion staff working closely with each advertiser to create, develop and implement the selling aids which most effectively add to the success of his campaign.

Among the activities which have made KSTP the Northwest's leader in merchandising are the exclusive KSTP "FEATURE FOODS MERCHANDISING PLAN" and "FEATURE DRUGS MERCHANDISING PLAN" which provide special in-store displays and product-checks in 200 top-volume super-markets and 65 key drug outlets in the Twin City area. Bargain Bar displays in key chain and independent food outlets every week include coupons, samples, registration for prizes, distribution of product literature and demonstrations by the KSTP hostess in attendance. Each activity is designed to move your product from shelf to shopping basket—the final link in the chain started by your advertising on KSTP Radio!

In addition, KSTP's expert merchandisers turn out shelf-talkers, banners, window streamers, bus cards, posters,

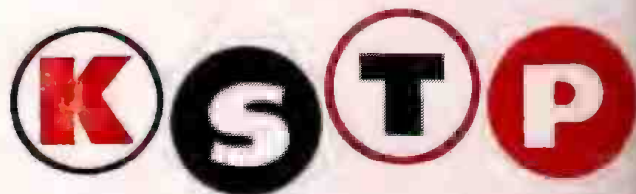


AND WHEN SHE WAS BAD SHE WAS HORRID!"

mailing pieces, survey facts and figures relating to your sales problem and special promotions by the score. There is no charge to the advertiser for these services which are offered at the discretion of the station.

Our files are full of letters from advertisers who appreciate dependable, quality merchandising assistance. If you'd like to know more about it, contact a KSTP representative or your nearest Petry office.

50,000 watts, 1500 kc.



"the sound of the sixties"

U.S.

**APRIL - MAY
1961
35 CENTS**

**A
U.S. RADIO
PUBLICATION
FOR FM
BROADCASTERS
AND
ADVERTISERS**



Vol. 2 — NO. 4

**GET SOUND
STEREO**

page 3

**WANTED
INFORMATION**

page 5

**NEW SALES
FACTS**

page 6

**CAPSULES
SUCCESS**

page 8

**TATION
LISTING**

page 10

Mc Martin® ... ONLY COMPLETE FM MULTIPLEX MODULATION MONITOR

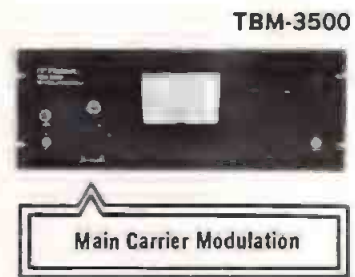
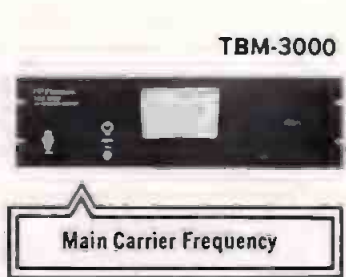


Features Direct Reading of: • Main Carrier Frequency • Sub-Carrier Frequency • Main Channel Modulation • Sub-Channel Modulation • Sub-Carrier Injection • Crosstalk — Signal/Noise

ALSO NEW! Transistorized Multiplex Receiver • Transistorized Audio-PA Amplifier • FM/Multiplex Relay Receiver

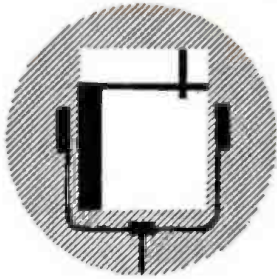
SEE US!!!

Booth #23 NAB
Shoreham Hotel



CONTINENTAL MANUFACTURING, INC.
Omaha, Nebr.

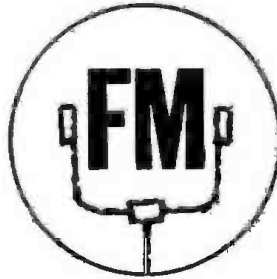




U. S. RADIO

For buyers and sellers
of radio advertising

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and advertisers

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For future articles that really "dig" into the depths of radio broadcasting and advertising . . . be sure you see each monthly issue of U.S. RADIO and U.S. FM.

**Enter Your
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Name Title

Company

Type of Business

Company or

Home Address

City Zone State

Please Bill

Payment Enclosed

FORE MOST

FCC Action on Stereo Generates Industry Activity

Fm broadcasters got the go ahead last month, after months of deliberation and testing by the FCC, for multiplex stereophonic broadcasts. Optimism is running high that stereo will mark one of fm's greatest breakthroughs in its drive to be recognized as a separate medium. Advertisers are approaching the new developments with a note of caution, but they, too, are hopeful that stereo will add new dimension to the fm audience and force to the medium. Many broadcasters will try to be on the air with stereo by June 1, FCC-approved start date. Others are waiting for the stereo set buildup among listeners. One thing is sure: the arrival of stereo places fm apart from all broadcast media. Its past identification with quality programming is now enhanced by the added virtue of sound dimension. (See stereo report, p. 3.)

BPA Gives Fm Recognition With Annual Promotion Award

A new fm category has been established by the Broadcasters' Promotion Association in its first annual awards for on-air promotion excellence. "We recognize fm's rapid and dramatic growth as a separate and distinct medium of communication," states BPA. "To judge am and fm on-the-air promotion within the same category is no longer realistic." Winners will be announced at the BPA meeting in New York, November 6 to 8. Miss Dorothy Sanders, WLW-D Dayton, heads the awards committee. President of BPA is John Hurlbut, promotion manager of WFBM, Indianapolis.

Latest EIA Figures Show Fm Output to 91,778 in '61

Current production figures released by the Electronic Industries Association show that for the first two months of 1961 fm set output reached 91,778 units (41,357 in February and 50,421 in January). The two-month fm output in 1960 totalled 96,677, according to EIA. This association is the only authoritative source in calculating the movement of fm receivers.

Medical Association Takes To Fm to Influence Opinion

The American Medical Association's campaign to influence public opinion regarding medical care for the aged has taken to fm in about 40 markets from coast to coast. Through Klau-Van Pietersom-Dunlap Inc., Milwaukee, the transcribed spots will run for six weeks, having started the last week in April. The agency selected fm because of its quotient of influential opinion leaders in respective communities. The spots feature the voices and opinions of professional people. Frequencies run as high as 100 per station for the campaign.

Station Finds Merchandising Has Important Place on Fm

By arrangement with three groups of Kansas City retail stores, KXTR has launched a merchandising service for advertisers. Included in the drive is a show card promoting the product and the scheduled time of sponsorship on all-classical KXTR. This card is for use in dealers' windows, showcases and adjacent to cash registers. The station also is making available to clients a mailing list of listeners.

Sales Tool

I personally would like to thank you for printing the FM Station Key. I think that it is a boon to all fm broadcasters. I would like to see a complete list printed of all U.S. fm stations.

We do use your magazine as a sales tool, and are waiting for the day when you can expand the size of the magazine.

David W. Chase
Sales Manager
KDVR-FM
Sioux City

Agencies' Viewpoints

Let me congratulate you on a fine magazine, U. S. FM. This is something that fm broadcasters have needed. I was especially interested in the comments expressed by Mr. Joe Gans and Mr. John Heston in the February issue regarding the agencies' viewpoint on fm and fm programming.

Thank you for giving the fm broadcasters something to sink our teeth into.

Ernie Forrester
Director of Operations
WWOL-FM
Buffalo

Separate Publication

May we add our congratulations for the start you have made with your publication, U. S. FM? We recommend its continuance as a separate publication.

Sid Roberts
Manager
WFMF
Pittsburgh

Thanks

Thank you very much for listing us in your splendid publication which I enjoy reading very, very much.

J. C. Kellam
General Manager
KTBC-FM
Austin, Tex.

New Facility

WPAT-FM now transmits from its facility atop the Chrysler Tower in New York City. We feel that this is an important move for us to make and one which will increase service to both our audience and advertisers.

John Burt
Director of Advertising
WPAT-FM
New York



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Please see that I receive each monthly issue of U.S. RADIO and U.S. FM —both for one year for one subscription of \$5.	
Name _____	
Company _____	
Title _____	
Type of Business _____	
<input type="checkbox"/> Company or	
<input type="checkbox"/> Home Address _____	
City _____ Zone _____ State _____	
PLEASE BILL <input type="checkbox"/>	PAYMENT ENCLOSED <input type="checkbox"/>

Stereo— New Vista for Fm?

Agencies and broadcasters have mixed reactions to stereophonic's blessings for fm in days to come; encouragement and qualified optimism noted

 How do broadcasters and advertisers view the future of fm in light of the recently approved multiplex stereophonic system? Will it suddenly lift the medium into its long-awaited place in the sun? Or will the advent of stereo be passively accepted by the public and advertisers?

To gauge the climate of response in the advertising and broadcasting community, U. S. FM has interviewed advertising agency executives and broadcasters on the future of fm with stereo.

Reaction has been mixed. Some readily admit that they are not adequately enough informed on stereo to project opinions. Others emit tremendous enthusiasm, insisting that stereo means a real breakthrough for fm. Still others are cautiously optimistic, preferring to "wait and see." A few claim that stereo's effect on fm's status as a medium will be virtually nil. But

no one thinks that stereo will have a detracting influence.

How does Madison Avenue think stereo will help sell fm to advertisers?

"Stereo will spark much more fm interest," says Nancy Smith, time-buyer for J. Walter Thompson Inc., New York, on the Pan American Airways account. "Stereo is the excitement the medium has been looking for. The FCC's indecision on stereo systems has probably held people back from buying sets. When stereo receivers reach the market, these people will be there to buy them. The stereo record industry has had such a boom that I'm sure the same people who buy the records will want fm stereo receivers. They are interested in better reproduction of sound. If the switch to stereo catches on with listeners, then advertisers will take more interest. We have already found fm to be an excellent medium for Pan Am advertising."

At Young & Rubicam Inc., New York, American Airlines media buyer, Don Hinton, holds the view that "stereo is not going to have much effect on advertisers. Stereo gives fm an added 'plus,' but I don't think the public understands stereo thoroughly enough to appreciate it. The cost of converting monaural equipment to stereophonic will hold up listener enthusiasm for a while."

Mr. Hinton believes, too, that a listener will not stay with a program, even in stereo, if he doesn't like the music. He will switch his dial until he gets programs he likes—whether they be stereophonic or monaural.

"Young & Rubicam," he says, "looks at fm as a separate medium. Research has shown this. We recommend it to some advertisers. But our acceptance has not reached the point as yet when we will tell our advertisers to pull out of am and advertise on fm only."

Richard Goldsmith, timebuyer



T. Mitchell Hastings Jr.

for Ben Sackheim Inc., New York, who has recently placed fm schedules for Lightolier in Dallas and Chicago, has this to say: "Stereo will stimulate buyer interest in fm.

"But I don't think the coming of stereo will change the fm audience character. The listener will still be in a select, high income group. Therefore, fm's virtues for an advertiser will remain the same as before."

Margot Teleki, timebuyer at Reach, McClinton Inc., New York, agrees with Mr. Goldsmith. "Stereo won't make that much difference. The fm listener is the same fm listener, with or without stereo."

An agency executive who concurs with this opinion is Joe Gans, president of Joe Gans & Co., who has guided such clients as *Harper's* magazine to fm. "How stations program is far more important than whether they broadcast in stereo or not. Fm is there now for any advertiser who is interested. Stereo will not make enough difference."

Another agency man, John Heston, N. W. Ayer & Son Inc., New York, although hopeful that stereo will win new audiences for fm, likens the new dimension in sound to the plight of color television. "Color tv has been held back by its cost and lack of technical perfection. Black and white is there and the viewer is satisfied with it. Fm stereo may have the same problem. The cost factor is important here. It may be five years before the real effect of stereo will be felt in fm."

But what about broadcasters? How have they interpreted the stereo news?

WJBR Wilmington, Del., one of the first stations to experiment with stereophonic broadcasting in the Delaware Valley, reports excitement and enthusiasm from its listeners. John B. Reynolds Jr., station executive, says that "audience reaction has been tremendous. Listeners have been ringing our phone throughout the day, asking how soon we expect to broadcast with the new system and where they can get receivers. Several companies, especially distributors of hi-fi equipment, have expressed interest in taking commercial time. We hope to be on the air with stereo by June on WJBR and on our Baltimore outlet, WRBS."

Mr. Reynolds ventures that cost



John Heston

will not be too great a factor in stereo acceptance. "Granco is one manufacturer that expects to put a set on the market for less than \$75. By this Christmas, we should see a large number of homes with stereo receivers."

In New York, Elliott M. Sanger, executive vice president, WQXR, expresses the opinion that "stereo will be good for advertisers if audience acceptance is adequate. WQXR plans to install the necessary equipment for stereo broadcasting as soon as it is available. We shall use the system on many live and recorded programs when sufficient receiving sets are in the homes of our listeners."

Many broadcasters think it is too early to evaluate the significance stereo contains for fm. Among them is T. Mitchell Hastings Jr., president of the Concert Network, who is also executive vice president of the National Association of Fm Broad-

casters and regional director of the group's district #1.

"Stereo will reach its full impact only if the set manufacturers go into full production and promote the receivers with wide-spread advertising. Then broadcasters will be able to realize the full potential of stereo because it will have a substantial audience with the necessary receivers.

"The door has been opened for a promotion on the scale that greeted television when it entered the market. If the manufacturers get behind it, the public will pick it up. At present we have plans to install stereo equipment, but it will be a while before we broadcast."

From the Midwest comes this reaction from Will Collier Baird Jr., vice president, WFMB Nashville: "There has been no excitement here among our listeners. I feel that if we go stereo it will be necessary for the stereo record manufacturers to purchase time to stimulate listener interest. We tried am-fm stereo broadcasts for a 13-week period once before. There was some listener interest, but virtually no advertiser enthusiasm. We finally dropped the program."

Mr. Baird has recently been elected a regional director, district #3, NAFMB.

So goes the reaction. There will be much discussion and conjecture during the next few months. From every quarter comes encouragement over the stereo development. If the fm industry is united in its efforts to promote stereophonic multiplexing, it may well be the one big breakthrough that will put fm over the top.



Joe Gans

Most Wanted Fm Information

Survey among readers is close between those who want separate publication and those that want it combined; but all agree they want the fm information to continue

Readers of U. S. FM, when queried on whether to continue the magazine separately or combine it with U. S. RADIO, have agreed on one thing:

"Either method is o.k. with me. I just want the fm information continued," explains one broadcaster.

Final returns to a questionnaire survey of readers are still being tallied. But at press time, those who favor continuing U. S. FM as a separate magazine are out in front 75 to 69 (total tallies counted so far, 144).

The group that favors separate publishing seems to be more vocal in its advocacy.

"I am wholeheartedly of the firm opinion that it would indeed be a great injustice to the fm industry to combine U. S. FM with any publication. Fm is a separate medium, well qualified to stand on its own merits.

U. S. FM was one of the major factors in the decision of my partner and I to go into fm," one fm'er writes.

And another thoughtful comment has this to say:

"We believe that to succeed fm must be a completely separate program service. Locally, we try to stay away from the word 'radio' and to sell fm as a separate medium, a separate sound and a separate audience. The only connection that our fm has with modern am radio is that it, too, is based on electromagnetic radiation.

"By the same reasoning we feel that U. S. FM should be a separate publication—a magazine that is only interested in fm. Instead of being a back section of an am magazine."

The heaviest response asked for more information about advertiser and agency use of the medium, both national and local. This took many

forms, including success stories, agency comment on fm, reports on specially-created fm campaigns and continuing listings of fm time buys.

Other subjects mentioned for coverage included (in order of response):

- Station stories—reports on the operations of different types of fm stations (how they are programmed and sold).
- Research and sets-in-use calcu-

FM INFORMATION WANTED

- Reports on advertiser-agency use of fm
- Research and sets-in-use figures
- Programing ideas and sources
- Station operation case studies
- Technical reports on equipment
- Audience and sales promotion ideas

FM BOXSCORE

Those favoring separate magazine—75
Those favoring combining with
U. S. RADIO—69

lations—facts on the fm audience and methods of determining fm homes.

- Programing—sources of programing of national stature, new station program ideas other than good music formats.
- Technical information—reports on equipment developments in station operation and stereo and multiplex developments.
- Promotion—ideas for audience and sales promotion.

Many stations presented in detail some of the things they thought should be done.

One broadcaster states: "Here's the information we need:

"Quotable quotations from broadcast leaders stating how well fm is progressing. Definitive articles on how to measure the fm audience, articles on how to get a mail or phone response out of the usually non-vocal fm audience, set production figures, ratio of fm stereo versus am stereo sets being sold, complete rundown on fm-am receivers available, information on fm car radios. . . . What are some new programing ideas? . . .

"We have never noted a discussion of automatic program service versus live programing. . . . What about stereo? . . . Suppose a station is building a music library. Which is the smartest investment? What records are available? . . . How do you merchandise fm?"

And another station manager would like to see "a constructive article on what some markets have done to get fm set retailers on their side. After all, this is a two-way profit street and we don't see many fm retailers flocking to the fm bandwagon in support of the medium."

Another fm'er writes: "In our market, we find that fm operators have been sadly negligent in keeping clients, prospects and agency people informed as to the progress of our medium. We have found agencies with no sets-in-use figures, no conception of the programing and not so much as a rate card. No wonder everyone's screaming about not getting agency business. You can't get it by osmosis.

"U. S. FM has been great about relaying information of promotions, success stories and statistics. . . . We certainly hope that the publication can continue to grow and tell the fm story where it need be told."



The National Association of FM Broadcasters' new circular "FM Data Chart" is designed to give fm salesmen what they have always needed—a working sales tool that provides research facts for advertisers and agency men.

From data gathered by The Pulse Inc., the NAFMB has prepared the data chart, a spinner wheel of figures on fm penetration in 25 markets and on listener profiles.

The new Pulse penetration figures indicate a steadily growing market, from Pittsburgh with a 30.1 percent, through Westchester County, New York, with a high of 61.4 percent.

In the area of listener identification, the highest percentage of listeners fall into the professional, executive, proprietor group (29.2 percent). And coinciding with that figure, the largest segment of listeners (35.1 percent) are in the \$7,500 and up bracket. The table model is the most popular of fm receivers, accounting for 46.1 percent of all receiver types.

These are just a few of the many figures that the chart provides. All

FM's NEW SALES AID

FM SET PENETRATION IN 25 MARKETS

CITY	PER CENT	CITY	PER CENT
Westchester County, N. Y.	61.4%	Cleveland, O.	36.1
New York, N. Y.	53.5	Delaware Valley	37.6
Boston, Mass.	50.1	Providence, R. I.	35.7
Los Angeles, Calif.	48.9	Buffalo, N. Y.	34.8
San Francisco, Calif.	47.3	Albany, N. Y.	37.1
Portland, Ore.	46.1	Kansas City, Mo.	33.3
Chicago, Ill.	42.9	Trenton, N. J.	32.9
San Diego, Calif.	42.5	Bakersfield, Calif.	32.4
Rochester, N. Y.	41.9	Miami, Fla.	31.7
Orange County, Fla.	39.1	Houston, Tex.	31.2
Washington, D. C.	40.3	Pittsburgh, Pa.	30.1
Columbus, O.	37.4	Cincinnati, Ohio	30.6
Philadelphia, Pa.	36.3		

Source: NAFMB Data Chart

of the chart information is listed on these two pages.

Another major effort on the current NAFMB agenda is a compilation of statistics on fm station operation. Realizing the industry-wide need for reports of the sort that will provide concrete information on how the business is run, the association has conducted a survey designed to characterize the fm station image.

The fm industry survey is being prepared by the John B. Knight Co. of Los Angeles which is sending confidential questionnaires to all the fm stations in the country. The wide range of questions cover such areas as sales, stereo and multiplexing, personnel, use of program services and other pertinent information. Results of this survey are expected to be covered in the June U. S. FM.

Regional Directors Chosen

The following fm broadcasters were recently elected by mail ballot to fill the posts of the NAFMB regional directorships: District 1—(Me., N. H., Vt., Mass., N. Y., Conn. and R. I.), T. Mitchell Hastings of the Concert Network. District 2—Pa., N. J., Del., Md., Dist. of Columbia and W. Va.), John Reynolds, WJBR Wilmington. District 3—(Va., Ky., Tenn. and N. C.), William Baird, WFMB Nashville. District 4—(S. C., Ga., Fla., Ala., Miss., La., Ark., Puerto Rico and the Virgin Islands), Frank Knorr, Jr., WPKM Tampa.

District 5—(Mich., Ohio and Ind.), Harold Tanner, WLDM Detroit. District 6—(Mo., Ill., Iowa, Wisc. and Minn.), Bill Drenthe, WCLM Chicago. District 7—(Tex., Okla., Kan., Neb., S. D., N. D., Mont., Idaho, Wyo., Colo., Utah, Nev., Ariz. and N. M.), Lynn Christian, KHGM Houston. District 8—(Cal., Ore., Wash., Hawaii and Alaska), Arthur Crawford, KCBH Los Angeles.

It will become the responsibility of these men and the officers to continue the leadership fm needs.

PULSE LISTENER DATA

CHARACTERISTICS	PER CENT
Age of Listeners	
18 and under	15.4%
18-34	30.5
35-49	36.6
50 and over	17.9
Listeners' Income	
Under \$3,000	7.8%
\$3,000-\$4,999	23.2
\$5,000-\$7,499	33.0
\$7,500 and up	35.1
Occupation of Listeners	
Professional, Executive, Proprietor	29.2%
Sales, Service, Clerical	24.8
Craftsmen, Operators, Laborers	23.9
Housewives	38.0
Listeners' Education	
College Graduate	26.7%
Some College	18.4
High School Graduate	37.1
Some High School	8.9
Place of Listening	
Living Room	52.1
Bedroom	19.2
Kitchen	12.6
Den	7.6
Dining Room	4.5
Type Set Listened To	
Table Model	46.1%
Console	27.9
Combination with tv	15.5
High Fi Components	11.2
When They Listen	
6 a.m.-9 a.m.	17.5%
9 a.m.-Noon	15.4
Noon-6 p.m.	22.9
6 p.m.-9 p.m.	42.6
9 p.m.-Midnight	29.6
Listen in Place of Business	10.9
Listen Only to Fm, Never to Am	19.9

Source: NAFMB Data Chart

FAVORABLE MENTIONS

Investment Firm—In Texas, where they do things in a big way, a Houston investment firm landed a \$2 million account thanks to its sponsorship of three weekly half-hour programs of ballet music.

The investment firm of Beebe, Guthrie & Lavelle, Houston, was one of KRBE Houston's original advertisers when the station went on the air in 1959. This loyal affiliation with KRBE has paid off for the company. So Mr. Beebe sent the station a letter of appreciation:

"A large percentage of our new

business since 1959 is directly attributable to fm advertising, in our opinion. We know this because clients have told us they came to us through our programs, because of favorable name recognition in cold contacts, and because of direct comparisons between our fm advertising and our use of other media.

"An explanation of the latter may be in order. Some time ago, we tried am radio with the result that we received many inquiries, but the quality was such that the accounts were small and not too profitable. We

have tried newspaper advertising on a long-term basis but have found the cost excessive with rather poor results.

"As a comparison, we know of one \$2 million account and several other large accounts, as well as many bread-and-butter accounts of average size, directly attributable to KRBE. We have a lawyer who has sent us several clients because he personally enjoys our programs. We have consistently had people of substance tell us that they enjoyed our programs, and we regularly receive letters of inquiry which have been productive.

"It may be of interest that with most of our advertising dollars in KRBE we enjoy a large percentage of favorable name recognition among the people we want to sell.

"My partners are unanimous in their enthusiasm for KRBE and justifiably so since the less than \$2,000 we spend each year for KRBE advertising has brought us demonstrable and substantial returns in goodwill and profit."

In Texas fashion, the manager of the station took this success in stride stating that though he was elated with the results of the investment firm's sponsorship, it was but an example of the station's selling power. Another instance he pointed out "was the filling of a small bookstore in an isolated section of the city with customers after only four or five spot announcements."

Greenhouse—When the manager of the Miller Greenhouses in Portland, Me., wanted to move a large stock of high-priced tropical plants in order to make room for his spring line of flowers, he chose fm as the medium most likely to bring in the sales. He bought a four-week schedule of 30-second spots at a rate of 15 per week, over WMTW-FM Poland Spring, Me.

Within a week the plants were moving at a greater rate than expected, and orders came in from as far away as 200 miles. Even more encouraging, the station reports, was the rise in the greenhouse's sales average. Previously, the average sale was \$3.21, but with the fm campaign



KEYNOTING the San Francisco Bay Area's "FM Month" is this billboard promotion, one of nearly 50 other billboards, plus newspaper, tv and local hi-fi dealer tie-in coverage. The San Francisco Fm Association spent \$50,000 to bring fm message to Bay Area listeners. Pictured are: (l to r) Gary Gielow KPEN; Al Levitt, KSFR, and Pat Henry, KJAZ.

ADVERTISER Charles J. Greeley (r), manager of Miller's Greenhouse, talks over recent fm timebuy with Arthur Owen, WMTW Poland Spring, Me. Miller's has signed til forbid pact.



that figure rose to more than \$40 (most of the plants advertised sold for around \$20 or more).

The manager of the greenhouse carefully checks over the "soft sell" copy before it goes out over the air because, as he puts it, "the audience has enough judgment to decide what they do or do not want." Apparently, enthusiasm has not waned. He has signed a 'til förbid contract with the station.

Fm support

"I like fm radio because: In programing, in commercials, in quality of music, the first consideration is given to the listener as a *person*."

"I like fm radio because: I have confidence in the sponsors who present programs that respect the wishes and sensibilities of their listeners."

"I like fm radio because: It offers exactly the programing I once bought a good radio to listen to, and omits what usually caused me to turn it off."

These three comments on fm are representative of hundreds of similar replies to the KLSN Seattle contest, "I like fm radio because." The station set out to determine why, not just its own listeners but all fm set owners liked the high frequency sound medium. KLSN ran two different spots with a frequency of five a day for six weeks. One spot described the contest rules and time limitations, the other promoted fm car radios.

As in the majority of fm contests, the prizes were by no means extravagant. Five weekly winners received lp records. The grand prize winner got an am-fm car radio installed.

Of the hundreds of entries received, the station reports that less than half were from Seattle, the rest coming in from the surrounding area. 55 per cent of the responses were sent in by men, indicating fm's strong male listenership.

Of the various reasons for liking fm, "quality programing" accounted for 61.2 percent of the responses; next was "fidelity plus static and interference free reception" with 38 percent, and "discriminating adult presentation" with 22.4 percent.



21
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A DIVISION OF INTERNATIONAL GOOD MUSIC, INC., Bellingham, Wash.

Fm Station Key

These statistics and other data contained herein are taken from reports received by us from FM stations. They are believed by us to be accurate and reliable, but, of course, cannot be guaranteed. This issue of U.S. FM includes returns from 432 fm stations. The *Fm Station Key* will be augmented each month as information is reported by additional operations. See box below for abbreviations. Stations not listed are advised to send in the necessary information.

Abbreviations

Rep.—representative; *ERP*—effective radiated power; *pen.*—penetration; *prog.*—programming; where there is an am affiliate, *sep.*—refers to the fm being separately programmed and *dup.* refers to the fm station duplicating the am programming; *cl*—classical; *con*—concert; *op*—opera; *s-cl*—semi-classical; *pop*—popular; *st*—standards; *shw*—show; *flk*—folk; *jz*—jazz; *nws*—news; *wthr*—weather; *dr*—drama; *intvw*—interview; *emtry*—commentary; *rel*—religious; *sprts*—sports; *educ*—educational programming; *disn*—discussion.

ALABAMA

Albertville

WAVU-FM (Am: WAVU)
Counties: 15; ERP: 4,700 w
Prog. (Dup.): Pop, nws, wthr, sprts

Birmingham

WAPI-FM (Am: WAPI)
National Rep.: Henry I. Christal
Counties: 47; ERP: 72,000 w
Prog. (Dup.)

WJLN (Am: WJLD)

National Rep.: Forjoe
Counties: 28; ERP: 23,000 w
Prog. (Dup.)

Decatur

WHOS-FM (Am: WHOS)
Counties: 6; ERP: 2.35 kw
Prog. (Sep.): St, pop, shw, cl, sprts

Sylacauga

WMLS-FM (Am: WMLS)
Counties: 4; ERP: 693 w
Prog. (Sep.): St, shw, pop, wthr, cl

ALASKA

Anchorage

KTVA-FM (Tv: KTVA)
ERP: 750 w
Prog.: Cl, con, op, s-cl, shw

ARIZONA

Phoenix

KELE
ERP: 18,000 w
Prog.: Country & Western

KITH

Counties: 7; ERP: 5,000 w
Prog.: St, s-cl, shw, nws, rel

KYEW

Prog.: Cl, shw

Tucson

KFMM

National Rep.: Good Music Broadcasters
Counties: 3; ERP: 7,200 w
Prog.: Cl, con, s-cl, st, dr

ARKANSAS

Jonesboro

KBTM-FM (Am: KBTM)
National Rep.: Burns-Smith
ERP: 8,000 w
Prog. (Dup.): St, sprts, nws, wthr, con

Little Rock

KMMK
Counties: 52; ERP: 31,000 w
Prog.: Music

Osceola

KOSE-FM (Am: KOSE)
Counties: 12; ERP: 2,200 w
Prog. (Sep.): Cl, s-cl, st, pop, sprts

Pine Bluff

KOTN-FM (Am: KOTN)
Counties: 19; ERP: 3,200 w
Prog. (Dup.): S-cl, st, shw, con, pop

CALIFORNIA

Alameda

KJAZ
National Rep.: Albert Chance
Counties: 6; ERP: 1,000 w
Prog.: Jz

Beverly Hills

KCBH
National Rep.: Walker-Rawalt
Counties: 8; ERP: 75,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Cl, con, s-cl, op, shw

El Cajon

KUFM
Counties: 1; ERP: 3.5 kw
Prog.: Cl, con, op, s-cl, nws

Fresno

KRFM (Am: KFRE)
Counties: 12; ERP: 70,000 w
Prog. (Sep.): St, pop, s-cl, cl, shw

Glendale

KUTE

Counties: 7; ERP: 23,800 w
Prog.: Shw, s-cl, pop, nws, wthr

Indio-Palm Springs

KCHV-FM (Am: KCHV)
National Rep.: Tracy Moore and Hal Holman
Counties: 2; ERP: 25,000 w
Prog.: Pop, st, con, flk, shw

Los Angeles

KBIQ (Am: KBIG)

National Rep.: Weed
Counties: 7; ERP: 110,600 w
Market Pen.: 48.9% (Pulse 6/59)
Prog. (Sep.): St, pop, jz, shw, flk

KFMU

National Rep.: Heritage Stations
Counties: 3; 58 kw
Market Pen.: 31.3% (Pollitz 1960)
Prog.: Cl, con, op, nws, jz

KMLA

National Rep.: Albert Chance
Counties: 6; ERP: 60,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Con, shw, st, nws, pop

KNOB

National Rep.: Modern Media Fm Sales
Counties: 7; ERP: 79,000 w
Market Pen.: 49.1% (Pulse)
Prog.: jz

KRHM

Counties: 8; ERP: 58,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Pop, st, jz, flk, shw

Oxnard

KAAR (Am: KOXR)

National Rep.: Forjoe
Counties: 2; ERP: 10,000 w
Prog. (Sep.): Nws, cl, shw, s-cl, st

Riverside

KDUO

National Rep.: Good Music Broadcasters
Counties: 5; ERP: 72,000 w
Market Pen.: 50% (Pulse 1958)
Prog.: S-cl, cl, con, op, rel

KPLI

ERP: 1,570 w
Prog.: S-cl, st, shw, nws, wthr

Sacramento

KCRA-FM (Am: KCRA)

National Rep.: Petry
Counties: 14; ERP: 11,000 w
Prog. (Sep.): St, pop, cl, con, shw
KHIQ

National Rep.: Albert Chance
Counties: 14; ERP: 17,300 w
Prog.: S-cl, cl, nws, wthr, rel

KJML

National Rep.: Walker-Rawalt
Counties: 5; ERP: 2,700 w
Prog.: Cl, con, shw, s-cl, comtry

KSFM

National Rep.: Meeker Co.
ERP: 60,000 w

KXRQ

National Rep.: W. S. Grant
Counties: 11; ERP: 35,000 w
Prog.: Pop, jz, shw, s-cl, flk

Salinas

KSBW-FM (Am: KSBW)

Counties: 6; ERP: 18.5 kw
Prog. (Sep.): Cl, pop, s-cl, con, op

FM STATION KEY (Cont'd)

San Bernardino

KFMW
National Rep.: Heritage Stations
Counties: 8; ERP: 30,000 w
Market Pen.: 31.3% (Pulitz 1960)
Prog.: Cl, con, op, nws, jz

San Diego

KFMB-FM (Am: KFMB)
National Rep.: Petry
ERP: 18,400 w
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, shw, nws

KFMX
National Rep.: Heritage Stations
Counties: 1; ERP: 30,000 w
Market Pen.: 40% (Pulse)
Prog.: Cl, con, op, jz
KFSD-FM (Am: KFSD)
National Rep.: QXR Network
Counties: 8; ERP: 100,000 w
Market Pen.: 39% (Pulse)
Prog. (Sep.): Cl, con, s-cl, st, op
KGB-FM (Am: KGB)
National Rep.: H-R
Counties: 1; ERP: 37,000 w
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, pop, s-cl, cl, shw

KITT
Counties: 1; ERP: 56,000 w
Market Pen.: 40% (Pulse)
Prog.: St, shw, flk, pop, s-cl

KPRI
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 1; ERP: 25,000 w
Market Pen.: 42.5% (Pulse)
Prog.: Pop, st, shw, cl, s-cl

San Fernando

KVFM
Counties: 1; ERP: 860 w
Market Pen.: 48.7% (Pulse)
Prog.: Pop, st, shw, s-cl, disn

San Francisco

KAFE
National Rep.: QXR Network
ERP: 100 kw
Prog.: Cl, op, s-cl, shw, nws

KBAY
National Rep.: Heritage Stations
Counties: 8; ERP: 30,000 w
Market Pen.: 47.3% (Pulse)
Prog.: Cl, con, op, jz

KEAR
Counties: 24; ERP: 82,000 w
Market Pen.: 47.3% (Pulse 9/57)
Prog.: Rel, intvw, disn, educ, wthr
KOBY-FM (Am: KOBY)
National Rep.: Peters, Griffin, Woodward
Counties: 10; ERP: 10,500 w
Prog. (Dup.): S-cl, st, pop, shw, nws

KPEN
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 8; ERP: 120,000 w
Market Pen.: 47.3% (Pulse)
Prog.: Cl, s-cl, pop, st, shw
KSFR
National Rep.: Good Music Broadcasters
ERP: 100,000 w
Market Pen.: 48% (Pulse 1958)

San Jose

KRPM
Counties: 1; ERP: 4 kw
Prog.: Cl, s-cl, op, flk, cmfry

KSJO
Counties: 16; ERP: 1,500 w
Prog.: St, shw, s-cl, con

San Luis Obispo

KATY-FM (Am: KATY)
National Rep.: Meeker
Counties: 3; ERP: 3.8 kw
Prog. (Sep.): S-cl, st, con, nws, cmfry

Santa Barbara

KRCW
National Rep.: Walker-Rawalf
Counties: 3; ERP: 18 kw
Prog.: Educ, op, shw, st, con

COLORADO

Colorado Springs
KFMH
Counties: 26; ERP: 23,000 w
Market Pen.: 25% (Pulse 3/60)
Prog.: Cl, con, s-cl, st, nws, shw, jz, wthr

Denver
KDEN-FM (Am: KDEN)
National Rep.: Heritage Stations
Counties: 12; ERP: 30,000 w
Market Pen.: 38.5% (Pulse 6/60)
Prog. (Sep.): Cl, con, op, s-cl, jz

Manitou Springs
KCMS-FM (Am: KCMS)
National Rep.: Fm Media
ERP: 22,000 w
Market Pen.: 25% (Pulse 3/60)
Prog. (Dup.): Shw, con, st, s-cl, jz

CONNECTICUT

Brookfield
WGHF
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 7; ERP: 20 kw
Market Pen.: 39.7% (Pulse 12/58)
Prog.: Mood, st, s-cl, jz, cl

Fairfield
WJZZ
Counties: 20; ERP: 9,000 w
Prog.: Jz

Hartford
WCCC-FM (Am: WCCC)
National Rep.: QXR Network
Counties: 7; ERP: 6.8 kw
Prog.: Cl, s-cl, con, shw, jz
WDRC-FM (Am: WDRC)
National Rep.: Peters, Griffin, Woodward
Counties: 12; ERP: 20,000 w
Prog.: Pop, nws

WHCN
ERP: 7,000 w
Market Pen.: 39.7% (Pulse 11/58)
Prog.: Cl, con, s-cl, op, shw
WTIC-FM (Am: WTIC)
National Rep.: Christal
ERP: 8 kw
Prog.: Cl, con, op, s-cl, shw

Meriden
WBMJ

ERP.: 20,000 w
Prog.: St, s-cl, shw, con

New Haven

WNHC-FM (Am: WNHC)
National Rep.: Daren McGavren
Counties: 3; ERP: 12,500 w
Prog. (Sep.): Con, cl, s-cl, shw, op

Stamford

WSTC-FM (Am: WSTC)
National Rep.: Everett-McKinney
Counties: 1; ERP: 650 w
Market Pen.: 30% (Pulse)
Prog. (Dup.): Nws, wthr, pop, shw, con

DELAWARE

Wilmington

WDEL-FM (Am: WDEL)
National Rep.: Meeker
Counties: 21; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Sep.): Cl, s-cl, pop, shw, nws
WJBR
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 22; ERP: 20,000 w
Market Pen.: 44.5% (Audience Analysts)
Prog.: S-cl, st, nws, cl, wthr

DISTRICT OF COLUMBIA

WASH (Am: WDON)
National Rep.: QXR Network
Counties: 37; ERP: 15,000 w
Market Pen.: 41% (Pulse 12/56)
Prog. (Sep.): Cl, con, s-cl, shw, nws

WFAN
National Rep.: United Broadcasting
ERP: 20,000 w
Prog.: Latin American music

(For abbreviations, see box, p. 10)

**Denver's Most Powerful
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KDEN**

99.5 Megacycles

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KDEN-FM is a Heritage Good
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*Pulse, Inc., June, 1960

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WASH-FM

Affiliated with QXR Network

FM STATION KEY (Cont'd)

WGAY (Am: WQMR)
National Rep.: Grant Webb
ERP: 20,000 w
Prog. (Sep.): Flk, nws, rel, disn

WGMS-FM (Am: WGMS)
National Rep.: Avery-Knode
Counties: 23; ERP: 20,000 w
Prog.: Cl, con, op, s-cl, nws

WJMD
ERP: 20,000 w
Prog.: S-cl, shw, con, nws, wthr

WTOP-FM (Am: WTOP)
National Rep.: CBS Spot Sales
ERP: 20 kw
Prog.: S-cl, st, cl, pop, nws

WWDC-FM (Am: WWDC)
National Rep.: Blair
Counties: 12; ERP: 20 kw
Market Pen.: 40.3% (Pulse 1959)
Prog. (Sep.): S-cl, st, cl, pop, nws

FLORIDA

Coral Gables
WVCG-FM (Am: WVCG)
National Rep.: Broadcast Time Sales
Counties: 7; ERP: 18.5 kw
Prog. (Dup.): Con, s-cl, nws, cl, wthr

Fort Lauderdale

WFLM
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 3; ERP: 3,500 w
Prog.: St, cl, s-cl, shw, op

WWIL-FM (Am: WWIL)
National Rep.: Rambeau-Vance-Hopple
Counties: 5; ERP: 31,000 w
Prog. (Sep.): St, s-cl, con, shw, jz

Jacksonville

WMBR-FM (Am: WMBR)
National Rep.: John Blair
Counties: 9; ERP: 40,000 w
Prog. (Sep. after 4 pm): Pop, st

Gainesville

WRUF-FM (Am: WRUF)
National Rep.: Thomas Clark
Counties: 16; ERP: 12,000 w
Market Pen.: 31.7% (Pulse 1956)
Prog. (Sep.): Op, st, con, shw, cl

Miami

WWPB
National Rep.: QXR Network
Counties: 5; ERP: 9, 200 w
Prog.: Cl, s-cl, con, st, shw

Miami Beach

WMET-FM (Am: WMET)
Counties: 4; ERP: 13,000 w
Prog. (Dup.): Pop, st, shw, jz, nws

Orlando

WHOO-FM (Am: WHOO)
National Rep.: Hollingbery
Counties: 9; ERP: 59,000 w
Prog. (Sep.): Cl, con, s-cl, st, jz, nws, wthr

Pensacola

WPEX
National Rep.: Good Music Broadcasters,
Western FM Sales
Counties: 5; ERP: 2,500 w
Prog.: Cl, s-cl, st, shw, jz

Sarasota

WYAK
National Rep.: Rejko & Mahaffey
Counties: 9; ERP: 2,730 w
Prog.: Cl, s-cl, pop, st, jz

Tampa

WDAE-FM (Am: WDAE)
National Rep.: Katz
Counties: 16; ERP: 65,000 w
Prog. (Dup.): St, shw, flk, con

WFLA-FM (Am: WFLA)
National Rep.: John Blair
Counties: 34 ERP: 46,000 w

WPKM
National Rep.: Good Music Broadcasters
Counties: 7; ERP: 10,500 w
Prog.: Pop, st, shw, s-cl, jz

GEORGIA

Athens
WGAU-FM (Am: WGAU)
National Rep.: John E. Pearson
Counties: 25; ERP: 4,400 w
Prog. (Dup.): Std, jz, nws, shw, wthr

Atlanta

WGKA-FM (Am: WGKA)
National Rep.: Good Music Broadcasters
Counties: 10; ERP: 9.4 kw
Prog. (Sep.): Cl, s-cl, shw, op, flk

WSB-FM (Am: WSB)
National Rep.: Petry
Counties: 204; ERP: 49,000 w
Prog. (Dup. & sep.): Pop, st, nws, wthr, infw

Augusta

WAUG-FM (Am: WAUG)
ERP: 9,000 w
Prog. (Sep.): Cl, s-cl, pop

WBBQ-FM (Am: WBBQ)
Counties: 31; ERP: 19.3 kw
Prog. (Dup.): St, pop, nws, sports, intvw

Columbus

WRBL-FM (Am: WRBL)
National Rep.: Hollingbery
Counties: 50; ERP: 21.2 kw
Prog. (dup.): St, cl, con, op, disn

Gainesville

WDUN-FM (Am: WDUN)
National Rep.: Thomas Clark
Counties: 11; ERP: 300 w
Prog. (Dup.): Pop, nws

LaGrange

WLAG-FM (Am: WLAG)
National Rep.: Indie Sales
Counties: 8; ERP: 2.3 kw
Prog. (Sep.): St, nws, sprts, shw, wthr

Marietta

WBIE-FM (Am: WBIE)
Counties: 21; ERP: 3.5 kw
Prog. (Dup.): Pop, st, shw, sprts, nws

Newnan

WCOH-FM (Am: WCOH)
National Rep.: Bernard Ochs
Counties: 11; ERP: 330 w
Prog. (dup.): Nws, wthr, st, pop, cl

Savannah

WTOC-FM (Am: WTOC)
National Rep.: Avery-Knode
Counties: 24; ERP: 8 kw
Prog. (Dup.):

Toccoa

WLET-FM (Am: WLET)
National Rep.: Thomas F. Clark
Counties: 10; ERP: 730 w
Prog. (Dup.): Nws, st, sprts

IDAHO

Boise
KBOI-FM (Am: KBOI)
Counties: 17; ERP: 17.5 kw
Prog. (Dup.):

Lewiston

KOZE-FM (Am: KOZE)
National Rep.: Gill-Perna
Counties: 6; ERP: 903 w
Prog. (Sep.): S-cl, st, shw, jz, nws

ILLINOIS**Anna**

WRAJ-FM (Am: WRAJ)
National Rep.: Bernard Howard
Counties: 6; ERP: 1,000 w
Prog. (Sep.): St, pop, nws, wthr, sprts

Bloomington

WJBC-FM (Am: WJBC)
National Rep.: John Pearson
Counties: 13; ERP: 15,300 w
Prog. (Dup.): St, pop, shw, nws, wthr

Champaign

WDWS-FM (Am: WDWS)
Counties: 11; ERP: 27,000 w
Prog. (Sep.): Pop, st, shw, nws, jz

Chicago

WCLM
ERP: 60,000 w
Prog.: S-cl, jz, st, hawaiian

WDHF

Counties: 9 ERP: 52,000 w
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Pop, shw, s-cl, st, flk

WFMF

National Rep.: Walker-Rawalt
Counties: 15; 33,000 w
Prog.: St, s-cl, shw, jz, nws

WFMT

Counties: 38; ERP: 29,500 w
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Cl, op, dr, nws, intvw

WKFM

National Rep.: Modern Media Fm Sales
Counties: 38; ERP: 50,000 w
Market Pen.: 42.4% (Pulse)
Prog.: St, s-cl, shw, nws, wthr

WNIB

Counties: 10; ERP: 11 kw
Market Pen.: 42.4% (Pulse)
Prog.: Cl, con, jz, op, shw

WSBC-FM (Am: WSBC)

National Rep.: Devney-O'Connell, FM
Unlimited
Counties: 5; ERP: 27,400 w
Prog. (Sep.): Cl, flk, jz, dr, nws

WXFM
ERP: 32,000 w
Prog.: Cl, s-cl, pop, st, shw

Decatur

WSOY-FM (Am: WSOY)
National Rep.: Weed
Counties: 19; ERP: 30,000 w
Prog. (Dup.): St, shw, nws, excl, cl

Effingham

WSEI
ERP: 20 kw
Dup. programming of WSOY-FM Decatur

Elgin

WRMN-FM (Am: WRMN)
National Rep.: Devney-McConnell
Counties: 5; ERP: 1,000 w
Prog. (Sep.): Cl, con, s-cl, st, nws

Evanston

WEAW-FM (Am: WEAW)
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 180,000 w
Prog. (Sep.): S-cl, st, shw, con, nws

(For abbreviations, see box, p. 10)

FM STATION KEY (Cont'd)

Harrisburg

WEBQ-FM (Am: WEBQ)
Counties: 11; ERP: 4,200 w
Prog. (Sep.): Sprts, nws, wthr, educ, cl

Jacksonville

WLDS-FM (Am: WLDS)
National Rep.: Holman
Counties: 5; ERP: 9 kw
Prog. (Dup.): Sprts, pop, nws, st, pub. sevc.

Litchfield

WSMI-FM (Am: WSMI)
Counties: 6; ERP: 6,100 w
Prog. (Sep.): St, nws, sprts.

Mattoon

WLBH-FM (Am: WLBH)
National Rep.: Hal Holman
Counties: 12; ERP: 23,000 w
Prog. (Dup.)

Mt. Carmel

WSAB (late fall start)
Counties: 12; ERP: 37.4 kw
Prog.: S-cl, cl, con, st, shw

Mt. Vernon

WMIX-FM (Am: WMIX)
National Rep.: John E. Pearson
Counties: 40; ERP: 50,000 w
Prog. (Dup, days, sep., nights): Pop, st, nws, sprts

Paris

WPRS-FM (Am: WPRS)
Counties: 7; ERP: 1,000 w
Prog. (Dup.): St, shw, pop, nws, wthr

Quincy

WGEM-FM (Am: WGEM)
ERP: 8.9 kw
Prog. (Dup.)
WTAD-FM (Am: WTAD)
National Rep.: Branham
Counties: 23; ERP: 27 kw
Prog. (Dup.)

Rock Island

WHBF-FM (Am: WHBF)
National Rep.: Avery-Knodel
Counties: 14; ERP: 39 kw
Prog. (Sep.): Con, s-cl, st, shw

Springfield

WTAX-FM (Am: WTAX)
National Rep.: Gill-Perna
Counties: 12; ERP: 6.7 kw
Prog.: (Sep. early evenings)

INDIANA

Bloomington

WTTV (Am: WTTTS)
National Rep.: Meeker
Counties: 54; ERP: 37.2 kw
Prog. (Dup.): St, nws, flk, sprts, cl

Columbus

WCSI-FM (Am: WCSI)
National Rep.: Thomas Clark
Counties: 12; ERP: 760 w
Prog. (Sep.): St, shw, sprts, B-cl

Elkhart

WTRC-FM (Am: WTRC)
National Rep.: Branham
Counties: 13; ERP: 9.7 kw
Prog. (Dup.)

Evansville

WIKY-FM (Am: WIKY)
National Rep.: John Pearson

Counties: 34; ERP: 36 kw
Prog. (Dup.): St, shw, s-cl, con, cl

Fort Wayne

WPTH-FM
Counties: 20; ERP: 44.4 kw
Prog.: St, shw, pop, jz, s-cl

Hammond

WYCA
Counties: 5; ERP: 31,000 w
Prog.: Rel, nws, s-cl, sprts, wthr

Indianapolis

WFBM-FM (Am: WFBM)
Counties: 50; ERP: 51,875 w
National Rep.: Walker-Rawalt
Prog. (Sep.): St, s-cl, cl, jz, cmtry

WFMS

ERP: 4.5 kw
Prog.: St, shw, pep, s-cl, cl
WIBC-FM (Am: WIBC)
Counties: 40; ERP: 24,000 w
Prog. (Sep.): Cl, s-cl, con, jz, op

Madison

WORX-FM (Am: WORX)
National Rep.: Hil Best
Counties: 6; ERP: 350 w
Prog. (Dup.): St, s-cl, sprts, shw, con

Marion

WMRI-FM (Am: WMRI)
National Rep.: Burn-Smith
Counties: 27; ERP: 31,000 w
Prog. (Sep.): S-cl, st, shw, nws, sprts

Muncie

WMUN (Am: WLBC)
National Rep.: Hal Holman
Counties: 17; ERP: 14.4 kw
Prog. (Sep.): Programatic

Richmond

WKBY-FM (Am: WKBY)
National Rep.: Everett-McKinney
Counties: 20; ERP: 23,000 w
Prog. (Sep.): Pop, s-cl
WGLM
Counties: 23; ERP: 32,000 w
Prog.: Cl, con, s-cl, st, jz

Terre Haute

WTHI-FM (Am: WTHI)
National Rep.: Bolling
Counties: 20; ERP: 7,400 w
Prog. (Sep.): Cl, con, op, s-cl, pop

Warsaw

WRSW-FM (Am: WRSW)
Counties: 60; ERP: 34,000 w
Prog. (Dup.): Cl, con, s-cl, pop, nws

Washington

WFML (Am: WAMW)
National Rep.: Hil Best
Counties: 14; ERP: 14,000 w
Prog. (Dup.): Sprts, nws, st, pop, shw

IOWA

Des Moines

KDMI
ERP: 115,000 w
Prog.: Rel, sacred, nws, wthr, cl
WHO-FM (Am: WHO)
National Rep.: Peters, Griffin, Woodward
ERP: 25 kw
Prog. (Sep.): St, pop, shw, s-cl, nws

Muscatine

KWPC-FM (Am: KWPC)
National Rep.: Venard, Rintoul & McConnell
Counties: 7; ERP: 780 w
Prog. (Sep.): Sprts, con, s-cl, nws, st

Sioux City

KDVR
Counties: 11; ERP: 3,000 w
Prog.: Cl, s-cl, jz, nws, wthr

KANSAS

Salinas

KAFM
Counties: 9; ERP: 3.6 kw
Prog.: Cl, con, s-cl, pop, st

Topeka

KTOP-FM (Am: KTOP)
National Rep.: Heritage
Counties: 1; ERP: 3,200
Prog. (Sep.): Cl, con, op, nws, jz

Wichita

KFH-FM
Counties: 12; ERP: 10.6 kw
Prog. (Dup.)

KENTUCKY

Hopkinsville

WKOF (Am: WKOA)
Counties: 10; ERP: 3.73 kw
Prog. (Sep.): Pop, st, shw, nws, sprts

Louisville

WLVL
National Rep.: Walker-Rawalt
Counties: 16; ERP: 35,000 w
Prog.: Cl, pop, s-cl, shw, flk

Owensboro

WOMI-FM (Am: WOMI)
National Rep.: Everett-McKinney
Counties: 14
Prog. (Dup.): Cl, con, op, nws, sprts

Paducah

WKYB-FM (Am: WKYB)
National Rep.: Bolling
Counties: 40; ERP: 32,000 w
Prog.: S-cl, pop, st, nws

LOUISIANA

Baton Rouge

WBRL (Am: WJBO)
Counties: 64; ERP: 2,450 w
Prog. (Dup.): Cl, s-cl, pop, st, nws, wthr

(For abbreviations, see box, p. 10)

Check the

HERITAGE

AM-FM

STORY . . .

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FM STATION KEY (Cont'd)

New Orleans

WDSU-FM (Am: WDSU)
National Rep.: John Blair
ERP: 42,000 w
Market Pen.: 24.1% (Pulse)
Prog. (Dup.): Pop, st, shw, con, cl, s-cl, nws
WWMT
National Rep.: Good Music Broadcasters
Counties: 17; ERP: 48,000 w
Prog.: St, s-cl, shw, cl, con

Shreveport

KWKH-FM (Am: KWKH)
National Rep.: Henry I. Christal
Counties: 6; ERP: 17,000 w
Prog. (Dup.): Pop, flk, nws, sprts, wthr

MAINE

Bangor

WABI-FM (Am: WABI)
National Rep.: George P. Hollingbery
Counties: 7; ERP: 6,100 w
Prog. (Sep. nights): St, cl, shw, con, nws

Caribou

WFST-FM (Am: WFST)
National Rep.: Devney O'Connell and
Daren F. McGavren
Counties: 2; ERP: 250 w
Prog. (Dup.): Shw, st, s-cl, con, nws

Lewiston

WCOU-FM (Am: WCOU)
National Rep.: Devney O'Connell
Counties: 8; ERP: 13,800 w
Prog. (Sep. nights): Cl, shw, con, s-cl, op

Poland Spring

WMTW-FM
Counties: 36; ERP: 49.1 kw
Prog.: Cl, con, s-cl, op, nws

Portland

WLOB-FM (Am: WLOB)
Counties: 4; ERP: 3,700 w
Prog. (Sep.): Programatic

MARYLAND

Annapolis

WXTC (Am: WANN)
Counties: 25; ERP: 20,000 w
Prog. (Sep.): Cl, con, s-cl, pop, st

Baltimore

WBAL-FM (Am: WBAL)
National Rep.: Spot Time Sales
Counties: 33; ERP: 20,000 w
Prog. (Sep.): Cl, s-cl, shw, flk, jz

WLDM

NOW

165,000 watts

-DETROIT-

WFMM

National Rep.: Walker-Rawalt
Counties: 30; ERP: 20,000 w
Prog.: S-cl, st, flk, cl, op
WITH-FM (Am: WITH)
National Rep.: QXR Network
Counties: 31; ERP: 20,000 w
Market Pen.: 33.7% (Pulse)
Prog. (Sep.): C, con, nws, op, s-cl
WRBS
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 30; ERP: 20,000 w
Prog.: Cl, s-cl, st, nws, wthr

Havre De Grace

WASA-FM (Am: WASA)
Counties: 5; ERP: 3,000 w
Prog. (Dup. days, sep. nights): St, pop, shw, nws, wthr

Westminster

WTTR-FM (Am: WTTR)
Counties: 5; ERP: 4,600 w
Prog. (Dup.): St, s-cl, pop, nws, wthr

MASSACHUSETTS

Boston

WBCN
Counties: 3; ERP: 25,900 w
Market Pen.: 50.1% (Pulse 2/59)
Prog.: Cl, con, s-cl, op, shw
WCRB-FM (Am: WCRB)
National Rep.: Broadcast Time Sales
ERP: 3.3 kw
Market Pen.: 50.1% (Pulse 2/59)
Prog. (Dup.): Con, cl, s-cl, nws, shw
WHDH-FM (Am: WHDH)
National Rep.: Blair
Counties: 25; ERP: 3.3 kw
Prog. (Dup.): Pop, st, nws, sprts, wthr
WXHR (Am: WTAO)
National Rep.: QXR Network
Counties: 9; ERP: 20,000 w
Market Pen.: 50.1% (Pulse)
Prog. (Sep.): Cl, con, shw, nws, intvw

Cambridge

WHRB-FM (Am: WHRB)
National Rep.: Ivy Network
Counties: 3; ERP: 796 w
Prog. (Dup.): Cl, jz, nws, splc evnts, sprts

Springfield

WMAS-FM (Am: WMAS)
National Rep.: Bolling
Counties: 3; ERP: 1.35 kw
Prog. (Dup.): Pop, st, nws, sprts

Worcester

WTAG-FM (Am: WTAG)
National Rep.: QXR Sales
Counties: 15; ERP: 10 kw
Market Pen.: 33.7% (Pulse 1959)
Prog. (Sep.): Cl, con, s-cl, op, nws

MICHIGAN

Bay City

WBCM-FM (Am: WBCM)
National Rep.: Hollingbery
Counties: 20; ERP: 41,000 w
Prog. (Sep.): S-cl, cl, st, con, op

Coldwater

WTVB-FM (Am: WTVB)
National Rep.: Donald Cooke
Counties: 8; ERP: 7,900 w
Prog. (Dup.): Pop, sprts, s-cl, cl, st

Detroit

WABX
Counties: 14; ERP: 36,400 w
Prog.: Cl, con, s-cl, op

WDTM

National Rep.: Good Music Broadcasters
Counties: 20; ERP: 61,125 w
Prog.: Con, nws, cmtry, flk, shw

WLDM

National Rep.: Walker-Rawalt
Counties: 6; ERP: 20,000 w
Prog.: St, shw, s-cl, cl, con

WMUZ

Counties: 8; ERP: 115,000 w
Prog.: Sacred music, s-cl, cl, rel, nws

WOMC (Am: WEXL)

Counties: 20; ERP: 61,000 w
Prog.: St, shw, s-cl, nws

WWJ-FM (Am: WWJ)

National Rep.: Peters, Griffith, Woodward
Counties: 26; ERP: 50,000 w
Prog. (Dup.): Nws, pop, st, con, s-cl

East Lansing

WSWM

National Rep.: Walker-Rawalt
Counties: 10; ERP: 30,000 w
Prog.: S-cl, cl, nws, shw, jz

Grand Rapids

WJEF-FM (Am: WJEF)

National Rep.: Avery-Knodel
Counties: 32; ERP: 115,000 w
Prog. (Sep. after 7pm)

WLAV-FM (Am: WLAV)

National Rep.: Everett-McKinney
Counties: 7; ERP: 1750 w
Prog. (Sep. and Dup.): Cl, con, s-cl, pop, st

Holland

WJBL-FM (Am: WJBL)

National Rep.: Walker-Rawalt
Counties: 23; ERP: 37,000 w
Prog. (Sep.)

Inkster

WCHD (Am: WCHB)

National Rep.: Bob Dore
Counties: 6; ERP: 34,000 w
Prog. (Sep.): Cl, s-cl, pop, st, flk

Kalamazoo

WMCR

Counties: 15; ERP: 36 kw
Prog.: Cl, con, educ, nws, op

Mt. Clemens

WBRB-FM (Am: WBRB)

National Rep.: Donald Cooke
Counties: 4; ERP: 61 kw
Prog. (Sep.): St, disn, cmtry, pop, nws

Saginaw

WSAM-FM (Am: WSAM)

National Rep.: Everett-McKinney
Counties: 6; ERP: 1,700 w
Prog. (Dup.): St, shw, nws, wthr, sprts

Sturgis

WSTR

National Rep.: Masla Assoc.
ERP: 1,000 w
Prog. (Dup.): Pop, nws

MINNESOTA

Brainerd

KLIZ-FM (Am: KLIZ)

National Rep.: Walker-Rawalt
Counties: 7; ERP: 15,000 w
Prog. (Sep.): S-cl, st, nws, cl, sprts

(For abbreviations, see box, p. 10)

FM STATION KEY (Cont'd)

Minneapolis

KWFM
National Rep.: Walker-Rawalt, QXR Network
ERP: 22.5 kw
Prog.: Cl, s-cl, jz, nws, st

WAYL

Counties: 8; ERP: 10 kw
Prog.: St, shw, jz, flk, spoken word

WLOL-FM (Am: WLOL)

National Rep.: Heritage Stations
Counties: 5; ERP: 9.7 kw
Prog. (Sep.): Cl, con, op, s-cl, jz

WPBC-FM (Am: WPBC)

National Rep.: H-R
ERP: 5.4 kw
Prog. (Sep. nights): Cl, con, s-cl, st, shw

Saint Cloud

KFAM-FM (Am: KFAM)
National Rep.: John E. Pearson
Counties: 11; ERP: 15,000 w
Prog. (Dup.): St, nws, wthr, sprts, disn

MISSISSIPPI

Jackson

WJDX-FM (Am: WJDX)
National Rep.: Hollingbery
ERP: 39 kw
Prog. (Sep.): Pop, st, s-cl, sprts, rel

Laurel

WNSL-FM (Am: WNSL)
National Rep.: Grant Webb
Counties: 34; ERP: 4,700 w
Prog.: St, shw, pop, s-cl, cl

MISSOURI

Kansas City

KCMK
National Rep.: Good Music Broadcasters
Counties: 8; ERP: 35,000 w
Prog.: St, wthr, jz, shw, pop

KCMO-FM (Am: KCMO)

Counties: 54; ERP: 65,000 w
Prog. (Sep.): St, s-cl, cl, shw, nws

KXTR

National Rep.: Walker-Rawalt
Counties: 18; ERP: 58,200 w
Market Pen.: 35.2% (Pulse)
Prog.: Cl, con, nws, flk, s-cl

St. Louis

KADI (Am: KADY)
National Rep.: Broadcast Time Sales
ERP: 24,700 w
Prog. (Sep.): St, s-cl, shw, cl, nws

KCFM

National Rep.: Walker-Rawalt
ERP: 96 kw

KMOX-FM (Am: KMOX)

National Rep.: CBS Spot Sales
Counties: 4; ERP: 47.3 kw
Prog. (Dup.)

KSTL-FM (Am: KSTL)

Counties: 88; ERP: 78,000 w
Prog. (Sep.): St, store casting

KWIX

Counties: 14; ERP: 25.5 kw
Prog.: St, pop, nws, sprts, s-cl

WIL-FM (Am: WIL) (Not on air yet)

National Rep.: Eastman
ERP: 22 kw

Springfield

KTTS-FM (Am: KTTS)
National Rep.: Weed
ERP: 9.1 kw
Prog. (Sep.): Pop, st, s-cl, cl, jz

NEBRASKA

Kearney

KHOL-FM
National Rep.: Meeker
Counties: 19; ERP: 56,750 w
Prog.: St, shw, con, nws, wthr

Lincoln

KFMQ
National Rep.: Walker-Rawalt
Counties: 7; ERP: 363 w
Prog.: Cl, s-cl, st, jz, disn

Omaha

KFAB-FM (Am: KFAB)
National Rep.: Petry
Counties: 50; ERP: 58,000 w
Market Pen.: 12.4% (Pulse 12/59)
Prog. (Sep.): S-cl, st, shw, nws, wthr

KOIL-FM (Am: KOIL)

National Rep.: Good Music Broadcasters
Counties: 32; ERP: 3,400 w
Prog. (Sep.): S-cl, pop, st, shw, nws

KQAL

National Rep.: Walker-Rawalt
ERP: 70,000 w
Prog.: Cl

NEVADA

Reno

KNEV
Counties: 14; ERP: 35,000 w
Prog.: St, s-cl, con, cl, shw

NEW JERSEY

Asbury Park

WHTG-FM (Am: WHTG)
National Rep.: Grant Webb
Counties: 12; ERP: 1,000 w
Prog. (Dup.): St, shw, s-cl, nws, wthr

WJLK-FM (Am: WJLK)

Counties: 3; ERP: 1,000 w
Prog. (Dup.): St, pop, nws, wthr, intvw

Bridgeton

WSNJ-FM (Am: WSNJ)
National Rep.: Thomas Clark
ERP: 9 kw
Prog. (Sep.): Cl, con, op, s-cl, pop, QXR

Dover

WDHA
Counties: 14; ERP: 675 w
Prog.: Cl, con, op, nws, wthr

Long Branch

WRLB
Counties: 12; ERP: 1 kw
Prog.: St, s-cl, cl, shw, con

Paterson

WPAT-FM (Am: WPAT)
Counties: 3; ERP: 4,400 w
Prog.: (Dup.) St, s-cl, shw, cl, jz

Red Bank

WFHA
ERP: 1,000 w
Market Pen.: 56% (Pulse)
Prog.: Pop, st, shw, s-cl, jz, nws, wthr, dr, intvw, sprts

(For abbreviations, see box, p. 10)

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FM STATION KEY (Cont'd)

NEW MEXICO

Albuquerque

KHFM
National Rep.: Modern Media Fm Sales
Counties: 6; ERP: 1,500 w
Prog.: Cl, con, s-cl, st, nws

Los Alamos

KRSN-FM (Am: KRSN)
National Rep.: Bob Dore (East)
Torbet, Allan & Crane (West)
Counties: 4; ERP: 4,600 w
Prog.: Cl, s-cl, op, dr, nws

NEW YORK

Babylon

WTFM (Am: WGLI)
Counties: 8; ERP: 15,000 w
Market Pen.: 56% (Pulse)
Prog. (Dup.): S-cl, st, nws, shw, con

Binghamton

WKOP-FM (Am: WKOP)
Counties: 9; ERP: 33 kw
Market Pen.: 17% (Pulse 1957)
Prog. (Sep.): Pop, st, shw, educ, nws

WNBF-FM (Am: WNBF)

ERP: 4.6 kw
Prog. (Sep.): Cl, con, op, s-cl, shw

Buffalo

WBEN-FM (Am: WBEN)
National Rep.: Henry I. Christaf
Counties: 17; ERP: 110,000 w
Prog. (Sep. and Dup.)

WWOL-FM (Am: WWOL)
National Rep.: Heritage Stations
Counties: 2; ERP: 750 w
Market Pen.: 34.8% (1960 Pulse)
Prog. (Sep.): Cl, con, op, iz

WYSL-FM (Am: WYSL)
National Rep.: McGavren
Counties: 8; ERP: 5,000 w
Prog. (Sep. nights): Disn, s-cl

Corning

WCLI-FM (Am: WCLI)
National Rep.: Donald Cooke
ERP: 14,000 w
Prog. (Dup.): Cl, educ, con, s-cl, shw

Garden City

WLIR
Counties: 4; ERP: 1,000 w
Market Pen.: 56.7% (Pulse)
Prog.: Shw, st, cl, iz, nws

Hempstead

WHLI-FM (Am: WHLI)
National Rep.: Gill-Perna
Counties: 6; ERP: 1,000 w
Prog. (Dup.): St, pop, s-cl, nws, wthr

Hornell

WWHG-FM (Am: WWHG)
National Rep.: John Pearson
Counties: 23; ERP: 8,300 w
Prog. (Dup.): Pop, st, nws, gprts, educ

Jamestown

WJTN-FM (Am: WJTN)
National Rep.: Venard, Rintoul & McConnell
Counties: 15
Market Pen.: 33.7% (Pulse 1959)
Prog. (Sep.): Cl, nws, con, s-cl, wthr

New Rochelle

WVOX-FM (Am: WVOX)
National Rep.: Bolling
Counties: 7; ERP: 1,000 w
Prog. (Dup.): Shw, st, cl, nws, wthr

New York

WABC-FM (Am: WABC)
National Rep.: Blair
Counties: 17; ERP: 1.5 kw
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Sep.): Cl, con, s-cl, shw, flk

WNCN
Market Pen.: 53.4% (Pulse 7/60)
Prog.: Cl, con, s-cl, op, shw

WQXR-FM (Am: WQXR)
National Rep.: Raymer
ERP: 11,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Dup.): Cl, nws, con, op, s-cl

WRFM (Am: WWRL)
Counties: 20; ERP: 20,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Sep.): St, cl, con, s-cl, op

Niagara Falls

WHLD-FM (Am: WHLD)
National Rep.: Headley-Reed
ERP: 46,000 w
Prog. (Sep.): Cl, con, s-cl, shw, st

Olean

WHDL-FM (Am: WHDL)
National Rep.: Everett-McKinney
Counties: 9; ERP: 43,000 w
Prog. (Sep.): Cl, con, op, wthr, educ

Patchogue

WALK-FM (Am: WALK)
National Rep.: Grant Webb
Counties: 20; ERP: 15,000 w
Prog. (Sep. nights): St, s-cl, cl, shw, nws

Peekskill

WLNA-FM (Am: WLNA)
National Rep.: Grant Webb
Counties: 23; ERP: 20,000 w
Prog. (Sep. nights): Cl, s-cl, st, pop, shw

Plattsburgh

WEAV-FM (Am: WEAV)
National Rep.: Jack Masla
Counties: 6; ERP: 3,700 w
Prog. (Dup.)

Poughkeepsie

WKIP-FM (Am: WKIP)
National Rep.: Jack Masla
Counties: 5; ERP: 2,300 w
Prog. (Sep.): Cl, con, s-cl, nws, shw, QXR

Rochester

WCMF
ERP: 1.35 kw
Market Pen.: 49.2% (Pulse 1959)
Prog.: Cl, con, op, s-cl, st, shw, folk, iz, rel, disn

Syracuse

WONO
Counties: 8; ERP: 1 kw
Prog.: S-cl, cl, shw, iz, con

Utica

WRUN-FM (Am: WRUN)
National Rep.: QXR Network
Counties: 12; ERP: 4,300 w
Prog. (Sep.): QXR

White Plains

WFAS-FM (Am: WFAS)
Counties: 3; ERP: 1,000 w
Market Pen.: 61.4% (Pulse)
Prog. (Dup.): S-cl, con, pop, nws, wthr

NORTH CAROLINA

Burlington

WBAG-FM (Am: WBAG)
National Rep.: Walker-Rawal
Counties: 9; ERP: 2,800 w
Prog. (Dup.): Pop, st, nws, sprts, wthr
WBBB-FM (Am: WBBB)
National Rep.: Thomas Clark
Counties: 10; ERP: 3.8 kw
Prog. (Sep.): Sprts, st, pop, nws, educ

Charlotte

WSOC-FM (Am: WSOC)
National Rep.: Peters, Griffin, Woodward
ERP: 36,000 w
Prog. (Dup.): St, nws, pop, wthr, sprts
WYFM
Counties: 12; ERP: 3,800 w
Prog.: Cl, con, s-cl, shw, wthr

Durham

WDNC-FM (Am: WDNC)
National Rep.: Paul H. Raymer
Counties: 30; ERP: 36,000 w
Prog. (Dup.): Cl, pop, st, shw, nws

Forest City

WAGY-FM (Am: WAGY)
Counties: 7; ERP: 3,333 w
Prog. (Sep.): St, s-cl, nws, sprts, pop

Gastonia

WGNC-FM (Am: WGNC)
National Rep.: Continental
ERP: 11,000 w
Prog. (Dup.): St, nws, pop, wthr, sprts

Greensboro

WMDE
Counties: 9; ERP: 5.8 kw
Prog.: S-cl, cl, st, rel, cmtry

Leaksville

WLOE-FM (Am: WLOE)
Counties: 12; ERP: 13,500 w
Prog. (Dup.): S-cl, pop, st, nws, wthr, Programatic

Lexington

WBUY-FM (Am: WBUY)
National Rep.: George Hopewell
Counties: 4; ERP: 300 w
Prog. (Dup.): Sprts, st, pop, nws, wthr

(For abbreviations, see box, p. 10)

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FM STATION KEY (Cont'd)

Mt. Mitchell

WMIT
National Rep.: Walker-Rawalt
Counties: 85; ERP: 36,000 w
Prog.: Cl, con, op, s-cl, st

Raleigh

WPTF-FM (Am: WPTF)
National Rep.: Peters, Griffin, Woodward
Counties: 32; ERP: 50 kw
Market Pen.: 27.2% (Pulse)
Prog. (Dup.): Cl, con, op

Rocky Mount

WFMA (Am: WCEC)
National Rep.: John Pearson
Counties: 29; ERP: 33,000 w
Prog. (Sep.): Pop, shw, sprts, nws, wthr

Salisbury

WSTP-FM (Am: WSTP)
National Rep.: Walker-Rawalt
ERP: 15 kw
Prog. (Dup.): St, nws, wthr, rel, sprts

Sanford

WWGP-FM (Am: WWGP)
ERP: 490 w
Prog. (Dup.): St, nws, flk, shw, wthr

Statesville

WFMX (Am: WSIC)
National Rep.: Good Music Broadcasters
ERP: 3,000 w
Prog. (Sep.): Con, s-cl, st, shw, disn

Winston-Salem

WSJS-FM (Am: WSJS)
National Rep.: Peters, Griffin, Woodward
Counties: 36; ERP: 15,000 w
Prog. (Dup.): Cl, s-cl, st, shw, nws

OHIO

Akron

WAKR-FM (Am: WAKR)
National Rep.: McGavren
Counties: 6; ERP: 5,000 w
Prog. (Sep.): Shw, con, op, s-cl, nws

Alliance

WFAH-FM (Am: WFAH)
National Rep.: Grant Webb
Counties: 6; ERP: 1,000 w
Prog. (Dup.): Sprts, st, s-cl, con, iz

Canton

WCNO (Am: WAND)
National Rep.: Walker-Rawalt
Counties: 28; ERP: 27,000 w
Prog. (Sep.): Pop, s-cl, st, shw, cl

WHBC-FM (Am: WHBC)

National Rep.: Venard, Rintoul & McConnell
ERP: 15,000 w
Prog. (Dup.): St, pop, s-cl, nws, sprts

Cincinnati

WAEF
National Rep.: Walker-Rawalt
Counties: 13; ERP: 4.8 kw
Market Pen.: 29.1% (Pulse)
Prog.: St, s-cl, iz, cl, nws

WKRC-FM (Am: WKRC)

National Rep.: Good Music Broadcasters
Counties: 8; ERP: 15,500 w
Prog. (Sep.): Cl, s-cl, shw, con, st

Cleveland

KYW-FM (Am: KYW)
Counties: 27; ERP: 21,500 w
Market Pen.: 33% (Pulse)
Prog. (Sep.): Cl, con, s-cl, shw, op

WCUY

National Rep.: United Broadcasting
ERP: 20 kw
Prog.: Jz

WDOK-FM (Am: WDOK)

National Rep.: H-R
Counties: 7; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, shw

WGAR-FM (Am: WGAR)

National Rep.: Christal
Counties: 12; ERP: 31,000 w
Prog. (Dup.): St, shw, cl, con, s-cl

WJW-FM (Am: WJW)

National Rep.: Katz
Counties: 5; ERP: 2.8 kw
Prog. (Dup.): St, shw, nws, educ, con

WNOB

National Rep.: Walker Rawalt
Counties: 24; ERP: 135,000 w
Market Pen.: 36.1% (Pulse)
Prog.: S-cl, shw, st, pop, nws

Columbus

WBNS-FM (Am: WBNS)
National Rep.: John Blair
Counties: 20; ERP: 54,000 w
Market Pen.: 37.4% (Pulse)
Prog. (Sep.): Cl, con, op, s-cl, pop, st, shw, iz

WTVN-FM (Am: WTVN)

National Rep.: Good Music Broadcasters
Counties: 10; ERP: 26 kw
Market Pen.: 37.4% (Pulse 2/60)
Prog. (Sep.): Cl, con, s-cl, pop, st

WVKO-FM (Am: WVKO)

National Rep.: Venard, Rintoul & McConnell
Counties: 33; ERP: 52 kw
Prog. (Sep.): Nws, s-cl, st, shw, iz

Dayton

WHIO-FM (Am: WHIO)
ERP: 20,000 w
Prog. (Sep.): Con, st, cl, nws, wthr
WIFE (Am: WONE)
National Rep.: Headley-Reed
Counties: 16; ERP: 24 kw
Prog. (Sep.): Quality music

Findlay

WFIN-FM (Am: WFIN)
National Rep.: Thomas F. Clark
Counties: 20; ERP: 8,200 w
Prog. (Sep.): St, shw, cl, s-cl, con, sprts

Lancaster

WHOK-FM (Am: WHOK)
Counties: 6; ERP: 16,000 w
Prog. (Sep.): S-cl, pop, st, nws, sprts

Lima

WIMA-FM (Am: WIMA)
National Rep.: Daren McGavren
Counties: 20; ERP: 15,000 w
Prog. (Sep. and Dup.): Pop, st, news, wthr, sprts

Middletown

WPFB-FM (Am: WPFB)
Prog. (Sep.): Sprts, pop, st, nws, wthr

Oxford

WOXR
Counties: 6; ERP: 600 w
Prog.: St, pop, shw, flk, rel

Partsmouth

WPAY-FM (Am: WPAY)
National Rep.: Devney-O'Connell
ERP: 7 kw
Prog. (Sep.): St, con, s-cl, shw

Sandusky

WLEC-FM (Am: WLEC)
National Rep.: Venard, Rintoul & McConnell
Counties: 6; ERP: 6,000 w
Prog. (Dup.): Pop, nws, sprts, wthr, st

Toledo

WMHE
Counties: 10; ERP: 10,000 w
Prog.: St, s-cl, shw, cl, con

Youngstown

WKBN-FM (Am: WKBN)
National Rep.: Paul H. Raymer
Counties: 26; ERP: 50,000 w
Prog. (Dup.)

OKLAHOMA

Oklahoma City

KEFM
National Rep.: Good Music Broadcasters
ERP: 3.7 kw
Prog.: Pop, cl, shw, iz, wthr

KYFM

National Rep.: Walker-Rawalt
Counties: 10; ERP: 1,500 w
Prog.: St, nws, shw, sprts, cl

Stillwater

KSPI-FM (Am: KSPI)
National Rep.: Thomas E. Clark
ERP: 4,000 w
Prog.: (Sep.) St, con, iz, sprts, nws

Tulsa

KIHI
Counties: 8; ERP: 2.95 kw
Prog.: Cl, s-cl, pop, shw, iz
KOCW
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 1,500 w
Prog.: Cl, s-cl, pop, shw, iz
KOGM
Counties: 8; ERP: 4.1 kw
Prog.: Pop, st, cl, shw, s-cl

OREGON

Eugene

KFMY
Counties: 3; ERP: 3,600 w
Prog.: St, s-cl, cl, shw, iz

Portland

KEX-FM (Am: KEX)
National Rep.: AMRadio Sales
Counties: 17; ERP: 57,000 w
Prog. (Sep.): Cl, con, s-cl, up, nws
KGMG
National Rep.: Heritage Stations
Counties: 15; ERP: 68,250 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, iz
KPFM (Am: KPAM)
National Rep.: Weed
Counties: 22; ERP: 33,000 w
Prog. (Sep.): Cl, s-cl
KPOJ-FM (Am: KPOJ)
National Rep.: Petry
Counties: 11; ERP: 4.4 kw
Market Pen.: 46% (Pulse)
Prog. (Dup.): Nws, st, pop, sprts
KQFM
Counties: 11; ERP: 17.7 kw
Prog.: S-cl, st, pop, shw, educ

(For abbreviations, see box, p. 70)

IN TIME OF FEAR!

In Times of World Turmoil and Fear The People turn to the One Great Source of Assurance and Peace,

THE BIBLE

You can render no greater service to your audience in these trying times of doubt and uncertainty than to present

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FM STATION KEY (Cont'd)

PENNSYLVANIA

Allentown

WFMZ

National Rep.: QXR Network
Counties: 20; ERP: 4.8 kw
Prog.: Cl, nws

Altoona

WFBG-FM (Am: WFBG)

Counties: 35; ERP: 33 kw

Prog. (Sep.): S-cl, cl, st, con, op

WVAM-FM (Am: WVAM)

National Rep.: Weed

Counties: 3; ERP: 360 w

Prog. (Sep.): S-cl, st, shw, cl, con

Beaver Falls

WBVP-FM (Am: WBVP)

ERP: 16.6 kw

Sets: 100,000

Prog. (Dup.)

Bloomsburg

WHLM-FM (Am: WHLM)

National Rep.: Raymer

Counties: 10; ERP: 10,000 w

Prog. (Sep.): St, con, nws, wthr, iz

Harrisburg

WHP-FM (Am: WHP)

National Rep.: Bolling

Counties: 14; ERP: 1.8 kw

Market Pen.: 13% (Pulse 5/60)

Prog. (Sep.): St, nws, cmfry, cl, disn

Hazleton

WAZL-FM (Am: WAZL)

National Rep.: Raymer

Prog. (Sep.)

Johnstown

WJAC-FM (Am: WJAC)

National Rep.: Meeker

Counties: 25; ERP: 8,300 w

Market Pen.: 28.5% (Pulse 4/60)

Prog. (Dup.): St, pop, nws, sprts, con

Lancaster

WDAC

Counties: 9; ERP: 15 kw

Prog.: Rel, nws, con, cl, s-cl

WLAN-FM (Am: WLAN)

National Rep.: Headley-Reed

Counties: 4; ERP: 7.2 kw

Prog. (Sep.): cl, con, s-cl, nws, shw

Philadelphia

WDAS-FM (Am: WDAS)

National Rep.: QXR Sales

Prog. (Sep.): Cl, QXR Network

WFIL-FM (Am: WFIL)

National Rep.: Triangle

Counties: 33; ERP: 6,300 w

Market Pen.: 37.6% (Pulse 1960)

Prog. (Sep.): Con, s-cl, st, shw, iz

WFLN-FM (Am: WFLN)

National Rep.: Good Music Broadcasters

Counties: 22; ERP: 20 kw

Market Pen.: 37.6% (Pulse 5/60)

Prog. (Dup.): Cl, con, nws, s-cl, wthr

WHAT-FM (Am: WHAT)

Counties: 8; ERP: 20,000 w

Market Pen.: 17.5% (Pulse)

Prog. (Sep.): Jz

WIBG-FM (Am: WIBG)

National Rep.: Katz

ERP: 20 kw

Prog. (Dup.): Pop, nws, st, wthr, svce info

(For abbreviations, see box, p. 10)

FM STATION KEY (Cont'd)

WIFI
National Rep.: Walker-Rawalt
Counties: 28; ERP: 20,000 w
Market Pen.: 37.6% (Pulse 6/60)
Prog.: Pop, st, shw, nws, wthr

WPEN-FM (Am: WPEN)
National Rep.: Gill-Perna
Counties: 28; ERP: 20 kw
Market Pen.: 37.6% (Pulse 6/60)
Prog. (Sep.): St, shw, nws, pop, cmtry

WQAL
Counties: 24; ERP: 20 kw
Market Pen.: 36.9% (Pulse 5/60)
Prog.: Pop, st, shw, s-cl, cl

Pittsburgh
KDKA-FM (Am: KDKA)
Counties: 40; ERP: 47,000 w
Market Pen.: 25% (Pulse)
Prog.: (Dup) Cl, s-cl, op, shw, con

WAZZ (Am: WAMO)
ERP: 5 kw
National Rep.: Hi-Fi Music Broadcasters
Prog: Jz

WCAE-FM (Am: WCAE)
National Rep.: Daren McGavren
Counties: 30; ERP: 30,000 w
Prog. (Dup.): Pop, nws, wthr, con, sprts

WKJF-FM
National Rep.: Walker-Rawalt
Counties: 19; ERP: 40,000 w
Prog.: Pop, nws, wthr, con
WLOA-FM (Am: WLOA)
National Rep.: Good Music Broadcasters
Counties: 52; ERP: 68,000 w
Prog. (Dup. to 5 p.m.): St, s-cl, con, cl, nws

WPIT-FM (Am: WPIT)
ERP: 20,000 w
Prog. (Sep.): Rel, forgn lang
WWSW-FM (Am: WWSW)
National Rep.: Blair
ERP: 50,000 w
Prog. (Dup.): Pop, cl, s-cl, sprts, disn

Red Lion
WGCB-FM (Am: WGCB)
ERP: 20,000 w
Prog. (Sep.): Cl, con, s-cl, st, shw

Scranton
WGBI-FM (Am: WGBI)
National Rep.: H-R
Counties: 22; ERP: 18 kw
Prog. (Dup.): St, nws, sprts, wthr, jz

Shenandoah Heights
WPPA-FM (Am: WPPA)
Counties: 5; ERP: 2.8 kw
Prog. (Dup.)

Sunbury
WKOK-FM (Am: WKOK)
Counties: 10; ERP: 4,400 w
Prog. (Dup.)

Warren
WRRN (Am: WNAE)
Counties: 15; ERP: 3200 w
Prog. (Dup. days): St, sprts, nws

Wilkes-Barre
WBRE-FM (Am: WBRE)
National Rep.: Bolling
Counties: 21; ERP: 22,000 w
Prog. (Dup.): Nws, wthr, st, shw
WYZZ
National Rep.: Walker-Rawalt
Counties: 30; ERP: 3.1 kw
Prog.: Cl, con, s-cl, st, op

York
WNOW-FM (Am: WNOW)
National Rep.: Radio-TV Representatives
Counties: 12; ERP: 1.2 kw
Prog. (Sep. after 8 pm): St, nws, shw

RHODE ISLAND

Providence
WLOY
Counties: 5; ERP: 3.4 kw
Prog.: Shw, st, pop, jz, s-cl

WPFM
National Rep.: QXR Network
ERP: 20,000 w
Market Pen.: 35.1% (Pulse)
Prog.: Cl, nws, shw, jz, flk

WPJB (Am: WEAN)
National Rep.: Venard, Rintoul & McConnell
Counties: 13; ERP: 20,000 w
Prog. (Sep.): Cl, nws

WXCN
National Rep.: Adam Young Fm
ERP: 20,000 w
Market Pen.: 35.1% (Pulse 10/58)
Prog.: Cl, con, s-cl, opr, shw

SOUTH CAROLINA

Anderson
WCAC-FM (Am: WAIM)
National Rep.: Devney-O'Connell
Counties: 20; ERP: 6,400 w
Prog.: (Dup.)

Charleston
WCSC-FM (Am: WCSC)
National Rep.: Peters, Griffin, Woodward
ERP: 50,000 w
Prog.: Cl, s-cl, st, pop, nws

Columbia
WCOS-FM (Am: WCOS)
National Rep.: Meeker
Counties: 24; ERP: 5,300 w
Prog. (Sep.): Cl, jz, con, op, s-cl

Greenville
WESC-FM (Am: WESC)
National Rep.: Headley-Reed
Counties: 11; ERP: 12,500 w
Prog. (Sep.): St, shw, con, s-cl, pop
WMUU-FM (Am: WMUU)
National Rep.: Beattie
ERP: 840 w
Prog. (Dup. until sunset): Cl, con, op, s-cl, rel

TENNESSEE

Chattanooga
WDDO-FM (Am: WDDO)
ERP: 12.6 kw
Prog. (Dup.): Pop, nws, cl
WLOM
Counties: 53; ERP: 33,000 w
Prog.: Cl, con, s-cl, jz, shw

Gallatin
WFMG
Counties: 10; ERP: 8,200 w
Prog.: Pop, st, con, shw, s-cl

Jackson
WTJS-FM (Am: WTJS)
National Rep.: Branbam

ERP: 50,000 w
Prog. (Dup.): Nws, pop, sprts, st, rel

Knoxville
WBIR-FM (Am: WBIR)
Counties: 37; ERP: 3,300 w
Prog. (Sep.): St, shw, pop, s-cl, nws

Memphis
WMCF (Am: WMC)
National Rep.: John Blair
ERP: 300,000 w
Prog. (Sep.): St, shw, s-cl, cl, con

Nashville
WFMB
National Rep.: Walker-Rawalt
Counties: 10; ERP: 3.4 kw
Prog.: Cl, con, s-cl, jz, st
WSIX-FM (Am: WSIX)
National Rep.: Peters, Griffin, Woodward
ERP: 30,000 w

TEXAS

Amarillo
KGNC-FM (Am: KGNC)
National Rep.: KATZ
Counties: 18; ERP: 14.6 kw
Prog. (Sep.): Cl, st, s-cl, shw, nws

Austin
KHFI
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 780 w
Prog.: Cl, s-cl, op, st, shw

(For abbreviations, see box, p. 10)

MEMO TO ALL WHO BUY TIME:

Where else can you buy time with no waste coverage than in FM?

- 1. An adult audience in the age of accumulation.
2. An audience with the money to buy.

The FM audience are the people who are NOT unemployed . . . YOUR BEST MARKET TODAY.

THE NATIONAL ASSOCIATION OF FM BROADCASTERS

"Dedicated to the promotion of FM"

FM STATION KEY (Cont'd)

KTBC-FM (Am: KTBC)
National Rep.: Paul H. Raymer
Counties: 29; ERP: 94 kw
Prog. (Sep.): Pop, st, s-cl, cl, nws

Dallas

KCPA
National Rep.: Walker-Rawalf
Counties: 20; ERP: 4.83 kw

KIXL-FM (Am: KIXL)
National Rep.: Broadcast Time Sales
Counties: 8; ERP: 20.5 kw
Prog. (Sep. nights): St, nws, wthr, shw, pop

KRLD-FM (Am: KRLD)
National Rep.: Branham
Counties: 58; ERP: 59 kw
Prog. (Dup.): Pop, s-cl, cl, nws, dr

WBAP-FM (Am: WBAP)
National Rep.: Peters, Griffin, Woodward
Counties: 27; ERP: 52 kw
Prog. (Sep.): Con, s-cl, st, shw, wthr

WRR-FM (Am: WRR)
National Rep.: Adam Young Fm
Counties: 123; ERP: 68,000 w
Prog. (Sep.): Cl, con, op

DiBoll

KSPL-FM (Am: KSPL)
Counties: 8; ERP: 6.5 kw
Prog. (Sep.): St, shw, s-cl, rel, con

El Paso

KHMS
National Rep.: Western Fm, Modern Media Fm
Counties: 3; ERP: 2,550 w
Prog.: S-cl, cl, st, con, shw

Fort Worth

KFJZ-FM (Am: KFJZ)
National Rep.: Blair
Counties: 16; ERP: 28.1 kw
Prog. (Sep.): Shw, st, pop, nws, wthr

Gainesville

KGAF-FM (Am: KGAF)
ERP: 215 kw
Prog. (Sep.): Pop, st, nws, wthr, shw

Haningen

KELT (Am: KGBT)
Counties: 4; ERP: 3 kw
Prog. (Sep.): St, s-cl, con, shw, jz

Houston

KFMK
Counties: 25; ERP: 10.5 kw
Market Pen.: 30.9 (Pulse 1/60)
Prog.: Pop, st, shw, jz, wthr, nws, s-cl, flk, intvw, rel

KHGM

National Rep.: Good Music Broadcasters
Counties: 14; ERP: 49,000 w
Prog.: S-cl, shw, con, st, nws

KHUL

Counties: 9; ERP: 15,500 w
Market Pen.: 31.2% (Pulse 1/60)
Prog.: Pop, st, nws, wthr, shw

KRBE

Counties: 86; ERP: 79,100 w
Prog.: Cl, con, s-cl, op, rel
KTRH-FM (Am: KTRH)
Counties: 17; ERP: 29,500 w
Market Pen.: 30.9% (Pulse 1/60)
Prog. (Sep.): S-cl, pop, cl, st, shw

Lubbock

KBFM
Counties: 9; ERP: 3.6 kw
Prog.: St, shw, s-cl, jz, cl
KRKH
Counties: 15; ERP: 3 kw
Prog. Pop, cl, s-cl, shw, op

Port Arthur

KFMP
Counties: 5; ERP: 3.2 kw
Prog.: Pop, cl, wthr, nws, rel

San Antonio

KEEZ
National Rep.: Good Music Broadcasters
Counties: 17; ERP: 17,300 w
Market Pen.: 22.2% (Pulse)
Prog.: St, shw, s-cl, pop, cl

KISS (Am: KMAC)
National Rep.: Weed
ERP: 12.9 kw
Prog. (Sep.): Cl, jz, shw

KITY (Am: KONO)
Counties: 13; ERP: 4,400 w
Prog. (Sep.): St, pop, cl, shw, s-cl

Waco

KEFC
Counties: 13; ERP: 4,400 w
Prog.: Cl, con, s-cl, st, nws, wthr, rel

UTAH

Salt Lake City
KLUB-FM (Am: KLUB)
National Rep.: Hollingbery
Counties: 5; ERP: 15,000 w
Prog. (Sep.): Cl, s-cl, st, shw, nws

VIRGINIA

Charlottesville
WCCV-FM (Am: WCHV)
National Rep.: Thomas Clark
Counties: 23; ERP: 3.4 kw
Prog. (Sep.): Cl, con, nws, wthr
WINA-FM (Am: WINA)
Counties: 13; ERP: 620 w
Prog. (Dup.): Pop, st, nws, s-cl, sprts

Fredericksburg

WFVA-FM (Am: WFVA)
Counties: 19; ERP: 5.1 kw
Prog. (Dup.): St, pop, nws, sprts, con

Harrisonburg

WSVA-FM (Am: WWSA)
Counties: 11; ERP: 7.2 kw
Prog. (Sep.)

Martinsville

WMVA-FM (Am: WMVA)
National Rep.: Bob Dore
Counties: 8; ERP: 2,900 w
Prog.: (Dup.): St, pop, nws, wthr, sprts

Norfolk

WYFI
National Rep.: Fred Smith
Counties: 20; ERP: 13,500 w
Prog. (Sep.): s-cl, pop, st, shw, flk

Newport News

WGH-FM (Am: WGH)
National Rep.: Blair
Counties: 20; ERP: 37,000 w
Prog. (Sep.): S-cl, st, shw, con, educ

Richmond

WRNL-FM (Am: WRNL)
National Rep.: Petry
ERP: 50,000 w
Prog. (Dup.): Sprts, nws, wthr, st, shw

WRVA-FM (Am: WRVA)
National Rep.: Peters, Griffin, Woodward
Counties: 46; ERP: 25,000
Prog. (Dup.): Cl, con, s-cl, op, shw

Roanoke

WDBJ-FM (Am: WDBJ)
National Rep.: Peters, Griffin, Woodward
Counties: 27; ERP: 14,350 w
Prog.: (Dup.) S-cl, pop, st, shw, flk

WRVC
Counties: 20; ERP: 8,700 w
Prog.: Cl, s-cl, jz, op, nws

WSLS-FM (Am: WSLS)
Counties: 66; ERP: 21,100 w
Prog. (Sep.): St, shw, con, s-cl, cl

Staunton

WAFC-FM (Am: WAFC)
National Rep.: Thomas Clark
Counties: 19; ERP: 500 w
Prog. (Sep.): Pop, cl, jz, educ, con

Winchester

WRFL (Am: WINC)
ERP: 22.2 kw
Prog. (Dup.): Sprts, pop, nws, wthr

WASHINGTON

Bellingham
KGMI
National Rep.: Heritage Stations
Counties: 11; ERP: 16,500 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

Seattle

KETO
Counties: 10; ERP: 17,700 w
Market Pen.: 21.3% (Pulse 2/60)
Prog.: St, shw, nws, wthr, jz

(For abbreviations, see box, p. 10)

QUALITY MUSIC
FOR
QUALITATIVE AUDIENCE
SERVING
SEATTLE, TACOMA
AND ALL OF WESTERN WASHINGTON

KLSN

Call Walker-Rawalf

KGFM (Am: KGDN)
National Rep.: Western FM Sales
Counties: 15 ERP: 120,000 w
Prog. (Sept.): Cl, con, s-cl, nws, rel

KGMJ
National Rep.: Heritage Stations
Counties: 14; ERP: 71,000 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KING-FM (Am: KING)
National Rep.: Blair
Counties: 3; ERP: 16,000 w
Prog. (Dup.): Cl, op, jz, flk, shw

KISW
National Rep.: Hi-Fi Music Broadcasters
Counties: 13; ERP: 10.5 kw
Prog.: Cl, con, op, cmtry, dr

KLSN
National Rep.: Walker-Rawalt
Counties: 13; ERP: 19,000 w
Prog.: Cl, con, s-cl, shw, jz

KMCS
ERP: 17.5 kw
Prog: St, wthr, flk

Spokane
KREM-FM (Am: KREM)
National Rep.: Petry
Counties: 23; ERP: 4,800 w

KXLY-FM (Am: KXLY)
National Rep.: H-R
Counties: 7; ERP: 2,000 w
Prog. (Sep.): Cl, s-cl, jz

Tacoma
KTNT-FM (Am: KTNT)
National Rep.: Weed
Counties: 7; ERP: 10,000 w
Prog. (Dup.): Pop, st, jz, nws, wthr

KTWR
National Rep.: Fm Unlimited
Counties: 3; ERP: 10 kw
Prog.: Disn, rel, cmtry, dr, s-cl

WEST VIRGINIA

Beckley
WBKW (Am: WJLS)
Counties: 55; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, st

Charleston
WKNA
Counties: 15; ERP: 2,600 w
Prog. (Sep.): Cl, con, op, s-cl, st

Huntington
WKEE-FM (Am: WKEE)
National Rep.: Raymer
Counties: 43; ERP: 53,000 w
Prog. (Dup. and Sep.): Pop, st, jz, nws, wthr

Wheeling
WOMP-FM (Am: WOMP)
National Rep.: Hollingbery
Counties: 12; ERP: 10,000 w
Prog. (Sep.): St, shw, s-cl

WISCONSIN

Eau Claire
WIAL (Am: WEAQ)
National Rep.: Hollingbery
Counties: 11; ERP: 60,000 w
Prog. (Dup.): Nws, st, sprts, disn, shw

Fort Atkinson

WFAW
Counties: 4; ERP: 3,000 w
Prog.: Nws, pop, st, shw, sprts

Madison

WIBA-FM (Am: WIBA)
National Rep.: Avery-Knodel
Counties: 15; ERP: 11 kw
Prog. (Dup.)

WISM-FM (Am: WISM)
National Rep.: Radio-Tv Representatives
Counties: 9; ERP: 1 kw
Prog. (Dup.): Pop, nws, wthr, st, cmtry

WMFM
Counties: 6; ERP: 7,500 w
Prog.: St, cl, s-cl, flk, disn

WRVB
Counties: 5; ERP: 3.9 kw
Prog.: Rel, s-cl, cl, educ, intvw

Milwaukee

WFMR
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 22,000 w
Prog.: Con, cl, s-cl, op, dr

WISN-FM (Am: WISN)
National Rep.: Edward Petry
Counties: 5; ERP: 3,600 w
Prog. (Dup.): S-cl, st, shw, wthr, nws

WMIL-FM (Am: WMIL)
Counties: 5; ERP: 25,500 w
Prog.: Con, s-cl, st, shw, jz, wthr, sprts

WTMJ-FM (Am: WTMJ)
National Rep.: Henry I. Christal
Counties: 12; ERP: 2,800 w
Prog. (Sep.): St, cl, s-cl, shw, jz

Racine

WRJN-FM (Am: WRJN)
Counties: 3; ERP: 15,000 w
Prog. (Dup.): S-cl, st, shw, pop, nws

Sparta

WCOW-FM (Am: WCOW)
National Rep.: Rambeau
Counties: 18; ERP: 16,000 w
Prog. (Sep.): St, nws, wthr, sprts

Wausau

WLIN-FM (Am: WSAU)
National Rep.: Meeker
Counties: 18; ERP: 20,000 w
Prog. (Dup.): Pop, s-cl, nws, sprts, wthr

Watertown

WTTN-FM (Am: WTTN)
National Rep.: George Hopewell
Counties: 5; ERP: 10,000 w
Prog. (Dup.): Con, s-cl, nws, st, intvw

West Bend

WBKV-FM (Am: WBKV)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 18,000 w
Prog. (Sep.): S-cl, con, st, shw, cl

Wisconsin Rapids

WFHR-FM (Am: WFHR)
National Rep.: Devney-O'Connell
Counties: 10; ERP: 2,100 w
Prog. (Dup.): Pop, st, shw, sprts, nws

PUERTO RICO

San Juan
WPRM
Counties: 5; ERP: 17,500 w
Prog.: S-cl, st, cl, con, shw

(For abbreviations, see box, p. 10)

FM Grows 92% in '60*

50,000 homes added in Golden Sound Circle



It is more than coincidence that this great growth occurred in the first year of WFBM-FM's operation. Planned variety programming, outstanding news-in-depth coverage and day-in-and-day-out promotion have focused more and more attention on FM.

Now WFBM-FM "Golden Sound of the Middle West" . . .

- Reaches a market of 237,557 select FM Families
- Dominates a 51 county area where retail sales total more than \$2 billion.

This is the *select* market for your product . . . just ask Walker-Rawalt, Inc.

Based on 1960 FM set sales in WFBM-FM coverage area.

WFBM 94.7 mc
"GOLDEN SOUND OF THE MIDDLEWEST"
0 0 0 0

Mid-America's most powerful commercial FM station
A Service of TIME-LIFE Broadcast



FM

BROADCASTERS:

Central Indiana boasts one of the more rapidly expanding FM audiences in the country.

Modestly enough, we at Sarkes Tarzian, Inc., feel responsible for a certain measure of the FM success in this area. For, it's no coincidence that much of FM's tremendous growth in Hoosierland has occurred since the Sarkes Tarzian FM receiver came on the market.

We had long believed that the big drawback to FM expansion was the high receiver cost. So, the Tarzian engineers went to work and came up with a HIGH-QUALITY . . . Low-COST FM receiver—drift-free . . . seven tube electronic circuit . . . beautiful styling . . . attractive color combinations. We immediately began promoting this set through our existing broadcast outlets in Indiana—FM . . . AM . . . and TV. The results were just as we had expected. Here was what the public had been looking for—a low-cost, American-made, FM radio with ALL the high quality performance features.

Now Hoosiers aren't the easiest people to sell, but they do recognize a true bargain when they see one. And, we're happy to report that they've been snapping up these Tarzian FMs almost as fast as we can supply them.

You can boost your own FM audience in the same manner with this Sarkes Tarzian FM receiver. If you're interested in more details, call or write for specifications and quantity discount prices. And, also ask about our combination AM/FM set.



BROADCAST EQUIPMENT DIVISION
CONSUMER PRODUCTS SECTION
SARKES TARZIAN INC

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