



WQAM Miami officially changed ownership a fortnight ago as Mid-Continent Broadcasting Co. took over the former Miami Herald station. Here James L. Knight (r), Herald general manager, transfers stock to Todd Storz, president of the Mid-Continent stations.

Jack Sandler Appointed WQAM Miami Manager

JACK SANDLER, longtime Mid-Continent Broadcasting Co. employe, has been appointed general manager of the company's recently-acquired WQAM Miami.

Mr. Sandler began his career with Mid-Continent as sportscaster at KOWH Omaha, later took on duties of salesman and last year was named sales manager of the station.

His duties at KOWH will be assumed by Ed Morgan, a familiar name on the Omaha radio scene and a KOWH salesman at the time of his appointment.

Dave Croninger has been named program director at WQAM. He joined the Storz group at WHB Kansas City as disc jockey and later became program director of WTIX New Orleans.

In addition to the stations mentioned, Mid-Continent owns WDGY Minneapolis-St. Paul.



MR. SANDLER



MR. MORGAN

MR. CRONINGER

WWJ Marks 36th Year

WWJ Detroit will mark its 36th year of broadcasting today (Monday). The station began experimental programs Aug. 20, 1920, with a 20 w transmitter built by Dr. Lee De Forest. Edwin K. Wheeler is WWJ general manager and Robert J. McIntosh is station manager.

Quad-City Telecasting Corp. Formed, Seeks Video Outlet

FORMATION of the Quad-City Telecasting Corp. for the purpose of providing an additional telecasting facility in the quad-city area of Rock Island, Davenport, Moline and East Moline, Ill., has been announced by Glenn L. Seydel, president of the group. Other officers are G. LaVerne Flambo, majority stockholder of WQUA Moline, vice president, and Clarence J. Bendle, treasurer.

Mr. Seydel said the group is interested in filing an application for a tv station on ch. 8 in Rock Island, if and when the FCC's proposed rule-making to delete ch. 8 from Peoria and assign it to Rock Island is finalized. The Commission has granted Peoria ch. 8 to WIRL Peoria, but construction has been prohibited until completion of the rule-making proceeding.

WCJB-TV Minot Planning To Build 1,070 Ft. Tower

KCJB-TV Minot, N. D., has completed plans to construct a 1,070 ft. tower and to increase ERP to 65 kw, it has been announced by John W. Boler, president of the North Dakota Broadcasting Co., station's licensee. An application requesting the change has been filed at the FCC.

The new tower will be located in an area southwest of Minot and will be one of the two tallest in North Dakota, second only to the 1,085 ft. tower of KXJB-TV Valley City, N. D., also operated by the North Dakota Broadcasting Co. Ch. 13 KCJB-TV is a primary CBS affiliate.

MBS Outlet KRDG Starts

NEW Mutual-Don Lee affiliate, KRDG Redding, Calif., began operation Aug. 1 on 1230 kc with 250 w fulltime, it was announced last week by Howard N. Martineau, general manager. Operator is Redding Broadcasting Co., 1214 Locust St. Telephone is Redding 5451. Reinard W. Brandley is associated with Mr. Martineau in ownership of KRDG. Lynn Olson is chief engineer and Edith Martineau is program director.

WBAT Sold for \$140,000

SALE of WBAT Marion, Ind., from Marion Radio Corp. (John L. Ramp) to Central Broadcasting Corp. (WKBV Richmond, Ind.) for \$140,000, was announced last week by Allen Kander & Co., broker negotiating the sale. The sale is subject to approval by the FCC. WBAT (1400 kc, 250 w) began operation in 1947 and is a CBS affiliate. Lester G. Spencer, general manager of WKBV, also will manage WBAT.

WLW Foundation Reactivated

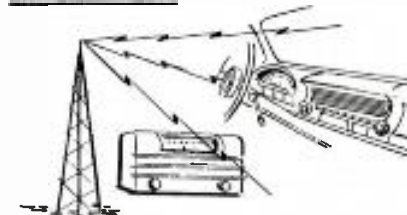
THE WLW Consumer Foundation—made up of several hundred radio families in the Cincinnati-Columbus, Ohio, area who pre-test advertised products—will be reactivated in the fall by the Crosley station. The testing panel, which actually used products in the home before WLW accepted them for radio advertising use, has been inactive the past few years. The reactivation move, according to WLW, is because of the "rejuvenation of radio programming . . ."

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