

Disc Jockeys Organize Public Service Council

FORMATION of the National Council of Disc Jockeys for Public Service was announced last Monday by Murray Kaufman, WMCA New York personality. According to Mr. Kaufman, elected president of the organization, the NCDJPS is a non-profit membership corporation dedicated to "the building of a stronger young America."

Mr. Kaufman pointed out that although the council has a "unique opportunity to reach an estimated 20 million youngsters who listen to and watch radio-tv programs daily," the members of the council "don't want to be do gooders . . . preachers, because we'd only lose our rapport with these kids."

The group will attempt to utilize the "enormous influence" its members wield on the mass audience by sponsoring local community affairs (with the council's sanction) and, in general, lending the weight of their names to social programs designed to combat juvenile delinquency and to other betterment drives.

The board of governors includes, aside from Mr. Kaufman, Howard Miller, WIND Chicago; Al Jarvis, KFVB Hollywood; Bob Clayton, WHDH Boston; Dick Clark, WFIL-TV Philadelphia; Don McLeod, WJBK Detroit; Mark Evans WTOP Washington; Art Pallan, KDKA Pittsburgh, and Phil McLean, WERE Cleveland. Organizations with which the council will work include the Heart Fund, the Girl and Boy Scouts, Community Chest, and a number of others.

Sowell, Hatch Join NARTB Radio Board

TWO new members of the NARTB Radio Board were elected last week in special balloting to fill vacancies. F. C. Sowell, vice president-general manager of WLAC Nashville, was elected director for Dist. 6 (Ark., La., Miss., Tenn.). He fills a vacancy created by the death of David Wilson, KPLC Lake Charles, La., winning the election over Sam W. Anderson, KFFA Helena, Ark.

George C. Hatch, president of KALL Salt Lake City and vice president of KUTV (TV),



MR. HATCH

MR. SOWELL

was elected to the Dist. 14 (Mountain States) post formerly held by Walter E. Wagstaff, who resigned when he moved from KIDO Boise, Idaho, to KGW-TV Portland, Ore.

Mr. Sowell has been at WLAC 27 years, having previously worked on a Tennessee



NEW president of Arizona Broadcasters Assn., Dick Lewis, KTAR-KVAR (TV) Phoenix, is greeted by Lee Little, KTUC Tucson, retiring president, at the ABA meeting. L to r: Messrs Lewis and Little; Tom Wallace, KTKT Tucson, vice president, and Howard Loeb, KRIZ Phoenix, secretary-treasurer.

newspaper. He has been active on NARTB committees and is a member of the 1957 Convention Committee. Last spring he was resolutions chairman at the NARTB Chicago convention. Mr. Hatch is president of the Utah Broadcasters Assn.

RETMA Consolidates Headquarters Office

HEADQUARTERS of Radio-Electronics-Tv Mfrs. Assn. will be moved about Feb. 1 to 1721 DeSales St. N.W., Washington. James D. Secrest, executive vice president, said the building will be known as the RETMA Building. It is a four-story structure and is now being remodeled. Conference facilities will be provided. The building is adjacent to the BROADCASTING•TELECASTING Bldg., across from the Mayflower Hotel.

Currently RETMA is headquartered in two Washington buildings, Wyatt and Sheraton. The consolidation will effect economies, Mr. Secrest said. The association's engineering department, now in New York, may be moved to Washington later. Members will have a chance to visit the new headquarters during the association's spring meetings, March 13-15.

NARTB Am Committee Meets

NARTB's Am Committee will meet Thursday at the Statler Hotel, Washington, with Chairman Grover C. Cobb, KVGB Great Bend, Kan., presiding. Committee members are George Cory, KUBC Montrose, Colo.; Cecil Hoskins, WWNC Asheville, N. C.; Richard H. Mason, WPTF Raleigh, N. C.; John Patt, WJR Detroit; Todd Storz, KOWH Omaha; W. H. Summerville, WWL New Orleans; C. L. Thomas, KXOK St. Louis; Merle H. Tucker, KGAK Gallup, N. M.; Owen F. Uridge, WCKR Miami; Jack Younts, WEEB Southern Pines, N. C.; Charles R. Denny, NBC; Don Durgin, ABC; Arthur Hull Hayes, CBS; John B. Poor, MBS.

Arizona Stations to Pass Sales Tax on to Sponsors

ARIZONA broadcasters are passing on a 1% state sales tax to sponsor, collecting the tax at the source for state government, as result of conference held during a recent Arizona Broadcasters Assn. meeting at Tucson. Procedure applies to intrastate networks as well as in case of state business.

Dick Lewis, KTAR-KVAR (TV) Phoenix, was elected president of ABA at the meeting, succeeding Lee Little, KTUC Tucson. Other officers are Tom Wallace Sr., KTKT Tucson, vice president, and Howard Loeb, KRIZ Phoenix. New board members are Mr. Little Arlo Woolery, KSUN Bisbee; Gene Spry, KPHO Phoenix, and Homer Lane, KOOL Phoenix. The ABA adopted a resolution calling on NARTB to change its name back to NAB.

TvB Renews Rorabaugh Contract

INITIAL one-year contract of Television Bureau of Advertising with N. C. Rorabaugh Co., which works with bureau on its quarterly tv spot expenditure reports, is being renewed for five-year period, Norman E. (Pete) Cash, TvB president, announced last week. TvB has issued four such reports covering last quarter of 1955 through third quarter of this year. Report is based on spot activity of 294 stations.

Salant Heads NARTB Committee

RICHARD S. SALANT, CBS, has been re-appointed chairman of the NARTB Television Transmission Tariffs Committee for the 1956-57 fiscal year. Serving with him are A. James Ebel, KOLN-TV Lincoln, Neb.; Joseph Heffernan, NBC; Frank Marx, ABC; Robert B. McConnell, WISH-TV Indianapolis; Donald H. McGannon, Westinghouse Broadcasting Co.; W. D. Rogers Jr., KDUB-TV Lubbock, Texas; Colin M. Selph, KEYT (TV) Santa Barbara, Calif., and Lee B. Wailes, Storer Broadcasting Co.