

photographer during an Adlai Stevenson speech last fall.

After citing basic anti-censorship language of the first and 14th amendments to the U. S. Constitution, Mr. Berger said "the widest latitude in the dissemination of information is essential" to vitality of civil and political institutions, with truth depending on freedom to speak, write, think and differ. "Where police action is taken in a public place during a public event which is being covered by the newspapers, radio and television, the press plainly has the right to report such public occurrence with or without photographs," he added.

Blair & Co. Answers Leder Giveaway Stand

JOHN BLAIR & CO., radio station representative, last week took issue with the argument of Robert Leder, WOR New York, that advertisers don't get their money's worth when they buy time on stations that run contests and conduct money giveaways to build audiences.

Referring to Mr. Leder's appearance before the Radio & Television Executives Society in New York to debate with Gordon McLendon of KLIF Dallas on the subject of "rating hypos" [B•T, Dec. 24], Blair Executive Vice President Robert E. Eastman wrote the WOR vice president and general manager as follows:

"... There is one point which you stressed rather strongly that we would like to correct. You stated that an advertiser buys inflated figures with no relationship to the advertising impact—and also that the advertiser is on the losing end because attentiveness on the part of the listener to the advertising part of the message is diluted by the contests.

"We have made the most extensive survey ever conducted on the sales effectiveness of all types of major stations throughout the country and feel obligated to point out to you that some of the most dramatic proof of sales effectiveness for advertisers, national and local, has been demonstrated by some of those radio stations using effective on-the-air promotions to stimulate listener interest.

"Contrary to your assumption, it is most apparent to us that the listener interest created by the wide-awake station, constantly seeking out new and intriguing ways to promote audience action, pays off handsomely for the advertiser.

"You are a leader in the broadcasting industry and owe it to yourself to carefully inspect all the evidence before arriving at conclusions. . . ."

Mr. Eastman attached to his letter copies of promotional material for a number of Blair-represented stations, citing letters from or other comments by advertisers in praise of results obtained from advertising on those stations.

In reply, Mr. Leder told B•T he felt Mr. Eastman was not wholly unprejudiced, since Blair represents McLendon and also Todd Storz stations which have used on-the-air promotion extensively, but that, basically, Mr. Eastman had misconstrued his point.

What he said, Mr. Leder pointed out, was



A 32-STATION radio network is being set up to broadcast the Detroit Tiger games, with WKMh Dearborn, Mich., serving as key station. Van Patrick, WKMh sportscaster, and Mel Ott, also of WKMh, will be announcers. At the contract signing (l to r): Edwin J. Anderson, Goebel Brewing Co., one of the sponsors; G. W. Sucher, Speedway Petroleum Co., another sponsor; Spike Briggs, executive vice president of Tiger Baseball Co.; Fred A. Knorr, Tiger president and WKMh owner.

that "promotion" is no substitute for good product—that stations which give away money rather than entertainment will suffer. He specifically excluded both the McLendon and Storz stations from that category, asserting that "they have been wise enough to build their programming at the same time they have promoted it."

He maintained that, despite Mr. Eastman's claim of "the most extensive survey ever conducted" on sales effectiveness, the Blair executive had not submitted any comparative proof of the effectiveness of stations that run contests as against those which have attained top rank through superior programming—without contests.

Roland McClure Named to Head CBS Radio Spot Sales in L. A.

APPOINTMENT of Roland H. McClure, account executive for KNX Los Angeles and the Columbia Pacific Radio Network, as manager of the Los Angeles office of CBS



MR. McCLURE

Radio Spot Sales is being announced today (Monday) by Gordon F. Hayes, manager of CBS Radio Spot Sales. Mr. McClure succeeds Jack Wooley, recently named special assistant for public affairs to the Secretary of the Navy [B•T, Dec. 17].

Mr. McClure joined KNX-CPRN in 1953 and has served as program promotion manager, national sales representative and, most recently, as an account executive.

Cowles Promotes Quentin To Director of Engineering

CHARLES QUENTIN, chief engineer of KRNT-AM-TV Des Moines, Iowa, has been promoted to director of engineering of the Cowles Broadcasting Co., according to Luther L. Hill, Cowles president. He will headquarter in Des Moines.



MR. QUENTIN

Mr. Quentin will be in charge of technical planning and supervision of all Cowles stations, including KRNT-AM-TV; KVTV (TV) Sioux City, Iowa; WNAX Yankton, S. D., and WHTN-AM-

FM-TV Huntington, W. Va. He has been in broadcast engineering since 1928 and has been associated with Cowles broadcast operations for 25 years.

Broadcaster Whitney Named Ambassador to Great Britain

JOHN HAY (Jock) WHITNEY, financier and owner of broadcast properties, was named Ambassador to Great Britain Thursday by President Eisenhower. He is senior partner of J. H. Whitney & Co., formed in 1946 to finance new industries. He succeeds Winthrop W. Aldrich in the key British diplomatic post.

The Whitney interests recently paid \$10 million for WISH-AM-TV Indianapolis and WANE-WINT (TV) Fort Wayne-Waterloo, Ind., and also own 90% of KGUL-TV Galveston-Houston and KOTV (TV) Tulsa, as well as several Midwest community antenna systems. Mr. Whitney is a brother-in-law of William S. Paley, CBS board chairman.