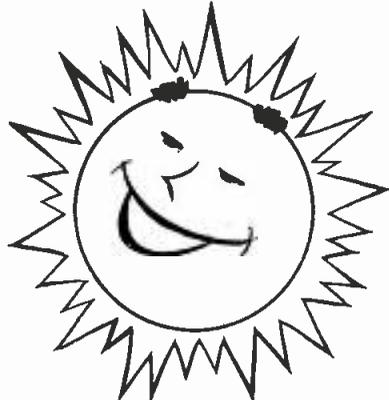


The Sun Never Sets



on **WSUN**
St. Petersburg, Florida
620 kc.

NOW

24

HOURS A DAY

The Only Station
Covering

**ALL
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& CENTRAL
FLORIDA
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Venard, Rintoul & McConnell
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OPEN MIKE

Hodges Revisited

EDITOR:

It's time to hear from Adam Young, Harold Krelstein, Todd Storz, or Gordon McLendon on the Hodges article [MONDAY MEMO, April 14]. Too many 'Johnny come lately experts' think that all top 40 music is rock and roll, and they're garbling the term formula radio.

WMAX has been on formula radio less than one year . . . rock and roll occupies less than 15% of our schedule but we would turn in our license rather than give it up.

For 25 years the soap operas have been written to appeal to 12-year mentalities. No one can deny that the soapers have been highly successful in selling everything from detergents to corn plasters. The public now prefers music to *Ma Perkins* and *Our Gal Sunday*. This is a healthy condition regardless of whether they prefer Crosby, Como, Boone, or Presley.

Charles A. Sprague
General Manager
WMAX Grand Rapids, Mich.

EDITOR:

May I shake hands and say "congratulations" to Ernest J. Hodges?

Dorothy Bray
President
KFMU (FM) Los Angeles

EDITOR:

REQUEST PERMISSION TO DISTRIBUTE REPRINTS OF ERNEST HODGES' PIECE.

ROBERT W. FRUDEGER
PRESIDENT
WIRL PEORIA, ILL.

EDITOR:

I read with open-mouthed amazement the statement [OPEN MIKE, April 28] by someone who asked that his or her name be withheld, who asked what a disc jockey was and then proceeded to make the most asinine statement that I've ever heard. The writer said that all one needed to be a d.j. was a supply of free records and a music-industry journal.

To begin with, there is a vast difference between an announcer with a stack of records and a trade paper and a disc jockey.

It is just such thinking as is set forth in that writer's letter that has hurt our profession. Being a disc jockey is just as much a profession as being a doctor, lawyer or engineer. The real disc jockey is more than just a player of records, he is an important member of the entertainment world. He must have ready wit, be well versed in current happenings and, in spite of the statement to the contrary, he must have an extensive background in music.

Bill Stell
South Hill, Va.

Another Fm Success

EDITOR:

After reading the letter from Dan Solo, KAFE-FM Oakland, Calif. [OPEN MIKE, March 24], we at KSFR (FM) certainly want to add a loud amen by way of letting the

rest of the nation know of the tremendous interest in fm here in the Bay Area. KSFR took to the air March 11 after nine months of careful planning by Alan Levitt, owner-manager. We went on the air in the black with ten local advertisers and have added five new accounts since then. What's more, we are getting results for them.

Reg Roos
Sales Manager
KSFR (FM) San Francisco

AAAA Rates Study A-1

EDITOR:

That was a remarkable thing for BROADCASTING to do: to retain Pulse Inc. for the special survey in your April 28 issue. The findings [about the public's concept of advertising] are a substantial contribution to the industry, and advertising people should be grateful to you.

I only wish that we had known about the survey in advance so that it might have been featured in some way in connection with Claude Robinson's presentation at our annual meeting.

Frederic R. Gamble
President
AAAA, New York

Three Weeks Before

EDITOR:

I would like to correct your article, concerning WTMJ-TV's April 9-12 coverage of a curling match. [PROGRAMS & PROMOTIONS, April 21]. Although televising a championship match must have been very exciting, it wasn't the first coverage of the ancient winter sport by a station in the U. S. WKAR-TV East Lansing was privileged to televise a curling match between the Lansing and Detroit Curling Clubs, from Michigan State U.'s Ice Arena, on March 18, 1958.

Charles S. Ruffing
Program Director
WKAR-TV East Lansing, Mich.

Others in the Courtroom

EDITOR:

I read with some surprise the account of the coverage of the first degree murder trial of Tex Varner in Jefferson City by KOMU-TV Columbia, Mo. [STATIONS, April 14.] KRCG-TV was also on hand at the trial and, as a matter of easily confirmed fact, had sounded Judge Blair out on the possibility of filming courtroom proceedings some three weeks before [KOMU-TV] discussed the matter with the Judge. Also, the news director for KWOS in Jefferson City, Bob Tibbitts, covered the trial, another point overlooked in the article. As for film, KRCG-TV was set up on the same balcony from which KOMU operated, and we also recorded such momentous events as the embrace between Varner and his wife.

Dave Snyder
News Director
KRCG-TV Jefferson City, Mo.

[EDITOR'S NOTE: Our April 14 story was based on information given us by KOMU-TV. Unfortunately, it was the only station that advised us of this important gain for broadcasting courtroom access.]