OPEN MIKE CONTINUED

merchandise sold by Hodges’ clients who, I am sure, are not as concerned as he is with restricting sales to musically-pure customers.

Modern radio is a community service that gives the public—yes, the adult public—what it wants in popular music, news and other services and has built community loyalty and response.

Duncan Mounsey
Executive vice president-general manager
WPTF Albany, N. Y.

EDITOR:
I would like permission to reprint Ernest J. Hodges’ article on rock-and-roll radio in its entirety. This is the finest single article I have read on the subject of music in radio, and I would like to see it get the widest possible dissemination.

Joseph S. Sample
President
KOOK-AM-TV Billings, Mont.

[EDITOR’S NOTE: Permission granted.]

EDITOR:
As a d.j., I let me lend my voice to the current rock and roll controversy. It seems that a lot of stations are banning rock and roll just because it is rock and roll and because adults don’t like it.

What segment of the audience are we trying to capture? The 40-to-60-yeas-olds? Or Mr. and Mrs. America whose ages range from 18 to 35 and who are just starting to furnish the house but that tv set and the many other appliances needed to start housekeeping. . . .

The emphasis should be on a well-balanced show. And let’s face it: rock and roll is here to stay. So why not incorporate it into the show?

Frank G. Macomber IV
WFTR Front Royal, Va.

Seconds Seavey Sentiments
EDITOR:
Your coverage of the clear channel case in the April 21 Broadcasting should be considered must reading for every professional broadcaster who is interested in the future of our industry. Surely, it should be obvious that permitting other II stations to transmit on clear channel frequencies would only further clutter the already overcrowded AM broadcast band. I submit that Mr. Hollis Seavey of the Clear Channel Broadcasting Service has correctly concluded that higher clear channel power is “the sole means of improving service.”

Richard L. Spears
Division Manager
WRVA-TV Richmond, Va.

Others Doing It, Too
EDITOR:
I read the story where Storz stations are using a new rate policy [STATIONS, April 28]. . . . Most if not all, of the Philadelphia stations have been using this policy for years.

William B. Caskey
Executive vice president
WPEN-AM-FM Philadelphia

UPCOMING

May 11-14: Canadian Assn. of Radio & TV Broadcasters, Queen Elizabeth Hotel, Montreal.
May 15-16: Nebraska Broadcasters Assn., Scottsbluff.
May 17: UP Broadcasters of Indiana, Sherriton Motor Hotel, Indianapolis.
May 19-21: National Retail Merchants Assn., sales promotion division, national convention, Palmer House, Chicago.
May 20: Wisconsin Broadcasters Assn., Plankinton Hotel, Milwaukee.
May 28-29: Kentucky Broadcasters Assn., Sheraton-Seebach Hotel, Louisville.
June 3-4: 50th annual conference, Industrial Advertisers Assn., Chase and Park Plaza Hotels, St. Louis.
June 4-5: Armed Forces Communications and Electronics Assn., Exhibits, Sheraton Park Hotel, Washington, D. C.
June 5-7: Western Assn. of Broadcasters, Banff Springs, Hotel Banff, Alta.
June 6-7: Colorado Broadcasters Assn., Hotel Antlers, Colorado Springs.
June 8: Advertising Federation of America, national convention, Stater-Hilton Hotel, Dallas.
June 14: UP Broadcasters of Pennsylvania, Holiday Motor Hotel, Mechanicsburg.
June 19-21: Maryland-D. C. Radio & TV Broadcasters Assn., Sheraton- Decatur Hotel, Ocean City, Md.
June 19-21: Florida Assn. of Broadcasters, Colonial Inn, St. Petersburg Beach.
June 22-28: Advertising Assn. of the West, annual convention, Vancouver, B. C.
August
Aug. 4-23: Summer TV Workshop, College of Communication Arts and WKKV-TV Michigan State University, East Lansing.
Aug. 18: Western Electronic Show and Convention, Pan Pacific Auditorium, Los Angeles, Calif.
September
Sept. 5-7: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs.