

WBC TO TAKE ON OWN REP CHORE

Westinghouse Broadcasting Co. is announcing today (June 23) its decision to expand its sales organization to include national sales and drop its present national representatives.

WBC operates six radio and five tv stations in top U. S. markets. The radio outlets are independents; the tv stations, network affiliates. All rank among leading commercial stations in their markets.

The move, which will not become effective until the summer of 1959, will affect three leading station representatives in the radio-tv field: Peters, Griffin, Woodward Inc., the Katz Agency and Blair-Tv.

PGW represents the bulk of the WBC stations, WBZ-WBZA and WBZ-TV Boston; KDKA-AM-TV Pittsburgh; KYW-AM-TV Cleveland; WOWO Fort Wayne and KEX Portland, Ore. The Katz Agency represents KPIX (TV) San Francisco, and Blair-Tv, WJZ-TV Baltimore. WIND Chicago, another WBC property, is represented by Am Radio Sales, of which WBC is a substantial owner.

In announcing WBC's projected expansion, A. W. Dannenbaum Jr., vice president-sales, lauded the three representation firms for an "excellent sales job over the period of the relationship."

Details of organizational structure, personnel and location of offices for the new Westinghouse national sales organization will be worked out over the year's time.

PGW in a formal statement observed it had known that Westinghouse had looked with increasing interest toward its own national sales organization "as they [WBC] acquired more stations and their national spot billings increased." "Consequently," PGW stated, "we are well prepared for it."

The station representative found it "gratifying that our national spot billings in both radio and television for the Westinghouse stations are at an all time high now." It noted that, excluding WBC stations, PGW represents 27 radio stations, including six that started with the creation of the firm in 1932. In tv, PGW represents 29 stations in addition to the WBC outlets.

In a statement, Edward P. Shurick, executive vice president of Blair-Tv, said: "During the past 11½ months of Blair-Tv representation, we have found the management of WJZ-TV and Westinghouse headquarters personnel most aggressive and cooperative in advancing their Baltimore property into a position of leadership."

In that time, he said, WJZ-TV's national spot billings has tripled.

"This decision comes particularly as a surprise," said Mr. Shurick, "since the trend in recent years has been away from 'house representation'. Television with its multiplicity of detail and increasing diversification of sponsorship including short flight schedules requires the quality of personnel that economically only a major representative can afford in order to gain maximum effectiveness for the station."

WILD-MILD SESSION

The broad subject of radio broadcasting will be explored by Westinghouse Broadcasting Co. during management meetings in French Lick, Ind., opening tomorrow (Tuesday) and continuing through Friday. WBC held a similar meeting for the company's television management in Savannah, Ga., last December.

One highlight of the meeting will be a panel discussion on "Which Way Music—Wilder or Milder." Participants will be Mitch Miller, Columbia Records; Robert Allen, songwriter; Howard Miller, WIND Chicago, and Joe Finan, KYW Cleveland.

One Rep Reports It's Good

Business of Adam Young station representative companies was "better than ever" for the month of May, Mr. Young has told BROADCASTING. May's billings were "highest in our 15-year history," he said, noting a 54% gain over May 1957.

Storz Stations Adopt New Name

The Storz Stations announced June 17 that because of corporate changes the company name has been changed to Storz Broadcasting Co., with no ownership changes involved. The company's stations are WDGW

Minneapolis-St. Paul, WHB Kansas City, WTIX New Orleans and WQAM Miami. The latter was operated as a wholly owned subsidiary of the parent Mid-Continent Broadcasting Co. until Dec. 31, 1957, when the Miami Broadcasting Co. was dissolved and its assets taken into Mid-Continent. On May 26 Mid-Continent's name was changed to Storz Broadcasting Co.

WTRL Sales Jump 105% in Year Under New 'Point Four' Formula

A business increase of more than 105% is reported by WTRL Bradenton, Fla., for its first year under ownership of Blues Skies Broadcasting Corp. The independent station's billing for the first five months of 1958 was \$53,794.96, compared with \$25,919.80 for the same period last year it was announced last week.

Dick Doty, Blue Skies president-general manager, who took over WTRL June 1, 1957, attributes the station's rise to its "Point Four" formula: programming for specialized audiences; continual promotion; "pregnant" selling and pride in community.

Among promotions and programs featured on WTRL: A "Boost Bradenton Business" week that, according to Bradenton Merchants Assn. figures, increased the city's business 20% over preceding weeks; *Breakfast With the Queen*, a live audience-participation show from an old Mississippi river boat; frequent editorializing, and the "Four Point News" format, which consists of half-hourly local, national, international and weather news (only four newscasts a day are longer than the four-minute standard).

DATELINES Newsworthy News Coverage by Radio and Tv

MILWAUKEE—A chance remark by Lt. Gen. S. E. Anderson, director of Air Research-Development Command, that the Air Force would try to hit the moon in August was filmed by WXIX (TV) here. The statement was made at a news conference at which the station was reportedly the only representative of the broadcast media. In Washington the Pentagon denied that a shot at the moon was contemplated. The general declined to comment to other stations requesting an interview. But the newsfilm of the prediction was broadcast around the nation over CBS-TV.

NEAR FT. WAYNE—Recapture of a bank robber who shot his way out of an Indiana jail June 10 was filmed by WPTA (TV) Roanoke, Ind., newsmen Tom Atkins. The coverage was Mr. Atkins' reward for a three-hour vigil at a road-block near the town where the fugitive eventually was cornered and shot. WPTA's staffer interviewed police who apprehended the criminal and filmed the wounded man's arrival at the hospital.

JACKSONVILLE—A 24-minute news scoop over the competition is claimed by WFGA-TV Jacksonville, Fla., in its reporting of the end of the local bus strike June 11. The sta-

tion covered the 79-day strike with daily sound-on-film interviews of principals in the dispute. WFGA-TV reports it aired off-the-cuff statements by four management-union negotiators and the city council president at the final settlement conference.

WATERBURY—Descriptions of a multiple-alarm fire which broke out opposite WATR Waterbury, Conn., studios were being broadcast before fire apparatus arrived. Apart from describing the conflagration which claimed one life and caused heavy damage to a large building, WATR was used by city officials to ask people not to come to the area, the police to reroute traffic and the Red Cross to contact members of families evacuated from nearby apartments. Occupants from the burning building were interviewed while other Connecticut stations were fed reports by WATR.

SPRINGFIELD—A "first" is claimed by WMBD-TV Peoria in its coverage of an Illinois State Legislature session here. The sound-on-film highlights of Gov. William Stratton's speech aired by the station reportedly are the first to be taken by a tv station at a meeting of the legislature of Illinois.