



LEISURELY figure in foreground is Al (Jazzbo) Collins, WNEW New York

BROADCASTING, June 8, 1959



COMPELLING DISTRACTION for d.j.s was Americana pool and terrace, of which tiny part is shown above. Carlton Records kept bar open at poolside.

FUN IN THE MIAMI SUN

D.j.s live it up but do some business too

Some 3,000 disc jockeys, station executives, record company salesmen and talent sunned, swam, swizzle-sticked and business-sessioned their way through the Second Annual Radio Programming Seminar and Pop Music Disc Jockey Convention at the Americana Hotel in Miami Beach May 29-31. They learned just how much they are under the public microscope—especially when reporters and photographers also were on hand from print media which have been losing ad dollars to radio-tv (see page 96).

Sixty experts on 18 major panels, discussing topics of concern to radio during two full days of business sessions (for details, see BROADCASTING, June 1), constituted a serious balance to the convention. But by first impressions the panels were obscured by the natural lures of the environment, aided by record companies' hospitality suites which seldom closed.

A collective tab of more than \$600,000 was estimated to have been spent

for the weekend by delegates, stations and record companies. The Storz Stations, once again the convention host, expects a \$55,000 bill. The record firms spent an estimated \$200,000, covering in part such big events as the poolside cocktail parties by Mercury Records and Liberty Records, breakfasts by United Artists Records and Atlantic Records, lunches by RCA Victor and Columbia, a stereo recording party by Capitol, a banquet by Dot and an all-night breakfast-dance by Roulette. One record firm (not a major label) flew a reported 80 disc jockeys to Havana for a day, helping to lessen attendance at some of the business sessions.

If there is a third annual disc jockey meeting next year—and if Todd Storz has anything to do with it—"it will be a very austere meeting, held in some relatively small midwestern city which is easily reached." Not that there wouldn't be "a reasonable amount of fun," he added, "but the emphasis would be on the business meetings."



IN MEETING ROOMS clusters of serious delegates like these attended 18 panel sessions at which 60 speakers appeared in jammed two-day agenda. **CONTINUED**

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