

## NEW DJ ASSN. Milwaukee meet produces results

Three dozen disc jockeys, representing radio stations scattered from Seattle to Miami and Los Angeles to New York, met in Milwaukee July 18-19 and organized the Disc Jockey Assn. The new organization's purpose: to improve audience public relations and enhance the stature of the disc jockey as a "good citizen" and a "professional entertainer."

DJA plans to have a board of directors of 56, representing regions within six geographic sections of the country. Of those present in Milwaukee, 17 were named directors and signed articles of incorporation which are to be filed soon in New York state by Ben Starr, Broadway attorney for music publishers and music personalities who volunteered his services to DJA. Mr. Starr was named first honorary member of DJA in appreciation.

DJA headquarters will be in San Francisco at the office of Executive Secretary Bill Gavin, independent music program consultant, 114 Sansome St. (Phone Exbrook 2-7027.) Annual dues are \$10.

**Disc Firms Ineligible** • Active membership will be limited to the professional disc jockey or "music programmer" (agency, production firm or independent) with at least two years' full-time experience and applications will have to be approved by the national board. Station managers will be eligible for active membership but record company representatives and those in other allied fields will not be eligible. DJA, however, plans to form "advisory committees" of record manufacturers and station management.

The 1960 convention of DJA is to be held concurrently with the Storz Stations' disc jockey convention, or independently if the third annual Storz Stations' meet is not held. The Milwaukee meeting stemmed from organizational efforts during the last Storz convention held at Miami Beach (BROADCASTING, June 8, 1).

Interim officers elected to head the new DJA included: president, Jim Hawthorne, KDAY Santa Monica, Calif.; first vice president, Scott Muni, WMCA New York; second vice president, Bob (Coffeehead) Larsen, WRIT Milwaukee; third vice president, Fred Hohl, WAME Miami; fourth vice president, Charles Austin, KVLC Little Rock, Ark.; vice president for public relations, Robin Seymour, WKMH Dearborn,

Mich., and secretary-treasurer, Bill Gavin, San Francisco.

A motion was entertained that the first public service effort of DJA be a national campaign by disc jockeys in behalf of mentally retarded children, but this was tabled on the ground that a decision to employ station facilities for any such specific purpose is the function of management and ownership, not that of station employees — the disc jockeys.

## New partners for 'You Asked for It'

Kenyon Brown (president of KCOP [TV] Los Angeles), Bing Crosby and associates last week acquired the interest of the Wayne Steffner estate in the tv package, *You Asked for It*. They become partners with Cran Chamberlin, co-creator and partner with Mr. Steffner, who produced the show for more than six years prior to his death in 1957. The Brown-Crosby-Chamberlin group plans to distribute *You Asked for It* through its Syndication Div. which is headed by Henry R. Flynn. The series has run for 8½ years on ABC-TV, sponsored by Skippy (peanut butter), Div. of Best Foods (Corn Products Co.), New York.

## AFM wants back in

The American Federation of Musicians on Thursday (July 23) filed a petition with the National Labor Relations Board office in Los Angeles for an election to certify AFM as the collective bargaining representative for musicians employed at the major motion picture studios. The filing came a year and a week following the NLRB election which gave the Musicians Guild of America the right to bargain for the musicians at the major studios (BROADCASTING, July 14, 1958). In its petition, AFM claims that the MGA contract with the studios cannot bar an election because it permits an employer to pay dues to MGA for a musician who has not joined MGA, a type of payment prohibited by federal law.

AFM's move is an idle gesture and a futile one, according to MGA President Cecil Read. The MGA contract, he said, is a bar to any new representation for at least two years and the specific clause cited as illegal in the AFM petition was eliminated from it some months ago. Furthermore, he added, as recently as June 30, NLRB ruled that the MGA contract is valid and legal.

## Desilu stockholders get good profit news

Net profits of Desilu Productions Inc. for the first quarter of the fiscal year starting May 3, 1959, are estimated to be at least equivalent to the profits of \$249,500 or 22 cents per share for the entire last fiscal year. The second quarter will be even better, President Desi Arnaz told the company's first annual stockholders meeting, held Tuesday (July 21) at Desilu's Hollywood studios.

Gross income for the current season will not be less than \$23.5 million, Mr. Arnaz reported, calling this an increase of \$3 million or 15% over the last fiscal year. He and other officers declined to estimate the net for the coming year beyond the first half. The president did stress that estimated profits for that period do not include anticipated profits on the company's backlog of shows, which "is being increased during the current season by approximately 69% to a total of 944 half-hours of filmed product."

Desilu has not been in a hurry to put its programs out for re-use, preferring to wait for the most propitious time, stockholders were told. This is particularly true of the foreign market, which Martin Leeds, executive vice president, said has doubled in the past two years.

An exception was the sale of the new hour series, *The Untouchables*, being released in Australia this season in addition to its use here on ABC-TV. The series brought a top price in Australia, Mr. Leeds said, and Mr. Arnaz noted that, as production will not start until August, "we've sold this program before we've even started to make it." The "pilot" of this series, broadcast in two one-hour episodes on last season's *Westinghouse Desilu Playhouse* on CBS-TV, will be shown in theatres abroad under an agreement now being negotiated, Mr. Arnaz said, adding that theatre showing in this country may follow.

Desilu plans to continue its policy of paying quarterly dividends of 15 cents per share of common stock, but no dividends have been declared on the Class B stock owned by himself and his wife, President Arnaz reported.

In answer to a question about pay tv, Mr. Leeds said that the officers of Desilu are watching developments and will especially keep an eye on the Canadian test of Paramount's Telemeter system to begin this coming winter (BROADCASTING, June 22). If it looks like a profitable market for the Desilu studios, they'll provide product for pay tv, he said.