

# NO MIAMI IN MINNEAPOLIS

## D.j. meeting is far cry from last year; serious debate produces code of ethics

The First Annual Membership Meeting of the Disc Jockey Assn., April 9-10 in Minneapolis was a far cry from the riotous Second Annual Radio Programming and Pop Music Disc Jockey Convention, held in Miami Beach last Memorial Day weekend.

In Minneapolis, the disc jockeys were strictly businessmen.

In Miami Beach "some 3,000 disc jockeys, station executives, record company salesmen and talent sunned, swam, swizzle-sticked and business-sessioned their way" through a three-day weekend. It was estimated the soiree cost the Storz Stations, convention host, \$55,000 and the record companies another \$200,000 out of a total collective tab more than \$800,000 (BROADCASTING, June 8, 1959).

The Minneapolis meeting had no host, no record company representation, no sunning, no swimming and very little swizzle-sticking. About 100 disc jockeys met to frame a code of ethics and elect officers (see box).

**Debate Consideration** ■ The DJA code was produced after hours of earnest consideration and heated debate by a committee under the chairmanship of Grahame Richards, program director of the Storz Stations. It was unanimously approved by the membership. The code states that each DJA member "accepts as continuing requirement of his position the obligation to entertain and to inform the listening audience to the best of his ability within the framework of his station's policies and industry-wide governmental regulations."

In fulfilling his obligations, the code proposes that each member should be guided by these principles:

"That such individual judgment and discretion as is granted to him by his station for the selection of recorded music to be broadcast should be based on his fair and unbiased evaluation. In order to prevent having his judgment influenced, he shall avoid the acceptance of any favors from interested parties which may tend to evoke a sense of personal favoritism or professional obligation.

"That he shall have no outside interest, business or professional connections without the advance knowledge and approval of station management.

"That he shall so conduct himself, on and off the air, as to bring credit, distinction and public approval to the broadcasting industry."

**Changing Atmosphere** ■ No one who has seen the word "payola" blazoned

in 96-point type across the front page of his daily newspaper has to wonder what caused the change in climate from the disc jockeys' gatherings in 1959 and 1960. The tv investigations arising from charges, denials and, at long last, confessions of rigged quiz shows, turned to radio with companion charges that some of the records on the most-played lists won their enviable position not from merited choice but from payment for placement. Oaths of purity were required of record players by station managements; legislation to ensure such purity was proposed in Congress; all d.j.'s were questioned. A few were found guilty and lost their jobs.

Jim Hawthorne, Sunday night disc jockey at KFWB Los Angeles, weekday weatherman and host to the late movies on KTTV (TV) in that city, was re-elected to his second term as DJA president. He emphasizes that the organization's origin predates the current investigations. It was early in 1958, he recalls, that Bill Gavin, radio program consultant who is now DJA treasurer,

### DJA officers

In addition to framing a code of ethics, the Disc Jockey Assn. elected officers to carry out its program for the coming year. Re-elected president for a second term was Jim Hawthorne, KFWB Los Angeles. Other officers are Scott Muni, WMCA



HAWTHORNE

New York, first vice president; Bob (Coffeehead) Larsen, WRIT Milwaukee, second vice president; Fred Hohl, WAME Miami, third vice president; Grahame Richards, Storz stations, fourth vice president; Bob Cooper, KVI Seattle, fifth vice president; Gene Kaye, WAEB Allentown, Pa., sixth vice president; Bill Ellis, KEWB San Francisco, secretary, and Bill Gavin, radio program consultant, treasurer.

Mr. Larsen was also named to the new DJA post of communications officer. He is responsible for disseminating information from DJA to its membership. Four regional directors will assist Mr. Larsen in his duties.

approached him with the idea of a professional association of disc jockeys designed to encourage a higher public regard and respect for the profession.

Mr. Hawthorne says the DJA has won the support of a number of broadcasters whose stations specialize in d.j. programming. Todd Storz, president of the Storz stations; Lionel Baxter, executive vice president of the Storer stations; Gerald Spain, program director of WHK Cleveland (one of the Metropolitan stations); Joel Sebastian of KLLF Dallas (a McLendon station) and Chuck Blore, program vice president of Crowell-Collier's broadcast division and program director of KFWB Los Angeles, were among the management representatives at the Minneapolis meeting, Mr. Hawthorne reported. He paid special tribute to the efforts of Robert Purcell, head of Crowell-Collier's broadcast operations, for eliciting the support of station management for DJA. "Without Mr. Purcell, there wouldn't be an association today," Mr. Hawthorne said last week.

**Support NAB Stand** ■ In addition to drafting and adopting a code of ethics, the DJA membership authorized DJA's attorney, Ben Starr of New York, to draft a letter to the National Assn. of Broadcasters in support of NAB's stand on the current FCC interpretation of Sec. 317 of the Communications Act. The d.j.'s say an announcement that records were not purchased but supplied free works an unwarranted hardship on both the station and its audience.

Rep. Oren Harris (D-Ark.), chairman of the House Legislative Oversight Subcommittee which has spearheaded the government's payola investigation, was invited to attend the DJA meeting. Wiring his regrets, Rep. Harris said: "I applaud your efforts to crystallize your association into a strong cohesive force in the interests of the radio industry and formulation of a code of ethics for those of your industry."

### KYW-TV pre-empts 'Today' for etv show

KYW-TV Cleveland pre-empts a half-hour of the *Today* show each Tuesday to present a program designed to keep area teachers abreast of modern educational developments. Titled *Tomorrow's Learning—Today*, it will be watched by 2,000 teachers in classrooms of 21 area schools from 8-8:30 a.m. for eight consecutive Tuesdays.

Dr. Bernard H. Gundlach, associate professor of mathematics at Bowling Green State U., is the instructor. The show will center around methods of making grade school arithmetic and algebra novel and exciting to the students.