

Finishing touches put on programing clinics

NAB's radio sessions will start Sept. 18; reactions to determine permanence of project

Where do you turn when an advertiser wants a moose-mating call to be used in his 30-second radio commercial? How can a radio broadcaster use calendar events in programing and sell them? Are all talk radio stations successful?

These and other ideas on radio programing will be discussed at four radio program clinics starting Sept. 18 under the auspices of the National Association of Broadcasters. The first one will be held in Palo Alto, Calif. Three days later the clinic will be repeated in Memphis, then Omaha and finally Tarrytown, N. Y.

The results of the one-day meetings, authorized as a pilot project by the NAB radio board last winter, will be studied to determine whether the NAB should establish program clinics as a regular

drama. The hope of NAB's program study committee, according to Sherril W. Taylor, radio vice president of NAB, is that broadcasters in attendance at the meetings will participate fully. The committee plans to pass out a questionnaire at each meeting to determine whether the meeting is worthwhile or not.

The Palo Alto meeting, at Rickey's Hyatt House Sept. 18, will hear an NAB staff presentation of new trends in radio programing in capsule form. The ideas will be discussed by Alfred E. Smith, vice president of Honig-Cooper & Harrington Advertising.

At other meetings the program segment will be discussed by George Painter, president of Colonial Coffee Co. (in Memphis); Sam Zais, marketing director, Tidy House Products (in

mers, Commercial Recording Corp., will discuss "Commercial Productions" at the four clinics. Guest speakers on "Trends in Talk and Drama" will be Ben Hoberman, KABC Los Angeles, all four meetings; Jack Wilson, ABC Radio, Palo Alto and Tarrytown, and Jack Thayer, ABC Radio, Memphis and Omaha.

Audience Quota ■ Attendance at each clinic is limited to 125; both the Memphis and Tarrytown meetings have reached their quotas.

The Memphis meeting Sept. 21 will be at the Chisca Plaza motor hotel; the Omaha meeting Sept. 23, at the Prom Town House Motor Inn, and the Tarrytown meeting, on Sept. 25, at the Hilton Inn.

The NAB program study committee is headed by Allan Page, KQWA Enid, Okla., and Joseph E. Baudino, Westinghouse Broadcasting Co., as co-chairmen, and John F. Dille Jr., Communicana Stations; Harold Essex, WSJS Winston-Salem, N. C.; Eugene S. Thomas, KETV Omaha and Cecil Woodland, WEJL Scranton, Pa.

Film Sales . . .

The Making of a President, 1960 (Wolper): WBNB-TV Charlotte Amalie, V. I. and KALB-TV Alexandria, La.

Four Science Fiction Features (Wolper): KWWL-TV Waterloo-Cedar Rapids, Iowa, and KMMT(TV) Austin, Minn.

The Country Show (Wolper): WAAY-TV Huntsville, Ala.

Superman (Wolper): WDAF-TV Kansas City, Mo.

Mahalia Jackson Sings the Story of Christmas (Seven Arts): KCOP(TV) Los Angeles and KVAL-TV Eugene, Ore.

A Christmas Carol (Seven Arts): KOMO-TV Seattle and KSLA-TV Shreveport, La. Now in 11 markets.

Volumes 4 and 5 (Seven Arts): WNAC-TV Boston and WMAZ-TV Macon, Ga.

Volumes 7, 8 and 9 (Seven Arts): KNTV(TV) San Jose, Calif.

Volume 8 (Seven Arts): WCCO-TV Minneapolis-St. Paul and KVIQ-TV Eureka, Calif.

Astro Boy (NBC Films): WCAX-TV Burlington, Vt.

Car 54, Where Are You? (NBC Films): WCYB-TV Bristol, Va.-Johnson City-Kingsport, Tenn. and WDBO-TV Orlando, Fla.

Silent Service I and II (NBC Films): WBRZ(TV) Baton Rouge.

Lloyd Thaxton Show (MCA-TV): KFYR-TV Bismarck, N. D.; WICS(TV) Springfield, Ill.; WBRZ(TV) Baton Rouge.



Messrs. Taylor and Baudino



Mr. Page

part of its activities. For several years after World War II, the NAB had its own program department, with Harold C. Fair, formerly of who Des Moines and now with Bozell & Jacobs Advertising, as its first director. Until 1958 Broadcast Music Inc. conducted program meetings around the country for broadcasters.

Five Elements ■ The clinics to be open next week will be composed of five main topics: program ideas, patterns in music, news and editorials, commercial production and talk and

Omaha), and Chet Harman, advertising director, Post Shopping Center, Milford, Conn. (in Tarrytown).

A "Patterns in Music" panel at all clinics will consist of Grover C. Cobb, KVOB Great Bend, Kan., moderator; Grahame Richards, Storz Broadcasting; William J. Kaland, Westinghouse Broadcasting, and David S. MacNeil, WCRB Boston.

Speaking on "Radio News and Editorials" at each meeting will be Elmo Ellis, WSP Atlanta and Richard D. Dudley, WSAU Wausau, Wis. Donald Zim-