

tion and dinner, sponsored by Pennsylvania Association of Broadcasters. Washington Hilton, Washington.

April 13—Spring conference, Minnesota Broadcasters Association, Minneapolis.

April 13-14—Conference, Sigma Delta Chi Region 3, Columbia, S.C.

April 13-14—Conference, Sigma Delta Chi Region 4, Pittsburgh.

April 13-15—Conference, Sigma Delta Chi Region 11, Flagstaff, Ariz.

April 14—Region 4 meeting, Women in Communications Inc. Downtown Marriott hotel, Dallas.

April 16—"Broadcast Day—1973," co-sponsored by Florida Association of Broadcasters and Department of Broadcasting, College of Journalism & Communication, University of Florida. Participants to include speakers from other states, as well as faculty, students and Florida broadcasters. University of Florida, Gainesville.

April 16-17—Meeting, North Central CATV Association. Holiday Inn, Sioux Falls, S.D.

■ April 18—Annual meeting, CBS shareholders, North Hollywood, Calif.

■ April 18-25—27th MIFED international film and TV film market for buyers and sellers. Milan, Italy. Contact: MIFED, Largo Domodossola 1, 20145 Milan, Italy.

April 23—Overseas Press Club of America 1972 awards and annual dinner. Waldorf Astoria hotel, New York.

April 24-26—Pennsylvania Cable Television Association annual spring meeting. Chatham center, Pittsburgh.

April 25—33d annual George Foster Peabody Awards luncheon. Pierre hotel, New York.

April 26-May 3—13th International "Golden Rose of Montreux" contest, sponsored by European Broadcasting Union and Swiss Broadcasting Corp. Awards offered for television light entertainment programs. Montreux, Switzerland.

April 27-28—Conference, Sigma Delta Chi Region 1, Rowntowner Motor inn, Albany, N.Y.

## Open Mike®

### News to newsmen

EDITOR: That was a fine editorial that you wrote on David Lawrence (BROADCASTING, Feb. 19) and all of us here at U.S. News & World Report are grateful to you. It contained some interesting history which I had not known before.—Ben J. Grant, executive vice president, U.S. News & World Report, Washington.

### Ecological video tapes

EDITOR: Print isn't the only medium that can recycle. Television students in three universities are using used video tapes of MFA Insurance commercials for submitting auditions in their search for a job.

Some of the folks at KOMU-TV, the University of Missouri commercial TV station that has a training course for journalism students, reported that students needed tapes for auditions. Some of them couldn't afford the cost of such tapes.

When we sent out new tapes to the 75 stations in our 15-state area last month, we asked the stations to return the old ones. They did. We passed the tapes along to the TV professors at the University of Missouri, Central Missouri State University at Warrensburg and Southern Illinois University at Carbondale.

Maybe other advertisers are wondering what useful purpose can be served by used commercial tapes.—W. Judd Wyatt, director of advertising, MFA Insurance Cos., Columbia, Mo.

### Thanks

EDITOR: All of us in the public relations department appreciate your in-depth coverage of current events affecting broadcasters and thus, directly, our company as advertisers.—Frank W. Bean, senior public relations assistant, Coca-Cola Co., Atlanta.

### Undaunted woman

EDITOR: I lost the National Association of Broadcasters board election by a mere 15 votes, which is both discouraging and encouraging. However, I may be bloodied but not bowed. I shall try again in two years.—Virginia Pate Wetter, president

and general manager, WASA-AM-FM Havre de Grace, Md.

### More about music

EDITOR: Regarding your fine article, "An audio odyssey: coast-to-coast and back again in top-40 radio" [BROADCASTING, Jan. 29]: How could you have overlooked perhaps the two most competitive top-40 markets in the country, Phoenix and Chattanooga? Both markets feature ultra-healthy top-40 situations with three full-time AM operations. In Phoenix, it's between KRUX, KRIZ and KUPD. Here in Chattanooga, WGOW, WDXB and WFLI compete for the top-40 audience.

There may be other three-way battles, but if so I am unaware of them. Otherwise, it was a most interesting article. Please continue BROADCASTING's coverage of and involvement in radio programming.—E. Alvin Davis, program director, WFLI(AM) Chattanooga.

EDITOR: I read with interest BROADCASTING's recent article on the trends and influences operating in contemporary radio. In way of comment, I wanted to point out one surprising omission among stations you listed as dominating the dial in markets coast-to-coast.

Surely a Storz station, KOMA(AM) Oklahoma City, has to rank as a highly influential signal if for no other reason than that the station is represented in more counties at night and shows in more ARB books than any other in America. Regards to you for an otherwise very well written article.—J. Robert Dark, program director, KOMA(AM) Oklahoma City.

EDITOR: A correction [of the Feb. 12 "Breaking In"] is in order. The Hollies have had two (not three) LP's since last summer. The first, Distant Light, contained both "Long Cool Woman" and "Long Dark Road." The second, Roman, contains their newest single, "Magic Woman Touch."—Johnny Dean, music director, WSUB-FM Groton, Conn.

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Sol Taishoff, editor.

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### BUREAUS

NEW YORK: 7 West 51st Street, 10019.  
Phone: 212-757-3260.  
Rufus Crater, chief correspondent.  
David Berlyn, Rocco Farnighetti, senior editors.  
Lauralyn Bellamy, John M. Dempsey, Michael Shain, assistant editors.

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HOLLYWOOD: 1680 North Vine Street, 90028. Phone: 213-463-3148.  
Earl B. Abrams, senior editor.  
Bill Merritt, Western sales manager.  
Sandra Klausner, assistant.

TORONTO: John A. Porteous, contributing editor, 3077 Universal Drive, Mississauga, Ont., Canada. Phone: 416-625-4400.

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