**Promotion**

**WBAY Becomes WTTT**

Greater Miami’s first independent station, WBAY, has undergone a complete name change this week down to call letters. The station from here on in will be known to its listeners as WTTT.

The general manager of the station, David H. Freedman, announced that one of the biggest promotions in the station’s history will get underway on May 16th. The six-day run of an extensive promotional campaign is to climax with a quiz show broadcast from the stage of the Irving Fields trio. A half hour was planned for the event, and in conjunction with the station’s news format late racing results will be announced between 12 noon and 7:30 p.m.

To promote the new call letters, an extensive promotional campaign was employed. A six-day run of teaser ads were prepared for the daily newspapers throughout the area. The ad for the sixth day read: “Listen for WTTT, fourteen, ninety on your radio dial.” For the promotion of the campaign most of the ad copy was eliminated the first day from the ad and then each succeeding day a few more lines were added until the full ad was reached.

Six hundred and three one sheet billboards were scattered throughout the greater Miami area announcing the change of call letters. Airplanes bearing the same legend were flown over the area and a series of spot announcements filled out the jingle campaign. Spot announcements fill out the jingle campaign and because the industry rates attention, development, larger budgets and has the largest audience it has ever enjoyed. News coverage of special events via the mike, plus its public service, sports and entertainment far outsines all other media when you consider that radio is on call every moment of our lives. Our hat’s off to an industry which has long since rolled up its sleeves and gone to work and which needs only more confidence to prove itself the most vital educational and entertainment force of our times.

**Mainly About Manhattan...!**

- We have come to the definite conclusion that despite the brainy predictions of the seers of our times about video and its expansive future, said expense will not be at the complete expense of Big Brother Radio. In short, we’re of the honest opinion that while the trend is in the direction of teleshows, radio as such needn’t worry.

Make no mistake, as an independent industry, the kilocycle realm is here to stay. There are varied and sundry reasons for our expression of this opinion. To begin with, it has been authentically reported that come what may, 40 per cent of the nation (even when the coaxial goes coast to coast) will forever be without video reception. Also, as interesting and amazing as the infant television is, it is not a medium which can ever make for many hours of endless presentation to the listener at home. Take it from us because we have studied it at close range.

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**New Business**

WMCA, New York: McKesson & Robbins, Inc., has started an eight-week, two days before announcement, for the photographic house and Mort Fleishl, account executive for the station.

A Monday-through-Friday schedule of spot announcements on WMCA’s “Mr. and Mrs. Music” has been purchased by National Outlet Stores, New York retailers of women’s dresses. An additional schedule of spot announcements will fill out the week. Tom Delaney, WMCA’s account executive, and Manny Lester, head of the retail chain, negotiated the contact.

**WNB, New York: Contracts for All-Second TV station breaks have been signed with R. H. Macy & Co. for acceptable merchandise, and with the Ward Baking Company for Tip Top Bread.**

The Macy deal, handled through Grey Advertising Agency, calls for the 5:30 p.m., station breaks, Tuesdays and Thursdays, through Jan. 30, 1950. The baking company station breaks, handled through Walter Thompson, have been agreed to for 6 p.m., Tuesdays, Wednesdays and Fridays, through Feb. 3, 1950.

**McBride Anniversary Stunt Loans As SBO**

(Continued from Page 1) guest list for the radio celebration is headed by Merlin Aylesworth who last month wrote a story for Look magazine titled “Radio Is Doomed.” And just to show the influence of WNBC’s woman commentator, another guest is Theodore C. Streibert (his wife), president of WOR. It was on WOR that Miss McBride got her start 15 years ago.

Upwards of 80,000 ticket requests for the McBride party already have been filled, according to Estella Karr, Miss McBride’s manager. This is in addition to various service and community organizations who will be represented at the Stadium in a body. Yankee Stadium seats 70,000 people normally but special seats are being added.

**Birthday For “Sing”**

“Sing It Again” on CBS celebrates its first birthday next Saturday, May 28. Show claims the biggest hit of the season, with nearly 7.3 million listeners, or 90% at present. “Sing” is emceed by Dan Seymour.

**Word Game**

A new word game, suitable for two or more contestants, titled “Predict-A-Word,” has been invented by Drew Pearson, ABC Sunday evening radio commentator. “Predict-A-Word” is being sold through leading department, book and toy stores.

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