

WRAP-UP

(Continued from page 65)

ner of the "Public Interest Award" of the National Safety Council . . . To **WINS**, New York, a certificate in recognition of its cooperation with the fire department from Mayor Robert Wagner . . . To all **Oklahoma am and fm stations**, a tribute from the Governor for its contributions to the communities, in honor of Radio Month.

Station staffers: **Robert Hoth**, promoted to executive v.p. of Public Radio Corp. (KIOA, Des Moines; KBKC, Kansas City; and KAKC, Tulsa) . . . **David Gordon** and **Read Wight**, to v.p.'s of WPAT, Patterson, N. J. . . . **Victor Simon**, to general manager, and **Frank Sanzo**, to sales manager of KMGM, Albuquerque . . . **Sumner Pearl**, to sales manager of WFYI, Garden City, L. I. . . . **Fred von Hofen**, to head national sales at KOL, Seattle . . . **Al Grosby**, to sales manager of WYSL-AM-FM, Buffalo . . . **Jim Uglum**, to manager and **Ron Titus**, to sales manager of KUTT, Fargo . . . **Michael Drechsler**, to director of sales promotion for WKNB, Hartford . . . **Don Gilman**, to account executive with KOIL, Omaha . . . **Dan Milliken**, to account executive at WCKY, Cincinnati . . . **Frank Armstrong**, to assistant national sales manager of WDIA, Memphis.

REPRESENTATIVES

The only re-shuffling of station representation at the NAB Convention:

1) The Todd Storz New Orleans

station, **WTIX**, to **Robert E. Eastman**. This move eliminates **Adam Young** from the Storz lineup completely.

2) **But Young** did pick up, **WXIX-TV**, Milwaukee, which was formerly repped by **Gil Perna**.

Indication of spot growth in the midwest: PGW is opening an office in St. Louis. With this move, St. Louis now has a full house, with every major rep firm in business there.

According to a survey by **Edward Petry & Co.**, its represented radio and tv stations donated more than \$22.6 million in time and talent to public service during 1959.

The largest single total for any of the public service categories was the \$2.9 million contributed to Civic Groups. Religion was the second largest beneficiary and projects of the Advertising Council, the third.

During 1959 the survey shows that on the average the Petry-represented stations contributed more than 1,000 announcements a day, a total of 389,706 for the year. These same stations also planned, broadcast and telecast 45,994 public service programs last year—nearly 900 public interest shows per week.

Rep appointments: The McLendon Corp.'s **WYSL**, Buffalo, to **Daren F. McGavren Co.** . . . **WCUM**, Cumberland, Md., and **WEEZ**, Chester, Pa., to **Philadelphia Spot Sales** as a regional rep . . . **WEAN**, Providence, to **Kettell-Carter**, Boston, as New England rep.

Rep appointments — personnel:

Pete Watkins, to the New York sales staff of PGW . . . **Peter Prince**, to the New York sales staff of Broadcast Time Sales . . . **Joseph Payne**, to the tv department in the New York office of the **George P. Hollingbe Co.** . . . **John Rohrbach, Jr.**, to the sales staff of **NBC TV Spot Sales-Central Division** . . . **Don Saraceni**, to assistant sales manager of **Blair TV**, Chicago.

TV STATIONS

Tv Personal Interviews, Inc., will go into the field 24 April for planned week of interviewing that will cover all network night time programing.

In the second of its surveys, TPI will conduct personal interviews in the room where tv is being viewed while the program is on the air. Responses are observed and recorded as they occur on special IBM Punched A-Punch cards.

What the TPI data will cover: degree of viewer involvement in the program; audience composition; audience exposure to other medium advertising awareness of viewer brand usage; number of sets-in-use and the like.

(For TPI story, see page 42.)

All out for color: KMTV, Omaha, and the Sidles Co., a RCA contributor, this past week telecast full day (17 hours) in full color. The campaign followed a week-long promotion with a heavy Sidles tv schedule and a tie-in for the local color set dealers to remain open the day of the telecast.

Ideas at work:

• **A mapped-out promotion:** Capitalizing on the current interest in world affairs, **KGLO-TV**, Macon, City, Iowa, offered a World Affairs News Map to viewers for 25¢. The station ordered some 2,500 copies of the map but was swamped, in three weeks with 6,000 requests.

• **A meeting of the media:** Executives of the home office of **Foster & Kleiser** outdoor advertising company in San Francisco agency figures dealing with the firm recently attended a luncheon given by **Metropolitan Broadcasting Corp.** at its New York station, **WNEW-TV**.

New, exciting
KviiL
music

1150
DALLAS

