

CALLING ALL BROADCASTERS

Undoubtedly you are aware of the United Nation's album "All Star Festival" and the cooperation of literally hundreds of individuals who have made it possible.

When the album was first brought to my attention, and I was fully informed of its humanitarian aspects and assured of its non-profit motives, I instantly pledged a minimum of \$50,000 of Storz Broadcasting air time to promote the album. I also suggested to Morris Diamond of Mercury Records that he solicit pledges from other broadcasters. While the program has met with some success, it is indeed modest, and a great deal of additional broadcaster cooperation is necessary.

I hope you will feel as I do that the enclosed merits inclusion in your publication.

Thanks for your consideration.

An Open Letter To The Broadcasters Of America

Dear Fellow Broadcasters:

Seldom have broadcasters had the opportunity to serve in the "international public interest!" Now, opportunity has knocked in the form of the United Nation's album "All Star Festival," especially created to aid the world's refugees.

Never have the various groups comprising our industry cooperated to such an extent! World-renowned artists have contributed their talents; recording companies, distributors and retailers have volunteered their services; the NAB and FCC have endorsed the album and its purpose; trade papers have devoted much space to alerting the broadcasting, recording and allied industries to the humanitarian purpose of "All Star Festival." In short, everyone has been informed of the

merit of this non-profit program *except* the public.

The six Storz stations, in the distinguished company of a number of America's radio chains and many additional independent broadcasters, have been pleased to pledge a generous portion of air time to the very worthwhile promotion of United Nation's outstanding album. But, *more* broadcasters are needed!

Radio and television promotion kits are available for the asking. Please direct your request to:

U. S. Committee for Refugees
20 West 40th Street
New York 18, New York.

The refugees of the world will thank you.

Graham Richards,
Vice President, Director of Programming,
Storz Broadcasting Co., Miami

SPONSOR'S VITALITY GROWS

Congratulations. Now SPONSOR's vitality is growing week by week. The addition of the publisher editorial is extremely important and in general the magazine is now greatly improved.

Your gesture, incidentally, in mentioning Arthur Simon and *Radio-TV Daily* (11 March) will be particularly well received. It is certainly time that the trade papers recognize that they have established competitors.

Miles David,
Administrative V.P., Radio Advertising
Bureau, New York

FRANKS FOR TOTS STORY PLEASING

We are delighted with article on 'Child-Mild' Weenie in your 18 March SPONSOR. Please send us 12 complete copies (and bill us).

Thank you.

Edward W. Quinn,
President, Quinn & Johnson Advertising,
Boston

MORE FOOD BROKER KUDOS

Your key story in the 25 February issue "The Food Broker-Grass Roots Influential" was excellent.

Could you possibly send us 50 reprints of the story? Please bill the station. We would like to have them as soon as possible.

Thank you very kindly.

David O. Schwartz,
Merchandising Manager, KCOP, Los Angeles

CALENDAR

APRIL

International Radio & Television Society announces six production workshops dealing with "Problems of International Television Commercials" to be held on successive Tuesdays at 5:30 p.m. in the Johnny Victor theatre, New York starting (16).

American Marketing Assn., one-day conference on new products, Hotel Plaza, New York, (17).

Assn. of National Advertisers, international advertising workshop, Hotel Plaza, New York, (18).

Alpha Delta Sigma Greater New York Alumni Association fiftieth anniversary convention, Roosevelt Hotel, New York (19-21).

Society of Motion Picture and Television Engineers, 93rd convention and equipment exhibit. The Traymore, Atlantic City, N. J. (21-26).

Advertising Federation of America, 4th district convention, Cherry Plaza Hotel, Orlando, Fla., (25-28).

Pennsylvania Associated Press Broadcasters annual meeting, Pittsburgh, (25-26).

MAY

Illinois Broadcasters Assn. spring convention, Springfield, Ill., (1-3).

American Woman in Radio and Television twelfth annual convention, Sheraton Hotel, Philadelphia (2-5).

Montana Broadcasters Assn., annual convention, Bozeman, Mont., (8-10).

Advertising Federation of America 9th district convention, Schimmel Indian Hills Inn, Omaha, Neb., (10, 11); 2nd district convention, Inn at Buck Hill Falls, Pa., (10-12).

Academy of Television Arts and Sciences, Chicago chapter, Emmy awards for excellence, Pick-Congress Hotel, Chicago, (13).

National Assn. of Educational Broadcasters, national conference on instructional broadcasting at University of Illinois, Urbana, Ill., (13-15).

Ohio Assn. of Broadcasters spring convention, French Lick Sheraton, (16, 17).

Pennsylvania Assn. of Broadcasters convention, University Park, Pa., (19-21).

Sales and Marketing Executives—International, annual convention, Philadelphia, (19-22).