



Jack Carney  
WIL St. Louis

Red Benson  
WPEN Philadelphia

Gene Weed  
WQAM Miami

Will Lenay  
WSAI Cincinnati

Ken Malden  
WILD Boston

subject of how the national advertising client and his agency can make maximum use of these "personalities." Here is a roundup of advertising "tips straight from the jockeys":

**Martin Block**, WABC, New York: "When a sponsor buys a disk jockey show, he buys it usually for the personal recommendation of his product. Therefore, it is of prime importance that the d.j. know not only the product but the advertiser's aims. Only in this manner can he truly become "radio sales manager" and do the best job for the sponsor. Personally, I've been through more laundries, bakeries, breweries and cigarette plants than I care to remember. Yet each visit has brought out something of inestimable value to the sponsor and helped sell his product."

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Johnny Barrett  
WIX New Orleans

Paul Flanagan  
WPTR Albany



### CONVENTION HIGHLIGHTS

All events in Grand Ballroom, Muehlebach Hotel, unless otherwise specified

#### Friday

6:00 p.m.: Cocktail party—Tea Room & Trianon Room

#### Saturday

8:00 a.m.: Breakfast: Remarks by Todd Storz and the Mayor of Kansas City.

9:15: Talk by Martin Block, WABC

10:30: "Program Director—Friend or Foe?" Eddie Clarke, WHB; Don Keyes, McLendon Stations; Ray Katz, WMGM.

11:00: "Is Rock 'n' Roll a Bad Influence on Teenagers?" Reed Farrell, KWK; Robin Seymour, WKMH; Bob Lloyd, WHEC.

12 noon: Luncheon—Mitch Miller

1:15 p.m.: "What I Look for in a Prospective D.J." G. W. Armstrong, WHB.

1:30: "Today's Radio 'Formula'." Harold Krelstein, Plough Stations; John Box, WIL; J. Elroy McCaw, WINS.

2:30: "Increasing Income and Prestige through Related Outside Activities" Tom Edwards, WERE; Bill Bennett, WDGY; Paul Berlin, KNUZ.

3:00: "Interviews—Good or Bad?" Varner Paulsen, WIP; Bob DeBardelaben, WLEE; Jack Rowzie, WWDC.

3:30: "Counting up to 40" Jack Lacey, WINS; Stan Dale, WAIT; Bob Cooper, KGO.

4:00: "Can Album Music bring Listeners?" Norman Wain, WDOK; Ira Cooke, KMPC; Phil Ladd, CHUM.

4:30: "Are Trade Paper Surveys Current and Accurate?" Bob Austin, Cash Box; Herm Schoenfeld, Variety; Bud Fosket, Billboard.

5:15: Cocktail Party—Mezzanine.

7:00: Banquet.

8:30: "The Dream Show."

#### Sunday

8:00 a.m.: Breakfast.

9:15: "Revolution in Radio" Gordon McLendon.

9:30: "What the D.J. Can Do for the National Advertiser and What Timebuyers Look For" Adam Young, Adam Young Inc. and Wells Barnett, John Blair Co.

10:30: "Has the Tv Jockey Hurt or Helped the Radio D.J.?" Ed Bonner, KXOK; Paul Flanagan, WPTR; Bob Larsen, WEMP.

11:00: "How Can the D.J. Maintain his Individuality Within Conformity Required by Management?" Don Bell, KIOA; Gene Plumstead, Plough; Chuck Blore, KFWB.

11:30: "Dividing Line Between C&M, R 'n' R and Pop?" Bill Gavin, McCann-Erickson; Bob Sadoff, NBC; Connie Gay, Town & Country Network.

12 noon: "New Programing Ideas" Barry Kaye, WAMP; Martin Block, WABC; Jake Embry, WITH.—Tea Room & Trianon Room.

12:30: Luncheon.