

SPONSOR SPEAKS

Programing get-togethers

One of the biggest voids in the broadcast industry has been the lack of programing clinics, both television and radio.

So SPONSOR welcomed, with more than normal enthusiasm, the programing conclaves held by Westinghouse Broadcasting Company in Baltimore and the Storz Stations in Kansas City early in March. Both were exceptionally well organized, instructive, and useful examples of industry service. Westinghouse pegged its conference to public service programing; Storz to disk jockey programing. But both went far beyond the confines indicated by the titles.

An industry that has no official programing get-togethers can be more than grateful to these two wide-awake companies. And it is more than accidental that both are regarded among the true leaders in many areas in the mammoth broadcast industry. But SPONSOR regrets that, in an industry which relies so heavily on constantly improving program structures and ideas, the field must be left to private enterprise.

FCC and NAB

Any FCC Commissioner who sees fit to skip the NAB convention in Los Angeles this year can hardly be faulted.

Under present circumstances it's hard for an FCC commissioner to choose between discretion and duty.

We regard the excellent attendance of FCC commissioners at recent conventions as duty. It's their way of keeping posted on the broadcast industry and the men who keep the wheels turning. You can't do a job that requires grassroots knowledge while sitting in an ivory tower in Washington.

Here's hoping we see you, Mr. Commissioner, on 27 April in Los Angeles.

Stepped-Up SPONSOR

How do you like SPONSOR's new dress and newsier approach?

You've applauded our fast-paced newsletters. Now we're investing our articles with comparable speed and urgency. We're stepping up our analysis and interpretive approach, too. Use material will continue to be the keynote. And you can look for at least twice as many subjects each issue.

Write and let us know how you like us.

10-SECOND SPOTS

Pinch: Overheard in agency media department; girl timebuyer to another —“I finally reacted to the recession. I put \$33 in my savings account.”

Huh? *TV Guide's* listing of a WCBS-TV, New York, feature film in its program log for 9 March: “Picture for a Sunday Afternoon: ‘Bad Man of Brimstone.’” *The devil you say?*

Men at work: John Walsh of WKRC & WKRC-TV, Cincinnati, reports that when Bishop Fulton J. Sheen made a personal appearance at city's Taft Auditorium, seven paid stagehands stood in the wings although the stage was bare of scenery. *An easy night for workers in the vineyard.*

To and fro: Admen's latest play on agency initials is with Erwin Wasey, Ruthrauff & Ryan (EWRR); they call it “The East West Rail Road.”

Post St. Patrick: 17 March had its field day in radio-tv: In N. Y., Ronzoni Macaroni (Emil Mogul Co.) sent to Dennis James on the NBC Radio morning show spinach egg noodles along with a note that ended on the line—“How green were my noodles on St. Patrick's Day” . . . At KYW, Cleveland, the station identified itself throughout the day as O'KYW . . . WPEN, Philadelphia, set out to find Irish cops with enough of auld sod brogue to do station breaks; failing this, they settled with announcers with such names as O'Reilly, Callahan.

Debate:irate letter from a viewer of ABC TV's *Tales of the Texas Rangers*: “I have watched this show quite often. I disagree with the horses they ride.” *Oh well, after the Kentucky Derby there'll be only one horse tv-viewers will care about—Silky Sullivan.*

Bardess: John Gray, manager of KGYN, Guymon, Oklahoma, submits this poem by a fan in support of around-the-clock radio. It's addressed to Chairman, FCC:

I want to make a little fuss
About the broadcasting hours you've given us,
It hampers the work that could be done,
This rule of broadcasting from sun to sun;

I don't expect them to stay up real late
But we'd like a radio from 5 to 8.
It seems sort of old-fashioned to me
To only broadcast from “Kin to Kan't see.”

We are more intelligent here in the West,
And feel we know our needs the best;
So give it some thought, whatever you do!
A lot of responsibility rests with you.