

areas of Broadcast distribution will feature the new sets of tv commercials —“What Will I Fix For Dinner?”

On taped programs: WGN-TV, Chicago, will be the first to use Ampex Videotape to market a local program cross country, making *Ding Dong School* available for showing the week of 25 August.

Approximately 20 stations, not including key net outlets, are currently Ampex-equipped to handle this service.

Tv round-up: WROC-TV, Rochester, now gathers the news with additional speed via a radio-equipped station wagon . . . Anniversary note to WRCA-TV (N.Y.) newscaster **Bob Wilson**, now going into his eighth year with *Saturday Night News* under the same sponsor—Savarin Coffee . . . WKRC-TV, Cincinnati, sponsored a trip to New York and Washington via special train for 225 listeners. Train was dubbed the “CBS Star Train” . . . KVOO-TV, Tulsa, fed the finals of the National Open Golf Tournament to NBC. The three-hour telecast was the longest to originate from the state for a network.

Promotions, contest, and stunts:

• **WOOD-TV**, Grand Rapids, and Rycenga Manufactured Homes Co., telecast the building of a \$27,000, three bedroom home. The four telecasts were dubbed “The 1958 House that WOOD-TV Built.”

• **WJZ-TV**, Baltimore, is holding a search for the “Maryland State Amateur Jitterbug Champion Couple” via the station’s *Buddy Dean Show*. Contest open to the senior teen division, with top prize at \$100.

• **WSAZ-TV**, Huntington-Charleston, promoted itself recently with an animated steamboat puffing down the Ohio River, complete with boat whistle and music.

• Art Linkletter moves his CBS *House Party* show to San Diego, 1-9 September, to help celebrate the “Fiesta Del Pacifico.” The show will be telecast via **KFMB-TV**.

• **KWTV**, Oklahoma City, and Evergreen Mills, are holding a pig-feeding contest to promote pork production and boost feed sales. Cash prizes offered for hogs gaining the most weight.

On the personnel front: Howard

Stalnaker, named station manager, KPHO-TV, Phoenix . . . **Jim Seaney**, publicity director, KLZ-TV, Denver . . . **Ed Polinsky**, sales manager, KTNT-TV, Seattle-Tacoma . . . **Hugh Barclay**, general manager, WJDM-TV, Panama City . . . **Alan Eaton**, director of promotion and public relations, WISH-TV, Indianapolis . . . **Philip McMahon**, director of tv advertising and promotion, WMBR-TV, Jacksonville . . . **Leonard Myers**, account executive, WHDH-AM-TV, Boston . . . **Dick Robertson**, director of sales promotion, and **Don Arlett**, director of publicity, KTVU, San Francisco-Oakland . . . **Tony Rhoades**, manager of press relations, WNTA-TV, N.Y. . . . **Charles Knowles**, account executive, WRC-TV, Washington.

Tv resignation: **J. W. Collins, Jr.**, has resigned as assistant managing director—sales director, WAGA-TV, Atlanta.

RADIO STATIONS

The radio and tv stations of the Westinghouse Broadcasting Co. are setting up their own national sales force.

Effective 1 July, WBC will drop Katz, PGW and Blair TV, their national reps.

Name change: The Storz stations are dropping its title, the Mid-Continent Broadcasting Co., and dubbing the group the Storz Broadcasting Co. (Stations include WDGY, Minneapolis-St. Paul; WHB, Kansas City; WTIX, New Orleans; and WQAM, Miami.)

New ownership: Gilson Broadcasting, Inc., now owns **KRKS**, Ridgecrest, Cal. . . Jonathan Fletcher and James Mitchell have purchased **KCBC**, Des Moines—subject to FCC approval.

On the editorializing front: **WHAV**, Haverhill, Mass., celebrates its 1000th consecutive airing of its nightly 10-minute editorial . . . **KMOX**, St. Louis, featured editorials in favor of fluoridation, after the County Council dropped the controversial subject from its agenda. This is the first CBS owned station to air editorials.

Radio public service: **KLOK**, **KEEN**, and **KSJO**, San Jose radio

stations, combined their staffs to handle, broadcast, tabulate and post the recent election returns . . . **WNEW**, N.Y.’s public service department has been checking colleges concerning openings for high school graduates. The station will announce, throughout the summer, lists of these colleges.

Station contests and promotions:

• **KRUX**, Phoenix, to celebrate the station’s increased power to 5000 watts, held a “Lucky House Number” contest, awarding \$1360 to the resident of the address they selected.

• **WOW**, Omaha, was chosen for the campaign of 27 Omaha Restaurant Association members, who have purchased 50 spot announcements for their theme—“Enjoy life more by eating out.”

• **KBIG**, Hollywood, inaugurates another “Mystery Sound” contest—but this time it’s directed to agency people, not to listeners. The station sent out 1,000 recordings to staff members of the Southern California ad agencies. Winning guesser of the mystery sounds gets a week’s vacation, for two, in Honolulu.

Kudos to: **WTOP**, Washington’s program director **Patti Searight**, elected Wash., D.C. president of AWRT, and recipient of the Kappa Kappa Gamma Alumnae Achievement award . . . **WEJL**, Scranton’s general manager, **Cecil Woodland**, awarded by the National Safety Council . . . **WQAM**, Miami’s news director **Paul Rust**, cited for promoting public safety by the Public Safety Department.

Station staffers: **Joseph Kirby**, new v.p. and general manager, Jayhawk Broadcasting Corp. (KFBI, Wichita, Kan.) . . . **Henry Sullivan**, general manager, WSOC, Charlotte . . . **Cleo Wright**, director of advertising and promotion, WFBR, Baltimore . . . **Tim Armstrong**, program director, KHSL, Chico . . . **Joseph Conway**, national sales manager, WIBG, Philadelphia . . . **Gene Spry**, station manager, KPHO, Phoenix . . . **Johnny Mahan**, production manager, WPEN, Philadelphia . . . **Jerry Maloney**, sales manager, WTRC, Elkhart . . . **Steven Safion**, operations manager, WBAI-FM, N.Y. . . . **Roy Schwartz**, named promotion manager, WIBG, Philadelphia.