

covers every conceivable phase of broadcast operations, starting with the history of broadcasting in the United States, as well as worldwide. Then are embraced such individual segments as functions of a station manager; programing in all its aspects; commercials; rating systems; news and public affairs operations; sales and sales service; promotion, publicity, merchandising; writing, etc.

Ours is a pretty nice business

At the course's windup, instead of an exam, the class was given a broad problem in over-all station operation. This was the problem:

You've become a manager of a new 250-watt station in a town of 100,000 people—primary listening area of 200,000. Your station is complete with studios, transmitters, etc., and you have 60 days in which to get ready for your first broadcast. Your competition is a morning and evening newspaper, jointly owned, that has no radio or tv interest, prints no program schedules, and gives practically no publicity. There are three radio stations in this community: a 5,000-watt NBC affiliate that has been there for 25 years; a 250-watt CBS affiliate; and a 250-watt independent that operates on a news and music formula. (A WNEW format of pop music rather than the Storz formula of repeating the top 50). The independent rates No. 1 in the market, with CBS No. 2, and the NBC affiliate No. 3. There are 2 tv stations: an NBC uhf that is affiliated with the NBC radio station and a CBS vhf.

Your town is an industrial community—small manufacturing, machine tools, textiles—with a predominantly white population. There are no colleges or universities in your town. The nearest major market is a city of over a half-million and is 150 miles away.

Now, here's your problem:

1. *Programing—You're on the air from 6 a.m. to midnight*
 - a. *Establish a complete weekly program schedule.*
 - b. *Make plans for promoting, publicizing, and merchandising this schedule—not only for your opening date, but on a continuous basis.*
 - c. *Special promotion plans in detail for your first day of broadcasting.*
 - d. *The necessary program staff for the schedule; how many.*
 - e. *How will you go about establishing your station's personality—something that will make it different from your competition—and will make the people in your town want to listen, as well as render a necessary service to the community.*
2. *Establish a rate card for your station.*
3. *Establish a sales manager, a sales staff, promotion, publicity, writing, etc., as you think necessary.*
4. *Over-all, I'd like to see a complete staff setup with payroll.*

Quite a problem, no? And you may be sure that the 15 participants in Sam's course came up with some highly interesting answers. They were all better broadcasting-advertising people than when they started, simply because busy and successful guys like Sam and his key men gave of their time and talent to make them so.

I guess this is one of the reasons we're all glad to be part of the broadcasting business.

now
76th
TV market!

JACKSON,
MISS., now
229,900
TV homes

The nation's leader
in business gain

served by its two
television stations...

WLBH
Hollingbery **3**

WJTV
Katz **12**