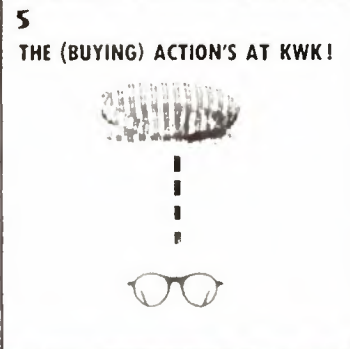
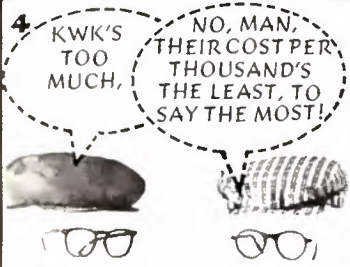
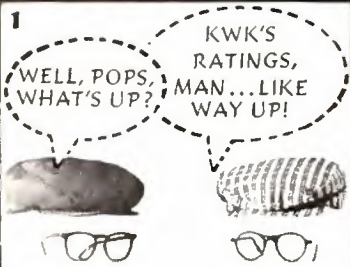



AUSTIN & HEALY IN KWK LAND



*like Hooper
the New love
affair in St. Louis



1350 kilocycles - 5000 watts
William L. Jones, Jr., General Manager
or see the cat from Headley-Reed

releases to every disk jockey. The only possible way to get them on the air is by giving the jockey personal attention. And that means giving him whatever he wants.

"Along the same line, another promotion man said: 'You can buy some of them with an air-conditioner; some with money, and some with a girl.' . . . The promotion men said call girls were employed locally and others were brought down from New York for the convention. . . ."

I really do not know what the political and business situation between the radio stations and the newspapers in Miami is like. I know that guys like Sam Elber of WGBS, Jack Sandler of the Storz station, WQAM, and others are hard-working, hard-swinging guys. I hope that in the months to come they find opportunities to hit back at these newspapers with whom they are competing.

And I hope radio in general will learn to skip towns like Miami as convention sites. I was in Miami Beach several years ago for another major radio/television event, NBC's 30th Anniversary. NBC used the same Americana Hotel, which Storz used to run the second annual jockey show.

But the NBC press corps, headed by the able Sid Eiges is a powerful one and knows how to handle high-class newspaper men like Haines Colbert and the kind, who work on papers in tourist trap towns like Miami and the Beach. Bill Stewart, Storz's national program director, and the coordinator for the convention, didn't have time to, nor was he able to set up a press operation, which could manage to get fair, impartial and non-slanted treatment for the convention in the local papers.

It is ironic, I think, but it teaches a valuable lesson, that last year's convention—held in Kansas City in March—the first of the string should have been such an unqualified business success, and that this second one should not only have fallen so far short of accomplishing anything meaningful and constructive, but should actually have resulted in giving radio a black eye, even if only a local one.

Good lesson learned for next year

The lesson has been stated above. Just because the Chamber of Commerce, and the mayor of a town like Miami make speeches about how much they want you to bring your convention to their warm, little towns, don't be misled into thinking you're among friends.

The mayor, in this case, for example, not only gave the jockeys a hearty welcome to his sun-kissed domain Friday morning, but actually displayed the bad taste, which seems to be a Miami keynote, to plug a new record company he had just started—Vak Records, at a breakfast sponsored by United Artists Records.

The industry must remember that the Miamis attract a substantial number of trade people, be they jockeys or otherwise, who are going with the idea of enjoying the sun and the resort's other attractions first, and worrying about the business meetings, and the constructive functions of the convention, secondly if at all. We should remember, too, that even of those who came to Miami with every good intention of tending to business, many found themselves insufficiently strong-willed to resist the temptations of the bright warm sun and the cool, blue waters, and occasionally even the Carioca Room (where the drinks were long and chilled) immediately to the left of the Bal Masque, wherein most panel discussions were held.