

# SPONSOR SPEAKS

## Peace, Progress, Quality Control

"Network vs. Independent Radio" was the controversial title of the program that opened the Second Annual Disk Jockey Convention conducted by the Storz stations in Miami Beach (See also Sponsor Backstage, page 10) Joe Culligan, executive vice president of NBC Radio Network, and Gordon McLendon, president of the McLendon stations, were the opponents. The anticipated fireworks never developed, although both speakers lived up to advance billings. We retitled their talks "Peace—It's Wonderful."

The D.J. Convention began with an appeal for a united front. It closed with another stirring seminar that expressed the same point in another way. This one was labeled "The Pros and Cons of Formula Radio." Magnificently presented by Bill Kaland, program manager of Westinghouse, Harold Krelstein, president of Plough stations, and Bob Purcell, president of Crowell-Collier Broadcasting, it stressed the point that the debate on "formula radio" is based on a false foundation. Bob Purcell stated that all radio must be based on some kind of formula just as all tv or all newspapers. Instead of "formula" he calls it "contemporary radio." Both Purcell and Krelstein pointed out that the element that separated good radio stations from bad was *quality control*. Bill Kaland expressed it this way: "His formula for good radio, which consists basically of music, news and service, are the three "E's"—Energy, Enthusiasm, Emagination.

Only a week earlier we had been present at the Detroit show-casing of WJR's live talent. The occasion was the introduction of WJR as an independent station after many years of network affiliation. Any one present at this performance had a good glimpse of what operators like Storz, Westinghouse and others mean when they refer to "quality control."

So radio today is learning that it doesn't pay to fight their future away and that "formula radio" really means "quality control" to a good operator. That's progress!



**THIS WE FIGHT FOR:** *New horizons for the radio and television industry—recognition that yesterday's methods and ideas are not good enough for tomorrow's expanding world.*

## 10-SECOND SPOTS

**Family affair:** Exchange of letters between a San Francisco listener and radio station KTVU, Oakland—Mr. Leslie A. Nichols, News Director. Dear Mr. Nichols:

My wife and I listen to your 10 p.m. broadcast nightly, and enjoy your calm presentation of the day's news. Last night . . . you reported the explosion in the home of a would-be suicide, George Pratt. Would you kindly let me know whether you reported the cause of the explosion was due to the gas in the home being ignited by a pilot light, or by Mr. Pratt's attempt to light a cigarette. This is to settle a difference of the cause as reported by you (between my wife and me).

Truly,  
Glynn Petrie.

Dear Mr. Petrie:

Let me quote word-for-word from my script in connection with the news story you mention: "In Oakland a house was destroyed and more than a dozen others damaged today when a would-be suicide, seeking to end it all by asphyxiation, tried to light a cigarette in his gas-filled home . . ." Sometime maybe you can tell me who won the argument.

Cordially yours,  
Leslie A. Nichols.

Dear Mr. Nichols:

Thanks for your answer to my request concerning the explosion of the gas-filled home of George Pratt. Your transcript confirmed my version of the cause of the ignition. You say: "Sometime maybe you can tell me who won the argument—you or your wife." Sir, are you married?

Cordially,  
Glynn Petrie.

**Mad. Ave.:** Sign in window of Ad Lib restaurant at 17th and Madison: COCKTAIL HOUR 9 a.m. to 2 a.m.

**Guess:** Cleveland stations KYW, WTK, WDOK, WJW collaborated in sending out a promotion on NRM, asked recipients to guess what NRM stood for, suggest these answers

Nndist Resort Month  
No Restraint Month  
Naughty Romance Month  
Nervous Rash Month  
*Answer: National Radio Month.*