

Sponsor backstage

D. j. clambake—1959

In March of 1958 one of the brightest and most hard-working of the independent radio chain operators, Todd Storz and his very capable crew, put together the first annual Radio Programing Seminar and Pop Music Disk Jockey Convention. It was an unqualified success. Close to 2,000 jockeys, as I recall, went to Kansas City to attend. And almost every single business session had a respectable, if not a SRO turnout. As I reported in a column following the conclave, the meeting highlighted a then current rebellion of substantial numbers of jockeys against what they felt were the restrictive characteristics of formula radio.



Many important jockeys who constituted part of that rebellion (Bob Larsen, Barry Kaye, Don Bell, Ed McKenzie are just a few whose names come to mind) have left the stations they were with in March, 1958, and some are doing better and some not quite as well . . . and the rebellion, with variations, continues. The continuing rebellion, however, is just one reason why this year Storz's second annual RPSPMDJ Convention (Hotel Americana, Miami Beach, 29, 30, 31 May) is a significant one. It is important, not only to the disk jockeys themselves, but to station managers, and to national, regional and local advertisers and their agencies.

Three thousand d.j.'s Miami-bound

The word is already out that some 3,000 jockeys will attend this year's doings. Key station managers like Harold Krelstein, John Box, Harvey Glascock and Gordon McLendon; reps like Adam Young and Bob Eastman are slated to participate in the panels this year. Harold Fellows, president of the National Association of Broadcasters is making the keynote speech on Friday, the 29th, and even the hard-driving Matthew (Joe) Culligan, president of the NBC radio network is going to say a few words to the boys.

There is no question in my mind that—the beckoning beaches notwithstanding—this convention will have a more profound bearing on the direction radio programing takes in the next year than any other industry gathering. Just a couple of months ago my wife, June, and I went to the National Association of Broadcasters Convention in Chicago. The single set of speeches on radio programing were inadequate, to define them with utmost charity. They were dull, uninspired and even though some of them were made by friends of mine, I must say that they left me with the impression that the speakers themselves weren't too interested in the whole discussion.

And this is understandable enough. The NAB Convention, particularly the 1959 edition, was put together for the purpose of enabling top level management members of television and radio stations to discuss all of their complex and important problems. It is not that radio programing isn't important. It is just not as impor-

(Please turn to page 12)

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