

WINS

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TO: Elroy McCav

DATE: March 27

FROM:

SUBJECT: Bob Leder

Dear Elroy,

Near Crisis was averted again today and we came out of it with heads high. We bluffed APTRA out of striking over the weekend which gave us time to consolidate our position with the talent and started negotiations with the union on the new contract today. The bone of contention was over firing Bradford during so called negotiations. We were forced to agree to ~~an~~ arbitrate on that issue on principle only however the union agrees privately that Bradford deserved it. The only issues in conflict on the new contract are the question of announcers handling the log and a minimum staff of five men which we require anyway. I'm trying to trade one for the other with some other minor concessions from the announcers on music and news preparation.

The Yankee Clubhouse contest winners left for Florida today amid much picture taking at Idlewild. Deputy Police Com. Nolan was there as well as Jack Farrell of the Yankees and the Childs restaurant brass. The contest winner elected to take an under-privileged boy with him as his guest which was arranged with the Police Athletic League. The kid is going to get a tryout with the Yankees all of which made a great human interest story.

The crabs arrived at the Van Leren's Saturday and I've had no reports of a ptomaine attack as yet so I guess all went well.

Business continues to go well although were still awaiting word on some of the baseball deals. The New Haven proposal fell thru today but I must say that Frank tried his best to help us. We may get some money from them later in the season. Macy's is inaugurating a Childrens Week this spring and we have been asked to supply our disc jockeys for personal appearances at the store to officiate at a junior disc jockey contest which will be featured in all Macy's advertising. Were still discussing baseball with them, the tie-in may help

Ratings are still on the upward swing particularly in the Freed time and on weekends. Baseball will accelerate this of course. The NY independents are trying to arrange to have Pulse include out of home ratings in each monthly report so that they will become accepted in time by the advertiser. We currently pay for four out of home surveys per year but it is psychologically poor to have a separate report. The new deal will cost a few more dollars but no matter what the cost it should become SOP for the industry. Sheds a more favorable light competitively.

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