

WINS

28 West 46th Street

New York 36, N. Y. • Bryant 9 6000

Gotham Broadcasting Corporation

45

Office of Vice President and General Manager

June 25, 1954

Mr. Elroy McCoy
The Highlands
Seattle, Washington

Dear Elroy:

It hardly seems possible that you left only two weeks ago—so many things have happened since then. I find it tough to recollect everything because each day has its new surprises at WINS.

I have accomplished what appears to be the last of the re-organization, stimulated by Jack's and your thinking in regard to the staff. We have terminated the services of the following number of people: 2 switchboard operators, 1 traffic clerk, 3 supervisors, 1 sales secretary and 1 assistant librarian. In dollars, this represents approximately \$425 a week in payroll savings, and has been accomplished without a loss of efficiency to the station. As a matter of fact, we once again prove that we are in a better position with a small but enthusiastic and hard-working group.

We have juggled the schedules so that our assistant music librarian works as a supervisor at night while at the same time preparing his music shows for the next day. Charlie Hall will take over two days of news writing and supervising, in addition to his duties as continuity writer. We will add one young man for Saturday and Sunday nights at a cost of approximately \$20.

Peter Roberts' new assistant, Townsend Coleman, a very capable news writer and all-around production man, takes over double duties as well.

A one-month survey we have made of all outgoing and incoming telephone calls has proven that we need only one switchboard operator.

Bob Smith's secretary has resigned, and she will be replaced at less money by a girl who can at the same time work in the music library and on production. Pauline Ortega has resigned as sales secretary and will not be replaced. Miss Lurie will be helping the salesmen when Sheila gets too busy. We are dropping Ediss, Spiegel and Townsend completely.