

# Weatherman Cited

BY WILLIAM HYDER

EVERYBODY talks about the weather, as Mark Twain observed, but in Baltimore Jim Smith and Al Herndon are the men whose statements carry the most weight with the most people.

Herndon has been delivering the late-evening weather reports on WBAL-TV (Channel 11) under the sponsorship of a petroleum company for eleven years. He has the longest tenure of all the 36 weather reporters sponsored by his company throughout the East. A citation was presented to Herndon recently at the sponsor's main office in Philadelphia, together with a share of common stock in the company.

Smith is one of the few TV weather men in the country who is a meteorologist by profession. He has prepared an hour-long lecture and slide presentation on weather and its forecasting which he delivers to schools. Teachers or schools interested in such a program may call Smith at WJZ-TV, MOhawk 4-7600.

**WHERE'S CLAIRE?** — After serving as weather girl for the past three months on WRC Radio and WRC-TV (Channel 4) in Washington, Claire Beach has turned up on WTOP-TV (Channel 9). She will cover Washington area news and appear on Channel 9's noontime, 6 P.M. and 11 P.M. newscasts.

Before going to Washington, Miss Beach spent 3½ years at WJZ-TV in Baltimore as weather girl, newscaster and women's personality. She also did sports-casts for a few months when the

station combined sports with sex appeal. Miss Beach began her broadcasting career on WBOC-TV and WBOC Radio in Salisbury.

**DELAYED CURTAIN**—WCBM has been criticized lately for its failure to renew the Saturday afternoon live broadcasts of the Metropolitan Opera for the 1963 season. In its own defense, the station has made these statements: WCBM wants to carry the series and is negotiating with the New York advertising agency which handles it. Several points are in dispute. The station feels that in the past the agency has not supplied enough cooperation in publicizing the broadcasts. Also, the agency is holding out for a five-year contract, which the station feels is too long a commitment. However, WCBM hopes that an agreement is near and that the operas will be heard again in Baltimore soon.

**RADIO ROUND-UP**—WFMM-FM is broadcasting a 39-week series of Philadelphia Orchestra concerts on Sundays at 3 P.M. . . . Guy Travers, formerly of WAYE, has been appointed program director of WVOB in Bel Air. Travers has been an announcer on WVOB since it went on the air several months ago. . . . WAYE has become an affiliate of the Mutual Broadcasting System. The station's regular pop and mood music programing will not be affected, but newscasts from the Mutual network will be added to the format.

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