

Radio-tv surge,  
business growth  
forecast for 1964  
by Doherty-p. 23

# SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

CONTENTS—see p. 6

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## WILX-TV is the Mid-Michigan Market (a small dab in the middle of the mitten)

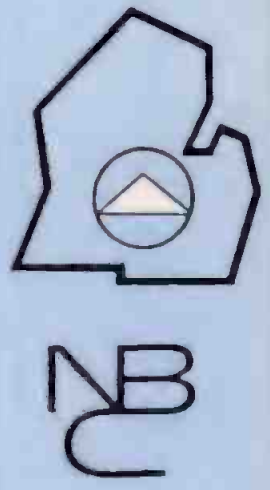
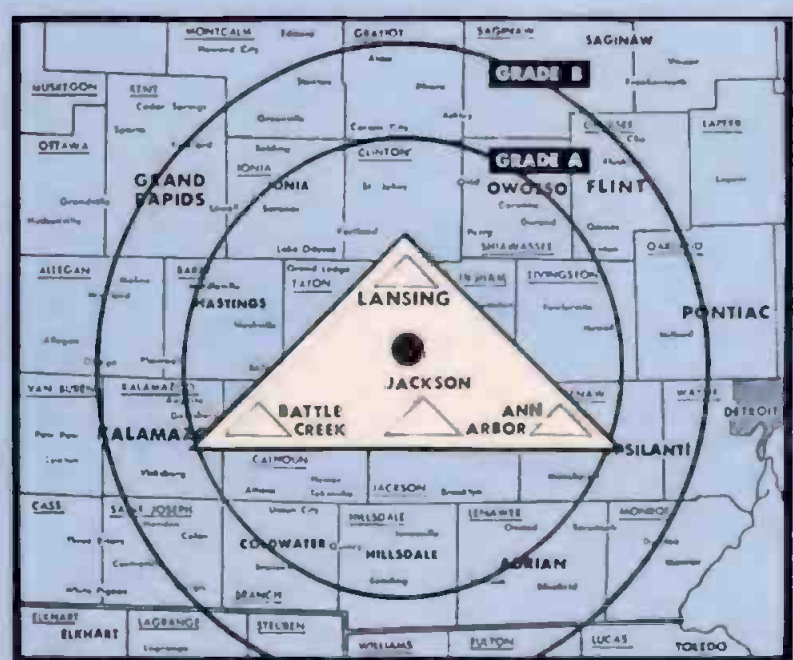
WILX-TV is your Mid-Michigan TV buy for four good reasons:

1. More efficient distribution of circulation.
2. Dominates the southern half circulation (Lansing and south).
3. Puts more advertising pressure where it's needed most.
4. Gets you more complete coverage with less overlap.

Add it all up and you have MAXIMUM homes with MINIMUM duplication.

If you have clients that like extra merchandising, ask about our spectacular 40,000 circulation billboard in downtown Lansing.

Call Young Television Corp., or, write to Lansing 23, Michigan.

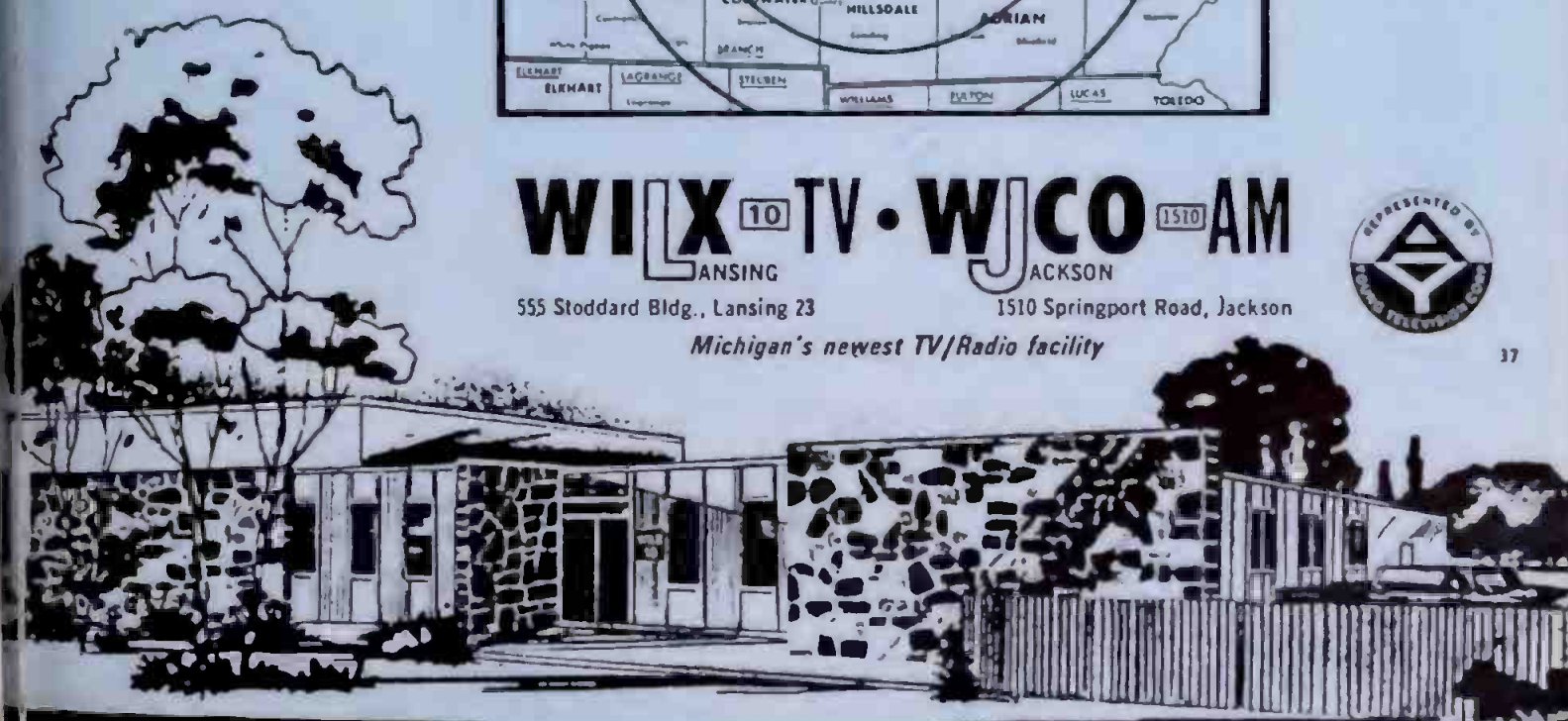


### WILX 10 TV • WJCO 1510 AM

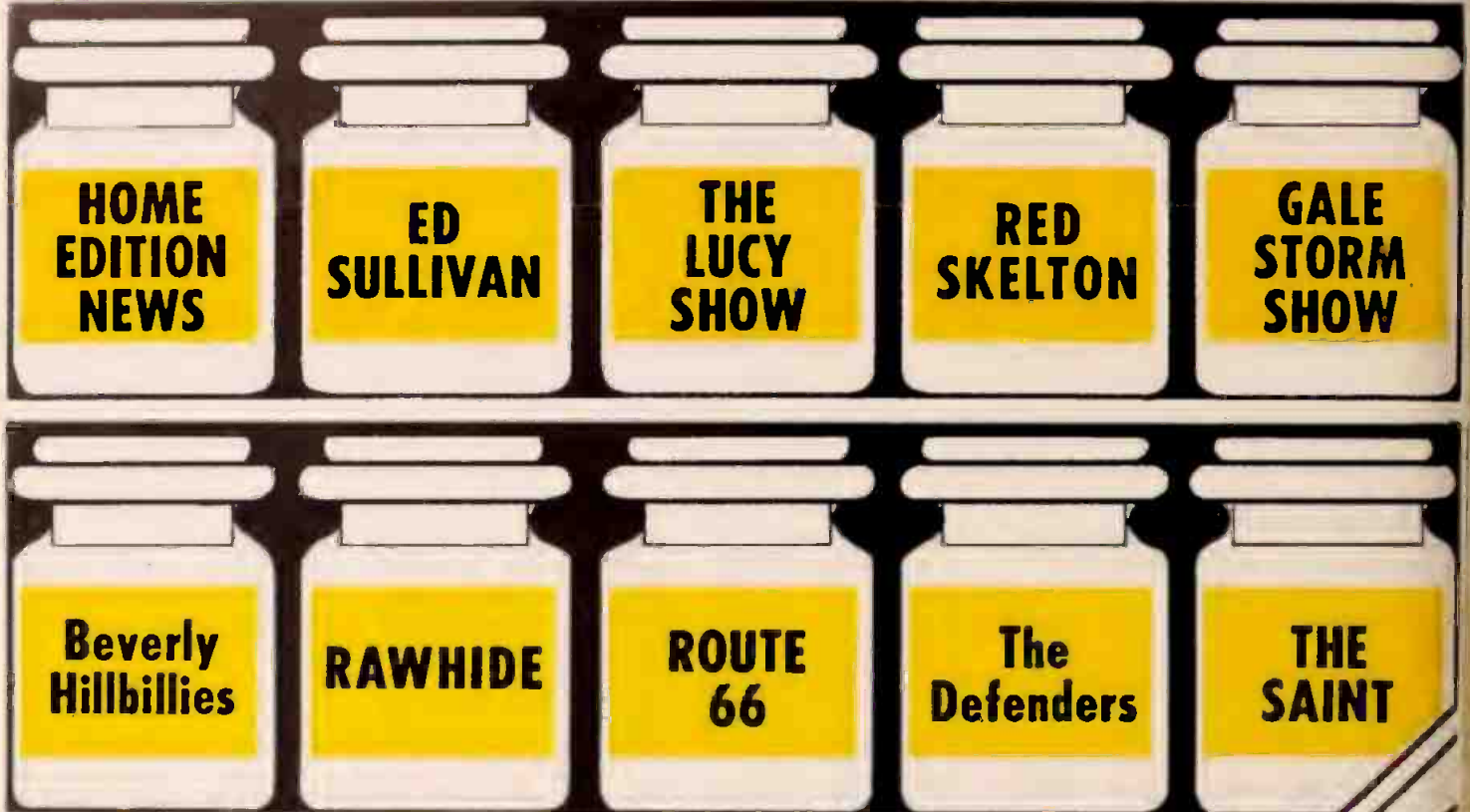
555 Stoddard Bldg., Lansing 23

1510 Springport Road, Jackson

Michigan's newest TV/Radio facility



**“Seasoned to Please!”**



**WKRG-TV**

Mobile-Pensacola

Channel 5

Represented by H-R Television, Inc.

or

Call C. P. Persons Jr., General Manager



# SPONSOR-WEEK

Late news  
in tv/radio advertising  
30 December 1963

**Rating Requirements:** NAB's newly incorporated Broadcast Rating Council, Inc. will unveil some stiff requirements for rating services when it meets for the first time 8 January in New York to adopt its by-laws and elect a board of directors. Board members will be chosen from NAB, Television Bureau of Advertising, American Association of Advertising Agencies, Station Representatives Association, FM Broadcasters Association, and three networks. The 4 A's decision to participate in Council affairs as a member did not affect Association of National Advertisers which will keep its liaison status. Proposed criteria for subscribing and audited services have been sent out to all rating services by Donald H. McGannon, chairman of the NAB Rating Council and research committee. There will be 14 ethical and operational standards, focused on control of bias, "rigid control of samples," a quality hike in all survey operations—some of the factors most heavily scored by Congressional rating probers last spring.

**Open To Audit:** Field work standards will include: keeping operation open to audit; twelve months retention of records on all who fail on diary and record keeping; verifying field work by spot checks of respondents, plus additional certifying interviews; reporting of any data extremes such as 24-hour tune-in of tv—another sore spot with Hill probers. Disclosure would require: exact description of methodology, with defined samples; techniques, areas surveyed, known-shortcomings and weighting factors, and dates survey was made. Also on public record: total number of attempted and usable interviews; explanations of how sample error is used; geographical areas defined; weighting and adjusting procedures with reasons for the weighting. Service would have to publish minimum number of sample returns required for valid report, and normal sample returns for each survey—also when report sample is below normal, but not below minimum. Broadcasters would have to

submit notarized statements about any extra promotion put on during a known survey period. Rating services would have to publish the broadcasters' statement plus any other "distorting factors" present during the survey.

**Management changes:** A major management realignment at C. J. LaRoche & Co. takes effect 1 January. Chester J. LaRoche, board chairman, becomes chairman of the agency's executive committee; James J. McCaffrey, president, assumes duties of board chairman and chief executive officer, and David B. McCall, vice chairman, becomes president.

**Dow buys into NBC:** Dow Chemical Co. has bought sponsorship in 11 NBC-TV nighttime programs. They are: *Espionage*, *The Eleventh Hour*, *Monday Night at the Movies*, *Mr. No-rak*, *International Showtime*, *The Lieutenant*, *The Joey Bishop Show*, *Saturday Night at the Movies*, *Temple Houston*, *Sing Along with Mitch* and *The Bill Dana Show*, via MacManus, John & Adams.

**WSVA general manager:** Warren L. Braun has been named general manager of Shenandoah Valley Broadcasting, operators of WSVA radio and tv, Harrisonburg, Virginia. Hamilton Shea, president and chief executive officer, relinquishes the general manager post. Braun has been assistant general manager and will be succeeded in that position by Robert Lee, program and operations manager.

**NL&B promotes:** Edmond C. Dollard has been elected a senior vice president at Needham, Louis and Brorby. He is a member of the board of directors and a senior account director. He joined the agency in 1949.

**PGW in Wichita Falls:** Peters, Griffin, Woodward has been appointed exclusive national representative for KFDX-TV Wichita Falls, Tex., effective 1 January.

**Adds affiliate:** NBC Radio will add KFDI, Wichita, Kan., as an affiliate, beginning 1 January. The station is owned by Mrs. Bernice Lynch and is licensed to Wichita Great Empire Broadcast Co. KFDI operates on 1,070 kc with 10 kw days; 1 kw nights.

**IBA's eastern branch:** Phil Davis, president of Phil Davis Musical Enterprises, has been appointed chairman and coordinator of the eastern judging committee of the International Broadcasting Awards. This is the first year for IBA's Eastern Professional Screening Committee, which will select the ten best radio commercials. Judges on the eastern committee are Thomas H. Calhoun, of N. W. Ayer; Roy Eaton, Benton & Bowles; A. Carl Rigrod, Donahue & Coe; Rollo W. Hunter, Erwin Wasey, Ruthrauff & Ryan; S. J. Frolick, Fletcher Richards, Calkins & Holden; Edward H. Mahoney, Fuller & Smith & Ross; Manning Rubin, Grey; and Edward F. Flynn, Lennen & Newell. IBA is sponsored by the Hollywood Ad Club.

**New ownership:** Gilmore Broadcasting Corp. has purchased three outlets in New Mexico, subject to FCC approval. The properties, KGGM-AM-TV Albuquerque, and KVSF Sante Fe, are now owned by a corporation headed by A. R. Hebenstreit. U. S. Sen. Clinton P. Anderson is a major stockholder in the selling firm. Also sold to the James S. Gilmore, Jr. group was a cp for a channel 2 tv station in Santa Fe.

**Infoplan names Dann:** Alvin A. Dann has been appointed account director in publicity for McCann-Erickson, Inc. Dann has been director of news services for the Association of National Advertisers. Before joining ANA in 1958, he was publicity director for *Collier's*, and has also been associated with SPONSOR and Fairchild Publications in editorial capacities.

**Professor raps FCC:** Boston U. asst. professor Edward C. Obrist charged FCC with "industry harassment" and called for "long-overdue analysis and re-evaluation of FCC and FCA" in a letter to Sen. Leverett Saltonstall (Mass.). Obrist points to "broadcaster baiting, irresponsible decisions and rules and regulations that remain on the books but are disregarded by broadcasters and commissions." He particularly cited FCC's decision to regulate programming of three Omaha tv stations and FCC's reply to a query by U.P.I. Broadcasters Assn. of New Hampshire for procedural guidelines in broadcasting of lottery information. Obrist called for the establishment of a separate commission to handle radio and tv broadcasting with two or three senior broadcasters representing a strong minority within its membership. He urged removal of commissioners' offices from the "political plum" arena and favored election over appointment. "The economic hardship issue should be reopened and a look taken at the advisability of putting yet another radio and tv station in a community whether it can afford it or not." He urged a "clear definition of public interest" and labeled as a "soft spot" absence of "punitive measures for station members of NAB who don't comply with organization rules." The 30-year broadcast veteran also slammed fm broadcasters allowed to duplicate am programming.

**Another MJ&A 'conflict' loss:** Kal Kan has moved its \$500,000 pet foods account to the Anderson-McConnell agency of Los Angeles from MacMannus, John & Adams . . . the second MJ&A account loss in a week due to product conflict as another of its clients prepares to enter the pet food field. The other loss was American Concertone, which recently took its billings of over \$100,000 to Grant's L.A. office.

*"Tell Me Not in Mournful Numbers was more than a public service contribution by the Public Affairs Department of KNXT. It was a public awakening to what is being quietly accomplished in the community... an indication to the television industry as to what can be done with the direct approach in the documentary-drama."*

Arlene Carter, THE CITIZEN-NEWS (Hollywood)

*"An extraordinary dramatized case study... by long odds the most distinguished work that any local station has produced this year... a splendid TV production by any standard."*

Cecil Smith, LOS ANGELES TIMES

*"... well done, skillfully enacted and thoroughly researched."*

DAILEY VARIETY

*"The most fascinating hour of the new television season... high entertainment in a highly informative, soaringly adult package."*

George Laine, SANTA MONICA EVENING OUTLOOKS

---

On the evening of November 7, from 10 to 11 pm, KNXT broadcast "Tell Me Not in Mournful Numbers," a dramatized case history of the only "numbers syndrome" in psychiatric records: a 12-year-old Los Angeles girl, who could think, write and speak only in numbers. The hour marked another important "first" for Los Angeles' leading television station.

These sample comments from the Southern California press, typical of the reaction of both reviewers and the viewing audience (an audience for the period larger than that of the other two network stations combined), are apt indication of the calibre of this unprecedented local program.

**KNXT** CBS Owned - Channel 2, Los Angeles



## SPONSOR

30 DECEMBER 1963

Vol. 17 No. 52

GENERAL

- 23 Federal tax cuts may boom '64 advertising output**  
Survey sees broadcasting receiving 22% of the over-all media budget in new year, with total for radio-tv approximately \$3 billion

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- 28 Del Monte lifts sales with aid of television and radio**  
Giant Colpak Corporation cleaves to video as spur to its marketing of 147 items. Fourth of advertising budget is put on the air
- 32 Nets kayo boxing telecasts as Gillette "counts 10"**  
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- 36 Cincinnati agency has new plan for counting of noses**  
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- 44 Tape puts showmanship into agency's presentations**  
McCann-Marschalk uses miniaturized equipment in the creation of year-end review for CEI. Portable unit influences tv planning
- 46 Six CBS series in top 10 on homes reached, says ARB**  
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- 52 Free Cuba Radio—a powerful voice in Latin-America**  
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- 56 Audience promotion kits found valuable to advertisers**  
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- 59 Trend to "self-representation" expected to continue**  
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FLORIDA'S

3

rd MARKET

is  
tuned in  
to

WESH-TV

FLORIDA'S  
CHANNEL

2

REPRESENTED BY THE KATZ AGENCY, INC.

ORLANDO • DAYTONA • CAPE KENNEDY



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# WE'VE GOT A WAY WITH WOMEN

*... as we've been  
telling you all year*

This affair between WJBK-TV and the big spending Detroit area gals is no off-again, on-again romance! Summer, winter, spring and fall, they love Channel 2's stimulating entertainment, like our full hour of dinnertime news, our great syndicated shows and top-flight movies and the best of CBS. They watch, then they BUY... and how! Moral: Your best buy in the booming 5th Market is the station that really reaches women viewers. Call your STS man for avails.

# WJBK-TV

DETROIT



# 2

MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN	<i>IMPORTANT STATIONS IN IMPORTANT MARKETS</i>  <b>STORER</b> <i>BROADCASTING COMPANY</i>
MIAMI WGFS	CLEVELAND WJW	LOS ANGELES KCBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBG	

# WCTV-land — land of YEAR-ROUND good living, good business



We have seasons, but they are relatively mild, without the harsh extremes that often disrupt business elsewhere. This means year-round high-level spending, with a diversified economy, as a center for government,

business, recreation, education, and industry. Few stations, we are told, dominate their markets as do we in WCTV-land, but you probably have your own figures to prove this!

# WCTV

TALLAHASSEE



THOMASVILLE



**BLAIR TELEVISION**

A Division of John Blair & Company



# PUBLISHER'S REPORT

One man's view of  
significant happenings in  
broadcast advertising

## Come back often, Carl

**U**NTIL this week Carl Haverlin was the only paid president that Broadcast Music Inc. ever had. On 1 January Judge Robert Jay Burton, the man who Carl had hoped and planned would be elected to succeed him on retirement, takes over.

This ends an era.

An era marked by intense struggle against a powerful, implacable competitor; of growth to important status despite these odds; of substantial efforts to improve music standards and serve as a programming clearing house for the industry; of good will and cooperation sparked by a man whose genius in the area of industry relations is fully recognized.

Carl stays on as a consultant—so his imprint will not be lost. But for the most part he will be busying himself in sunny California with numerous projects. For example, he is an expert of renown on the Civil War and on Abraham Lincoln. On one occasion, when a relative of mine thought that he had uncovered an obscure and rare booklet on Lincoln, I brought it to his attention. Without a moment's hesitation he told me how many copies were extant and what they were worth.

I suspect that Carl will be very much present, despite his retirement, at certain industry affairs. He won't be missing the annual BMI Dinner for past and present directors of the NAB, the social highlight of every NAB Convention. If the industry should do something in the realm of important music or program development I think you'll find him on hand.

Many of my most enjoyable recollections are linked to BMI and to Carl. For several years I was a member of the BMI traveling program clinics (we sometimes referred to ourselves as the "traveling circus") and fancied myself a public speaker. This idea exchange fulfilled an essential function, permitted the "troupe" to talk to hundreds of broadcasters, and when it was discontinued because of the pressures and expense of the ASCAP suit left a void that has not yet been filled. Carl was generally present at the sessions and always stood up (sometimes against much opposition) for the importance of including "good music" periods whenever feasible in the broadcast day.

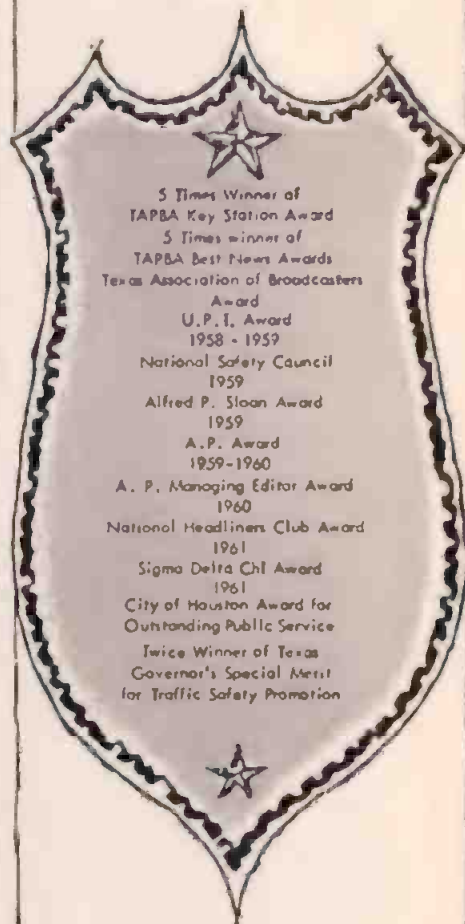
I always think of Carl as the true "gentleman." Erudite, thoughtful, enthusiastic, a devotee of the arts, his thousands of friends also know him as extraordinarily courteous and friendly. No matter how busy, he never brushed you off. And he treated everyone with respect.

Judge Burton, his executive v.p., has worked closely with him for years. Under his succession BMI is in good hands. But I'm sure he joins me in saying, "Come back often, Carl."

*Yours Sincerely*  
*Yoram Glen*

# KNUZ

## Award Winning NEWS



Builds an image of  
BELIEVABILITY  
for Advertisers'  
Products and Services  
... that's why more  
Houstonians are  
SOLD on

# KNUZ

**THE  
KATZ AGENCY  
INC.**

NATIONAL REPRESENTATIVE

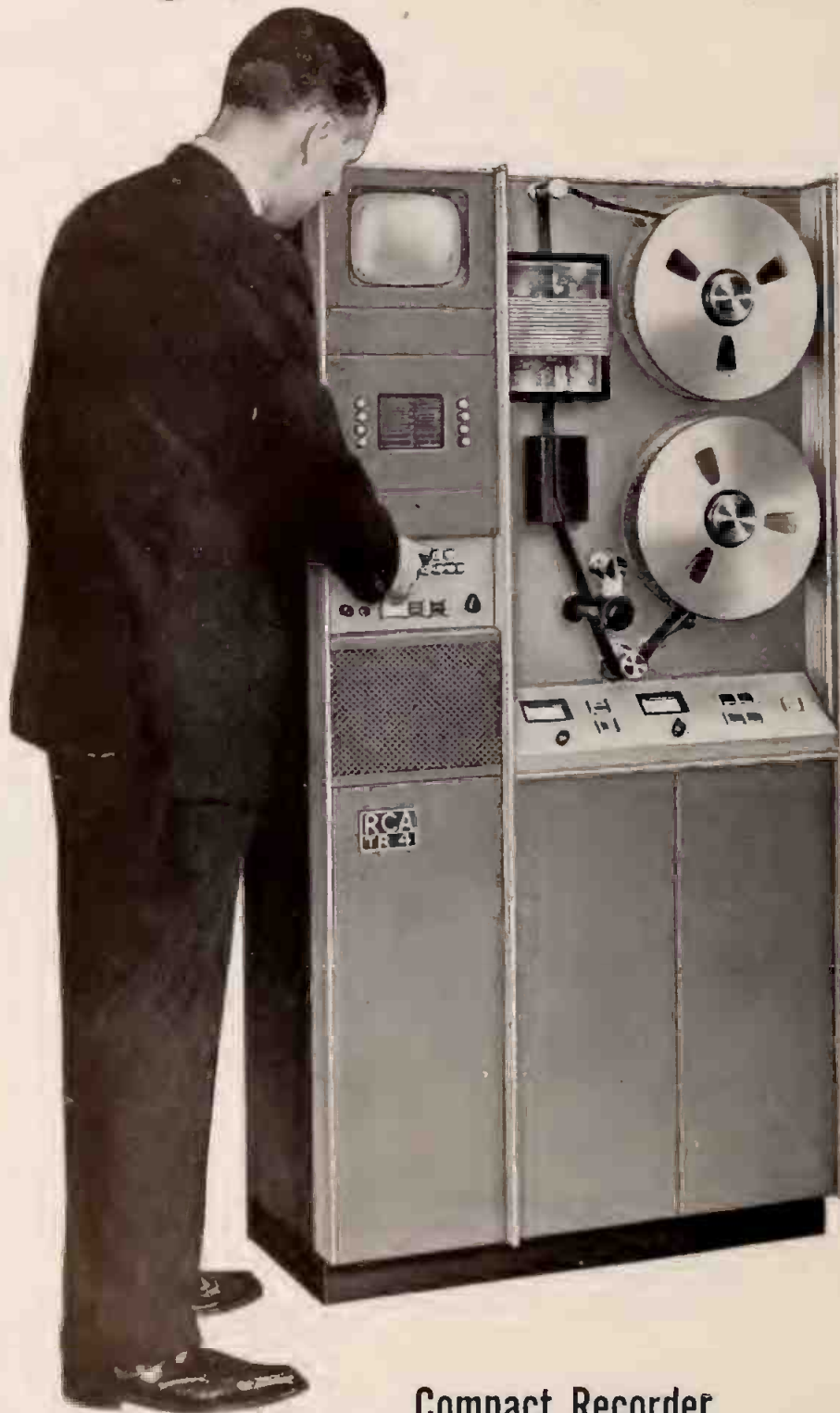
IN HOUSTON call

DAVE MORRIS

JA 3-2581

# RCA announces three (3)

High-performance quadruplex equipments . . .



## Compact Recorder

A complete fully transistorized, budget-priced quadruplex equipment that's compatible with all standard quadruplex recorders. Uses standard modules (like those used in RCA's de luxe TR-22 Recorder). Has space for color modules. Complete in 33" x 22" x 66" unit.

**Important** These new machines provide the same kind of tapes (quadruplex) and the same proven superior quality recordings as RCA's de luxe TR-22 Recorder. They use many of the same modules and components. There is no compromise on either quality or compatibility.

# Brand-new TV tape recorders!

Compact, fully transistorized, standard modules



**Playback Special**

A simple low-cost high-quality quadruplex machine for playback of all standard tapes. Ideal for on-air playback, for checking tapes for client-agency previews, etc. Replaces present recorders to be used full time for recording. Also for color modules. All in one 22" x 22" x 66" unit.



**Mobile Recorder**

Transistorized high-quality quadruplex recorder with limited playback feature for checking purposes. Small size 28" x 22" x 32" with casters. Can be transported in a station wagon. Makes tapes in the field that you can play back on your standard recorders. Records color and black and white.



The Most Trusted Name in Television

President and Publisher  
Norman R. Glenn  
Executive Vice President  
Bernard Platt  
Secretary-Treasurer  
Elaine Couper Glenn

# 555 FIFTH

Letters to the Editor

## EDITORIAL

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Gloria Streppone  
Mrs. Lillian Berkof

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Assistant to the Publisher  
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General Services  
George Becker  
Madeline Camarda  
Michael Crocco

### INTEREST IN DRAMATIC RADIO

This is to express my interest in and appreciation for your excellent article on the return of dramatic programming to radio, even though our call letters, which are WORL, were incorrectly printed WRL twice.

WORL presently presents more programs of this type than any station in the United States and was the pioneer station of this form of entertainment. You may be interested to know that since we launched this dramatic concept on 1 June our listener response has been fantastic. These presentations demand that listeners pay careful attention. Listeners attentive to programming are listeners attentive to interjected commercial messages. The many commercial offerings presented on this station, which call for a listener's response directly to the station, are producing results far in excess of those previously produced by this station in its recent history. And I believe that this is entirely due to the type format which we now follow. During the period from 29 October through 15 November, slightly over two weeks, this station received 9,000 letters and cards in response to its programming.

I believe that the public's interest in dramatic radio is strong today as it was during the so-called "great years of radio" when CBS soap-operas dominated the ratings scene in most markets throughout the country and that they were discontinued because the networks and a great many of the station operators de-emphasized radio in an effort to give added strength to the launching of their television properties.

We believe that this form of radio entertainment is again coming into its own and we are firmly committed to this concept.

Charles G. Pye, Jr.  
vice president and  
general manager  
WORL Radio, Boston

### THE "GRASS ROOTS GAP"

I enjoyed your Publisher's Report of 9 December—"The Broader View," especially like your question to Harriet Van Horne: "I wonder how often she gets out of New York?"

Unfair as the blanket indictment implied in the question, may be one could direct such a question to virtually all radio-tv critics, to many legislators in Washington, to purveyors of Potomac Bureau Expertise, etc.

In this era of mass communications, the thought leaders and ever many personally involved in mass communications, find little time for regular subjective contact with the masses. We all find this challenging, frenzied, affluent life overwhelming at times.

I don't know how the average New Yorker feels, nor can they know how we feel about the problems of the day in "Mule Shoe."

It seems a paradox that modern mass communications have not really closed the gap between Washington or New York and the grass roots. This fact never seemed more apparent than the verba comment that followed the assassination of J.F.K., although almost everyone I talked to considered the assassination vile, senseless act.

Perhaps what I am saying is that modern communications is going to have to find a way to tap the genuine feelings, opinions, reflections, aspirations, etc. of Mr. and Mrs. Average America. Of course I presume this was an insurmountable gap in "rural America" of 4 years ago, or more, and perhaps we are now closing the gap with some fallible conclusions.

I do not pretend to know the answer—if there is one—but would certainly seem to be an area for study that would have real meaning for the broadcasting business. It might answer some of our all-too-prevalent critics.

Name Withheld  
(group vice president)

*Why it pays  
to advertise your station  
in a broadcast book*

---

BECAUSE THE TIMEBUYER IS KING

---

There's nobody better qualified to advise you how and where to invest your national advertising dollars than your own national representative.

He'll tell you that the time-buying system really works. Which means that at any of the top 50 (or top 100) advertising agencies placing national spot business the recognized time-buyer, backed up by his supervisors, decides which stations get the nod. Sure, there are exceptions to the rule. Of course there are some account executives and ad managers that exert a heavy influence. But, by and large, the

timebuyer is king.

Reaching the timebuyer, and the other men and women who strongly influence a spot buy, is a job for a specialist. That's why the several thousand timebuyers (by job title and job function) who buy national spot read the broadcast books. Moreover, they rely on them. They rely on one or two favorites almost to the exclusion of all others.

Buy broadcast books to give your national campaign impact where it will do the most good . . . at least cost.

a service of

S P O N S O R

# Who Do We Please Or Whom Do We Please?

---

Grammatically speaking, we all know that "Whom do we please?" is correct (don't we?). But if you're in the communications business, what and how you say it is important in selecting the type of audience you want.

Three years ago, KABC RADIO decided that their audience should be adult, above-average in intellect and education, income in the upper-half of the class, more two-car families and maybe an extra bathroom in the house. We call them the "Whom" group. And to encourage this "bigger-buying" segment of Los Angeles to dial KABC RADIO 79, we inaugurated in 1960 a fresh and stimulating concept of an all-conversation format. We selected a gifted group of conversationalists (from the "Whom" category) who neither talk up nor down to our audience — but straight at them. It was and is a highly successful innovation... because we now deliver to our advertisers just about the most important group of listener-customers in Los Angeles.

Who do we please? "WHOM" (and advertisers)... that's who.

**KABC**  
**RADIO 79**

*The Conversation Station  
of Los Angeles*

AN ABC OWNED RADIO STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

**With mid-season approaching, there's a lot of soul-searching being done in Hollywood.**

Just before Christmas, Warner Bros. fired Jack Webb as head of that major studio's tv production operations. Webb, who had a three-year contract, was understandably annoyed. However, WB failed rather obviously to come up with strong shows this season, with the studio represented on the networks by only two shows—a renewal for 77 *Sunset Strip* and Webb's revival of an old WB pilot idea, *Temple Houston*.

Likely to move back into Warner Bros. TV production jobs are several producers, directors and others who were fired when Webb moved in, and who have since called themselves "The-Government-In-Exile."

Also out of a top Hollywood post is William Dozier, senior production v.p. at Columbia Pictures-owned Screen Gems. There's been a 25% drop in the number of SG-produced shows on networks currently as compared with last season, and none of the current crop is a strong Nielsen entry.

**The appeal of action-adventure tv shows to kids is worldwide, says a top distributor.**

From *Lone Ranger* to *Lassie*, the overseas market for juvenile appeal shows is "expanding rapidly," says Telesynd president Hardie Frieberg.

Explains the veteran syndicator: "American toy companies, which have been markedly successful in their use of kiddie shows on tv, are spreading their markets overseas by using the same kid shows as in the United States. This is a language the whole world understands. There are no innuendos. None of the characters is in need of psychoanalysis or neurosurgery. All problems are solved by physical means. Incidentally, this is a factor which makes the kid shows easier to dub."

**Battle to distribute trading stamps in Kansas is still echoing in radio and tv.**

American Savings Stamp Co. of Chicago began distribution of its stamps in the mid-western state on 9 December . . . and touched off a real flurry.

Although American Savings Stamp Co. bought a considerable amount of broadcast and print advertising to push its cause, a number of Kansas retailers (including Montgomery Ward and J. C. Penney) fought the stamp invasion bitterly.

The anti-stamp faction has opposed giveaway stamps on the grounds that they will boost retail prices. Not so, replied Sherman D. Rubenstein, president of American Savings Stamp Co. late this month. "In fact," he snapped, "in cities where trading stamps are used, prices are a bit lower."

American Savings Stamp Co.'s big gimmick: the stamps are redeemed in U. S. savings bonds which "are not under any normal definition either goods, wares or merchandise, or cash" in the opinion of the Kansas Attorney General. Kansas law prohibits other redemptions.

**Trend among agencies toward commissions-plus-fees should help direct-mail advertising.**

That's the contention of the Direct Mail Advertising Assn.'s chairman, Angelo R. R. Venezian of McGraw-Hill.

In a year-end statement, Venezian said:

"Direct mail, just as print advertising, tv, radio and other advertising media, must account to management for a proper return on its investment. In this area, the direct mail industry needs more proof of results."

**NBC TV is taking a leaf from ABC TV's promotion book in selling a "young viewers" audience.** Target for this sales campaign are agencies handling products sold mainly via network participation shows. Program vehicle involved is *Saturday Night at the Movies*, which does not land in the top brackets in over-all ratings but which is in seventh spot among viewers in the 18-35-years category.

Some of the figures being stressed by NBC, based on Nielsen data, are: a 48% audience advantage of *SNATM* in reaching young adults, as against the average evening program, and a 50% advantage in reaching younger women.

**A major radio/tv focus is being placed on President Johnson's Texas ranch.**

No stranger to broadcasting, the President has indicated to the heads of the three tv networks that he intends to work as close to the broadcast media as did his predecessor, the late President Kennedy.

With an election year starting this week, broadcasters are already planning on "summer White House" coverage of LBJ activities. Southwestern Bell has installed more than four dozen new phone lines for radio and other communications at the President's Gillespie County ranch, plus an extensive new microwave system linking the ranch to network pickup points.

**One of RCA's biggest competitors, Zenith, virtually matches RCA with a big color line.**

There are no less than 23 color receivers in the 1964 Zenith line, covering a spread from table model "black box" models with a "suggested" price of \$449.95 to "home theatre" models tagged up to \$1,775.

There are also a dozen b&w models, ranging upward in size from lead-off 16-inch models to console combinations. With its heavy investment in color, Zenith is now a color tv advertiser, largely on a spot basis.

**Purex and J. Walter Thompson have planned a new tv splash for an old product: Brillo.**

Purchased recently by Purex, Brillo is due for a January-to-June ride on four CBS TV daytime shows, three NBC TV daytimers plus the evening *Hollywood and the Stars*, and Lisa Howard's woman's-angle daytime newscasts on ABC TV.

In some cases, Brillo will share commercials with other Purex products (Liquid Trend, Sweetheart Soap, etc.) on the CBS and ABC shows. JWT was appointed agency for Brillo in a field in which much of the play has been taken away by S.O.S. and the chlorinated cleansers.

**Network fade-out on tv boxing matches (see story, p. 32) may aid some syndicators.**

Unless Gillette follows the example of Texaco with its operacasts and builds its own tv network to carry Friday-night fights, there won't be any national-level tv boxing shows for sports-minded viewers by mid-1964. Gillette, by all indications, isn't likely to tackle all the problems of network lineups.

The dearth of boxing events may well leave an opportunity for national spot, regional and local advertisers in the syndication area. There are a few syndicated boxing shows available, notably Bill Cayton's *Greatest Fights of the Century* distributed through Radio & Tv Packagers Inc.

The series was, at one time, sponsored widely by Chesebrough-Pond's.

Key problem for advertisers who like boxing events: the size of the audience for tv boxing is relatively the same, although the tv audience keeps growing.





## IN CHICAGO

Chicago's O'Hare International Airport serves 84,000 passengers every day—the world's busiest air terminal. Chicago's WGN Radio serves 910,000 homes every day—reaching the largest audience of any broadcast property west of the Hudson.\*

Chicago's O'Hare and WGN are both dedicated to Service.

## WGN IS CHICAGO

*the most respected call letters in broadcasting*

•  
NCS 1961



# Two Loves Hath He

... One is the March of Dimes

The inimitable . . . ineffable . . . irresistible . . . Jack said,

*"Well-l-l-ll!"*

when 56 stars got into the act!

#### TELEVISION

**"ONE FOR THE MONEY"** — a half-hour spectacular — 16mm, black and white. Emceed by Dick Van Dyke and starring (alphabetically) Gene Barry, Jack Benny, Gary Crosby, Jimmy Durante, Lorne Greene, Joe and Eddie, Bob Hope, Red Nichols, The Sportsmen, Jerry Van Dyke, Nancy Wilson, Jane Wyatt and Don Wilson, Announcer.

**"AT THE EDGE"** — 15 min. — 16mm, black and white — Documentary — narrated by Henry Fonda.

**FILM SPOTS** — 1 min., 30 sec., 20 sec. and 10 sec. — 16mm, black and white — Featuring March of Dimes supported birth defects and arthritis special treatment centers and patients. Also live copy and March of Dimes buttons with individual station channel numbers.

#### RADIO TRANSCRIPTIONS

**FIVE MINUTE MUSICAL PROGRAMS** recorded by Andy Williams, Ella Fitzgerald and The Clancy Brothers and Tommy Makem.

**CELEBRITY SPOTS** — 1 min., 30 sec. and 15 sec. announcements by Shirley Booth, Richard Chamberlain, Van Cliburn, Paul Ford, Lorne Greene, Dina Merrill, Anna Moffo, Barbara Stanwyck and Jane Wyatt.

**"ON THE RECORD"** — Ten 30 sec. recordings for deejay use including Tony Bennett, Anita Bryant, Dion Di Muci, Ella Fitzgerald, Skitch Henderson, Brenda Lee, Chad Mitchell, Johnny Tillotson, Leslie Uggams and Bobby Vinton.

**THE SPANISH TRANSCRIPTION** presents 5 minute musical programs by Tito Puente, Tito Rodriguez and Joe Valle. 15

sec., 30 sec. and 1 minute Spanish language announcements by Buck Canel.

**COUNTRY AND WESTERN TRANSCRIPTION** — Five minute musical programs and 30 spot announcements by Sonny James and Faron Young. A 1:30 "March of Dimes Prayer" in C & W style by Leonard Loyd.

#### SPECIAL FM TRANSCRIPTIONS

**"GALA PERFORMANCE"** — 15 minute program narrated by Milton Cross with performances by Franco Corelli, Byron Janis and Leontyne Price and messages by Rose Bampton, Rosa Ponselle, and Giovanni Martinelli. The flip side contains a 5 min. musical program by duo-pianists Ferrante and Teicher and spots of 1 min., 30 sec. and 15 sec. by Van Cliburn and Anna Moffo.

NOTE TO BROADCASTERS: WE'VE SENT YOU THESE MATERIALS FOR USE DURING JANUARY. MANY, MANY THANKS!

## The National Foundation - March of Dimes

GEORGE P. VOSS, Vice President for Public Relations • 800 Second Ave., New York, N. Y. 10017, OXford 7-7700

# CALENDAR

The when and where  
of coming events  
30 December 1963

## JANUARY

National Retail Merchants Assn., 53rd annual convention on "The Challenge of National Growth," Statler Hilton Hotel, N. Y. (6-9)

International Radio and Television Society, first newsmaker of the year (8); first of a series of seven production workshops, Waldorf-Astoria, New York (9)

Florida Assn. of Broadcasters, mid-winter conference and directors' meeting. Guest speakers are NAB vice president for government affairs Paul Comstock, and director-chairman of the Florida Development Commission Wendell Jarrard, also Raymond E. Carow, president of the Georgia Assn. of Broadcasters, Panama City, Florida (10-11)

National Academy of Television Arts and Sciences, dinner and show for the New York chapter, Americana Hotel, New York (17)

Milwaukee Advertising and Graphic Arts Groups, Ben Franklin Banquet (16); 6th annual graphic arts workshop (18); Special workshop sponsored by the Sales Promotion Executives Assn. (4 February); Exhibit and Awards Night (15); Silver Award Banquet sponsored by the Milwaukee Advertising Club and the Advertising Women of Milwaukee (27), Coach House Motor Inn, Milwaukee

Georgia Assn. of Broadcasters, 19th annual Georgia Radio-TV Institute "day-long debate" with FCC, University of Georgia (21-22)

National Religious Broadcasters, convention, Mayflower Hotel, Washington, D. C. (21-23)

Advertising Assn. of the West, mid-winter convention, Bakersfield, Cal. (24-26)

American Women in Radio and Television, board meeting, Hilton Hotel, New York (24-26)

South Carolina Broadcasters Assn., 17th annual convention, Jack Tar

Poinsett Hotel, Greenville, S. C. (31-1 Feb.)

## FEBRUARY

Electronic Sales-Marketing Assn., 2nd annual electronic marketing conference, Barbizon Plaza Hotel, New York (3-5)

Advertising Federation of America, mid-winter conference, Statler-Hilton Hotel, Washington, D. C. (4-5)

International Radio and Television Society, newsmaker luncheon with NAB president LeRoy Collins, Waldorf Astoria, New York (5)

Michigan Assn. of Broadcasters, annual legislative dinner and mid-winter convention, Jack Tar Hotel, Lansing, Michigan (5-6)

Minnesota Associated Press Broadcasters Assn., meeting, Minneapolis (6)

Mutual Advertising Agency Network, annual meeting, Royal Palms Inn, Phoenix (20-22)

Directors Guild of America, annual awards dinner, Beverly Hilton Hotel, Hollywood; Waldorf Astoria Hotel, New York (22)

International Broadcasting Awards for 1963, banquet presentation for best commercials on radio and television, Hollywood Palsadium, Hollywood (25)

Southwest Council of the American Assn. of Advertising Agencies, annual meeting, Menger Hotel, San Antonio (27-28)

## MARCH

1964 Variety Merchandise Fair, at the New York Trade Show Building, New York (8-12)

Electronic Industries Assn., three-day Spring conference, Statler Hilton Hotel, Washington, D. C. (9-11)



# WNDU-TV

*The Notre Dame Station*

**SOUTH BEND · ELKHART**

CALL VENARD, TORBET & MCCONNELL, INC.

JACKSON, MISSISSIPPI

# WJTV CH. 12

OVER  
350,000  
TV HOMES

OVER 1 1/4  
BILLION  
DOLLAR  
CONSUMER  
INCOME

11615 FT.

JACKSON, MISSISSIPPI

# COMMERCIAL CRITIQUE

Trends, techniques, new styles in radio/tv commercials are evaluated by industry leaders

## Search for true yardsticks

JOSEPH LORIN,  
vice president at Grey Advertising

**C**AN YOU TELL in advance the selling effectiveness of your commercial?

The persistence of the demand for measuring the sales effectiveness of advertising is understandable. And some day we may even achieve it. But a realistic view of the problem reveals that before we can discover an exact way of measuring accurately the advertising-to-sales cost ratio of an individual advertisement, we shall have to find true yardsticks for all the other elements of marketing which influence sales.

Then perhaps we shall be able to isolate the specific contributions of all the marketing elements, including advertising, and set up the exact ratio of cost-to-sales for each.

The Association of National Advertisers put its finger on the problem when it said in its well known report: "Sales are not exclusively advertising goals. They are total marketing goals." And marketing includes such other influencing factors as product, price, package, promotion, personal selling, distribution.

Sales are also influenced by factors over which the marketer has no control: The action of competition, economic conditions, social changes, even the weather.

Realistically then, we must recognize that in this marketing melange our advertising should be aimed at a clearly defined target. After setting up this target, we should then establish critical criteria for measuring the effectiveness of an advertisement in reaching its goal.

What kind of criteria? We shall try to answer this general question by focusing on a specific form of advertising: the tv commercial.

Generally, both management and researchers have been reasonably satisfied with measuring the viewer's ability to recall a commercial as a valid index of its effectiveness.

Nevertheless, the feeling has persisted in many advertising circles that deeper penetration into viewer reactions to commercials is needed. In some quarters this restlessness was translated into further study and research.

As we studied the problem it became more and more evident that the ability to recall a commercial does not necessarily indicate a favorable shift in attitude towards the product and certainly does not show a predisposition to buy. The aim of an advertisement is to persuade the consumer to like a brand or product better after exposure to an advertisement than before.

Let us, therefore, take a close-up of the television commercial against this background. Like all advertising, a tv commercial is a communication. When we communicate, we

aim for a reaction.

This reaction is achieved in five basic steps which we call "The Staircase of Influence."

To get to the top of the staircase the commercial must climb these steps:

Step 1—it should be seen and heard: **ATTENTION**

Step 2—it should hold the viewer's: **INTEREST**

Step 3—it should transmit a clear selling message: **COMPREHENSION**.

Step 4—its message must make an impression: **IMPACT**

Step 5—it should make the prospect like the product more: We call this: **"ATTITUDE SHIFT."**

All these steps have meaning and all can be measured, but we hold that the most meaningful is "attitude shift" because:

1. "Attitude shift" is the measure of the goal of the commercial.
2. "Attitude shift" is related to sales.

Let's take the first point. "Attitude shift" is the ultimate aim of commercial because if we are to persuade the prospect to action we must first change his attitude towards the brand. If the attitude is negative, we aspire to make it positive. If it's neutral, we must aim to move the prospect across the border line to the positive side. If it already positive, we must aim to strengthen the positive attitude.

And this leads us to the second reason why we call "attitude shift" the most meaningful step on the "Staircase of Influence." "Attitude shift" is a measure of potential selling power. For there is definite ev-



Vice president Joseph Lorin has been with Grey Advertising a long time. He joined the agency 35 years ago in 1929, and is editor of the agency's house organ, Grey Matter, where this article first appeared.

dence that a favorable change in attitude towards a brand is a significant step towards making a sale, for liking the product is a stepping stone to buying it.

The question then arises: Can "attitude shift," as the result of exposure to a commercial or a series of commercials, be measured?

Our answer is "Definitely, yes!" We have developed what we consider a uniquely effective method.

1. Before we pre-test a commercial we do a preliminary study to find out the features and benefits promised by the product which the consumers consider important in evaluating it.

2. This data, obtained by using an attitude scaling device called an "opinion-rater," are subjected to analysis on an electronic computer.

3. From this analysis we get the critical factors and their relative importance. From these we construct our "attitude scale."

4. With this "attitude scale" we pre-test the commercial, using two groups of people, each representative of the market target at which we are aiming. One is a test group. The other is a control group.

5. The control group's evaluation of the product is measured by means of our "attitude scale." Since this is a group of representative prospective buyers, it is a fair assumption that any other group so constituted would have the same attitude score.

6. Using a rear view projector, we expose the commercial to the test group in their homes as part of a show. They believe that the show is being tested, not the commercial. By using our "attitude scale," we then get this group's evaluation of the product.

7. The difference in score between the group which has seen the commercial and the group which has not seen it, is the "attitude shift" score of the commercial; that is, the selling potential built into it.

In this simplified description of the method we use to measure the critical factor of "attitude shift" we have omitted a lengthy discussion of the scientific reasons why we consider this approach more meaningful than standard pre-testing techniques.

Here they are in capsule:

1. It is both a meaningful and complete measure in that it covers the entire "Staircase of Influence."

2. It permits maximum realism undistorted by the effect of the medium itself. In this case television.

3. It makes use of the most advanced tools of measurement from rating scales to electronic computers.

4. It eliminates the experimental bias so often found in the usual before-and-after methods.

Since we have used this Grey pre-

testing technique on a large number of commercials, we have accumulated many examples of its reliability and effectiveness. We are confident that in our method of measuring "attitude shift" we have developed a way of pretesting commercials which has many advantages over previously accepted techniques.

We began this piece by asking "Can you tell in advance the selling effectiveness of your commercial?"

Our answer is, "More closely than ever before." ■

## NOW 46th\*..THE GREENVILLE— SPARTANBURG — ASHEVILLE MARKET... AND ITS DOMINANT STATION IS



"The Giant of  
Southern Skies



WFBC-TV's 61-County Grade A and B Contours Include The Rich Industrial Western Carolinas, plus counties in Georgia and Tennessee, with .

**RANKED 46th** by SALES MANAGEMENT Magazine, the WFBC-TV market is ahead of Jacksonville, Richmond-Petersburg, Durham-Raleigh, and other fine Southern Markets. Within its coverage area, WFBC-TV is the DOMINANT station, according to all the latest independent surveys. For more information, contact the Station of Avery-Knodel.

\*Feb. 1, 1963 SM Survey of Television Markets Average Nighttime (Daily) Circulation

2,157,900 PEOPLE  
589,300 HOMES  
\$3,105,817,000 INCOMES  
\$1,974,010,000 RETAIL SALES

According to  
SALES MANAGEMENT'S SURVEY OF  
BUYING POWER, JUNE 10, 1963

SOUTHEASTERN  
BROADCASTING  
CORPORATION

AFFILIATED WITH

WBIR-TV  
KNOXVILLE, TENN

WMAZ-TV  
MACON, GA

Represented by Avery-Knodel, Inc.






## how do you fit an elephant into an elevator?

You can! . . . if you'll settle for the hindquarter. It's like ranking TV markets. You can take a portion of the market by using the metro approach . . . but if you want the whole elephant, you've got to rank by total market! *Consider.* More than 90% of the Charlotte Market is located outside the metro area, and the *total* Charlotte TV Market contains 574,800 TV homes . . . ranking 20th in the nation . . . first in the Southeast!\* All the pachyderms are trumpeting about WBTV's 87% lead over the market's second station.\*

\*ARB TV Market Digest

**WBTV**  
**CHARLOTTE**

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by Television Advertising  Representatives, Inc.

# Tax cuts may boom '64 outlay

Noted consultant sees broadcasting receiving 22% of over-all media advertising during 1964, or total for radio and tv of about \$3 billion in ad dollars

**T**HE DYNAMIC FORCES which govern and affect our business economy don't operate on a 12-month calendar year. While businessmen balance accounts and compare year end results every 12 months, the ebb and flow of business and economic activity is a continuous flow process.

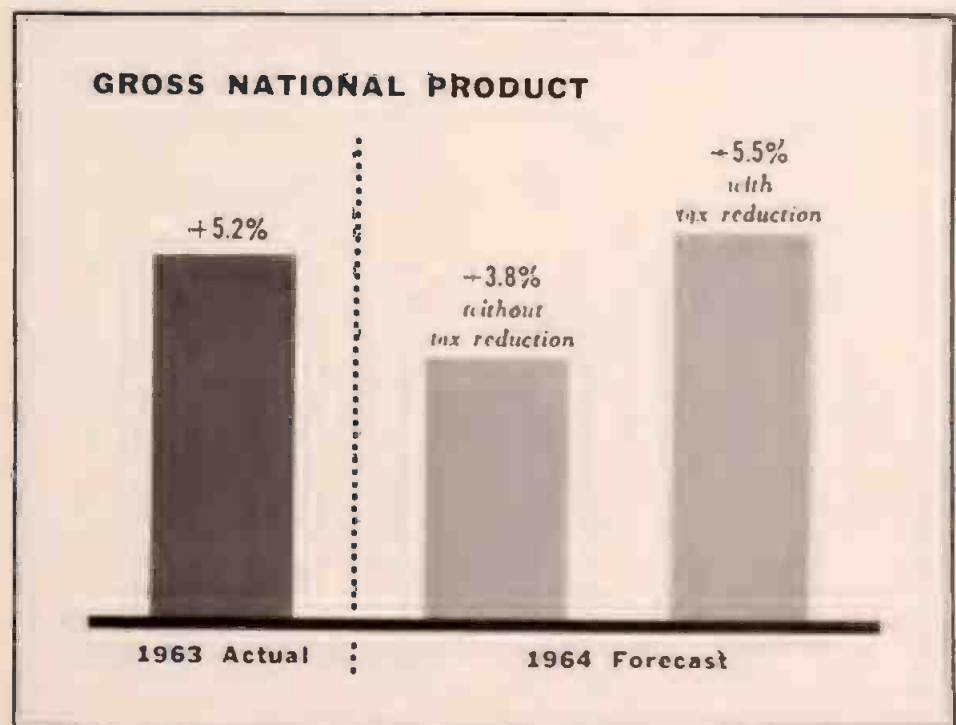
As we enter each new calendar year, we inherit all the prevailing forces and trends and the levels of activity which exist at the close of the year just ended.

Since the mild recession, which petered out in the early spring of 1961, the American economy generally has experienced a cumulative period of business cycle expansion—and we ended 1963 with these expansion processes still in force.

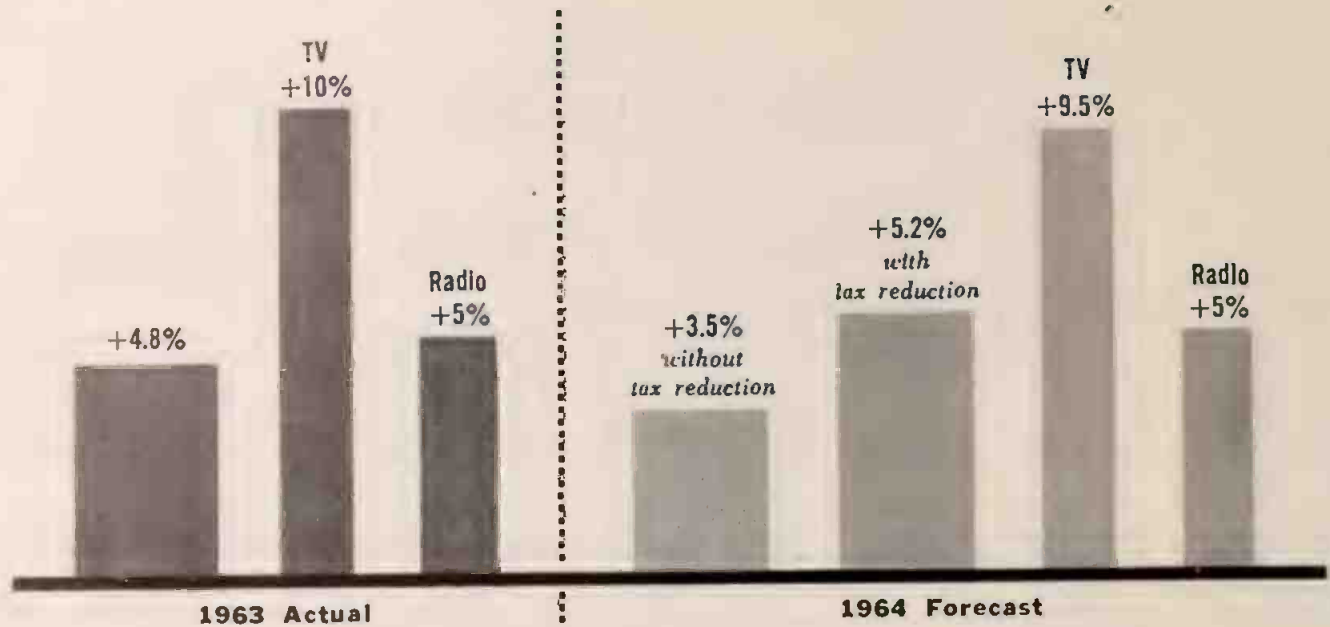
There is little doubt that the upward momentum of general business will carry forward into 1964. The only question is whether this expansion will be sustained throughout the full year or will the ensuing 12 months witness the development of internal or international events (or trends) which will generate a series of economic stresses later in the year.

During 1963, a rise of 5.2% in Gross National Product was broadly reflected throughout the American economy. Most sectors of industry and business advanced within a 4% to 6% range.

Total advertising rose by approximately 5% (probably 4.5% with TV expanding with greater vigor than either general business or total



## TOTAL ADVERTISING



all media advertising or any other advertising medium. Radio advertising about kept pace with the rise in GNP and total advertising expenditures.

We are convinced that the American economy will be quite prosperous in 1964. Consumers will have more spendable income and will buy a greater quantity of goods and services. More goods will be produced. Producers and dealers will spend about \$700 million more dollars to advertise their goods and services. 1964 should be a good year for all advertising media, both at national and local levels.

In order that we may better evaluate 1964 trends, we might examine where we now are in terms of 1963 developments.

### 1963 Year in Review:

At the beginning of 1963, we predicted a broad economic expansion mirrored by a 5% expansion in GNP and general business. This anticipated pattern has prevailed, throughout the year, including the expected gain in upward momentum during the fourth quarter after a moderate rate of change during the summer period.

Against the background of GNP rising by 5.2% from \$555 billion (1962) to \$584 billion (1963), total all media advertising rose from \$12,

380,000,000 (1962) to approximately \$12,940,000,000 in 1963. Our original expectation of at least \$12,900,000,000 for 1963 total advertising was within three tenths of 1% of actual achievement; final 1963 results may prove that total advertising aggregated \$12,925,000,000.

Within the structure of American advertising, we predicted that the greatest percentage gain would be in tv and that total 1963 tv advertising would, for the first time, reach the \$2 billion mark. One year ago, it appeared certain to us that 1963 tv advertising "should rise by a higher rate than other advertising medium and the economy as a whole." In actuality, due to substantial gains in national spot business, tv advertising rose by approximately 10% on the basis of a 11% increase in network and national spot and a gain of about 7% in local tv advertising. We now estimate that total tv advertising approximated \$2,100,000,000, during 1963, or about 16.2% of the nation's total advertising pie.

Radio also moved ahead but with less spectacular gains than prevailed in tv. Radio network and national spot advanced by approximately 4% while total local radio rose a shade above 5%. This 1963 radio pattern was essentially the situation which we anticipated in our forecast, made

one year ago.

Total broadcast advertising (tv and radio combined) undoubtedly reached a volume of \$2,800,000,000 in 1963, or slightly above 21% of the nation's all media advertising dollars. We anticipated a minimum 20.6% ratio and, thereby, assumed that broadcasting would, for the first time in history, attract at least one-fifth of the nation's total advertising expenditure.

Other sectors of the national economy generally responded according to prediction and estimates. Personal income was expected to rise by nearly 5%; it rose 4.8%.

A rise of between 4% and 5% was assumed for Retail Sales. It is now estimated that Retail Sales advanced by 4.8%. We projected a gain of 10% in Corporate Profits (before taxes). Preliminary year end data indicate that the actual Corporate Profits level rose 10%.

One area of economic strength, beyond that which had been expected, was the construction industry. A slight slowdown in residential and commercial building appeared logical, one year ago, with the total year's result being only fractionally above the 1962 level. However, during the ensuing months of 1963, residential, industrial and commercial building held firm and even advanced moderately over the 1962



level.

Employment rose by 2.7% even though unemployment remained in excess of 5% of the total work force, as predicted. Cost of Living rose by 1.5%, as expected, by December.

The 1963 Business and Broadcast Outlook, as we presented it in the January 7, 1963 issue of *SPONSOR*, proved to be workably accurate guide for most economic indicators during the full 12 months of the year. Few, if any, sectors of the economy failed to meet our predictions either with regard to indicated trend directions or anticipated percentage gains.

For the full year, radio and tv moved upward according to our expectations. On the basis of percentage performance, national (network and spot) tv was the strongest element within the overall advertising industry. At the beginning of 1963, we predicted sufficient strength in national tv advertising to boost this broadcast sector by at least 8% (the largest percentage increase of any single medium). Even this opinion proved to be a conservative judgement because national tv advertising apparently rose by nearly 11%.

For 1963, total broadcast (radio and tv) advertising aggregated about \$2,820,000,000 which was 21.8% of total all media advertising. Broken down, within the broadcast industry, tv accounted for 16.2% and radio for 5.6% of the nation's advertising dollar.

In retrospect, 1963 was a good year for the advertising industry and for the radio-tv industry. Both total advertising and broadcasting reached new historical high levels.

The important current question is: "Will the advertising and broadcast industry move on, in 1964, to even greater levels of activity?"

#### **Outlook for 1964:**

We predict for 1964 a total advertising expenditure of approximately \$13,600,000,000 but, at the same time, we advance the opinion that total advertising could fall within the range of \$13,400,000,000 to \$13,700,000,000.

In establishing a probable range of \$300 million between \$13,400,000,000 and \$13,700,000,000, within which 1964 total advertising will likely fall, we are not trying to hedge but rather we are attempting

to recognize the varying effects which the Federal Tax Reduction could have on the national economy and, hence, upon advertising.

Without the tax reduction, 1964 GNP will not rise beyond \$601 to \$606 billion, a 3.8% increase over 1963. With this level of general business expansion, we would not expect total advertising to exceed \$13,400,000,000, a 3.5% increase over 1963.

However, the consensus of informed Washington source is that Congress will enact the reduction bill by March 1964. Despite the retroactive nature of the proposed tax reduction, the impact on the economy will be felt when tax reductions actually show up in pay checks (after lower withholding deductions).

The earlier Congress enacts the Tax Reduction Bill, the sooner will the effect be felt on the economy—and the greater will be its effect over the full 1964 year.

Accompanying the effective impact of tax reductions, by early spring, we can conceive of GNP rising to an annual average level of \$616 billion for 1964, an increase of 5.5% above the 1963 level of \$584 billion. Within this economic framework, we would anticipate a total advertising outlay of about \$13,600,000,000. If achieved, this figure will represent a 5.2% advance over 1963 all media advertising.

There is the outside possibility that the full effect of an early tax reduction plus higher deficit spending could lift GNP to \$619 billion. Any such 6% rise in the general economy would have the capacity to produce nearly \$13,700,000,000 in total advertising. At this calendar point, we doubt any such achievement but hesitate to discard it as an outside possibility.

In our effort to assess realistically the prevailing economic trends, protruding into 1964, as they are likely to be sustained and affected by tax reductions, we feel reasonably safe in predicting a 1964 GNP at the approximate annual level of \$616 billion and total advertising outlays within one-half of one percent (either way) of \$13,600,000,000. This is our basic forecast.

#### **Broadcast Outlook:**

Broadcasting, tv and radio combined, should account for about \$3 billion in advertising outlays, or

slightly better than 22% of the nation's total all media advertising. If this goal is achieved, overall broadcast advertising will rise by 7.0% over 1963. The extent of the increase will depend on the rise in total advertising as related to a GNP of \$616 billion versus a lower level of \$604—\$606 billion or a higher level of about \$619 billion. We are convinced that the full 1964 results will bring a rise in radio and tv advertising but we must put this increase within the frame of GNP reference discussed earlier in this report.

Whatever pattern is generated by general business, we expect 1964 Radio advertising to tag along with approximately the same percentage gain scored by total all media advertising. However, tv will, we are convinced, derive the largest percentage expansion of all the media.

It should be noted that, throughout this report, we refer to the volume of advertising expenditures, to dollar figures of tv and radio advertising. In the case of broadcasting, actual advertising expenditures are considerably greater than station and network revenue. Advertising expenditures include money spent for time, talent, program and film costs, production and related charges. Thus the income of the broadcasting industry, radio and tv, is only one of the composite elements comprising advertising expenditures flowing into the industry.

If we peg \$614-\$616 billion as the expected annual level for 1964 GNP and the derived all media advertising volume of \$13,600,000,000, we believe that the following radio and tv results will be achieved.

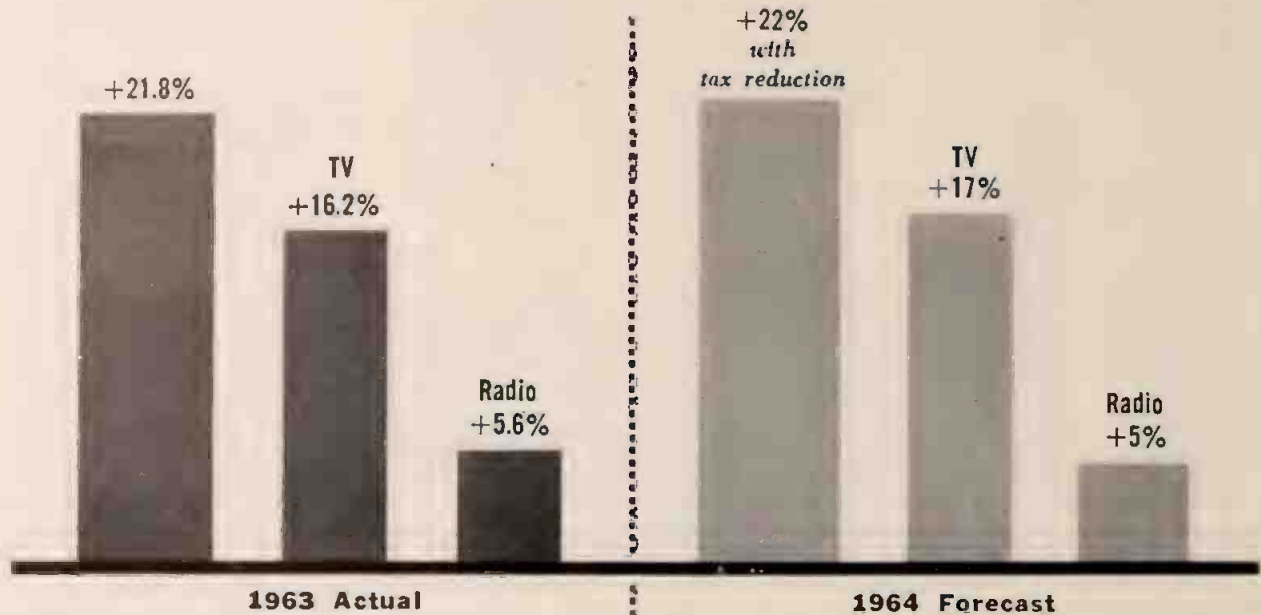
#### **Radio:**

Combined local and national radio advertising should rise by 5% with this figure broadly applying to both national and local radio advertising.

Our own survey of national radio business, plus other reported surveys, indicate an overall 4% rise during 1963 in national radio advertising dollars.

The wide majority of radio stations, normally eligible for and typically receiving at least \$100,000 per year in national radio spot, wrote more national advertising in 1963 than in 1962. These same stations should experience a further rise in

## TOTAL BROADCASTING



1964 national advertising.

For the radio industry, as a whole, national spot advertising is expected to rise by about 4% during 1964.

Likewise, network radio affiliates should anticipate a modest expansion in "network income."

Local radio, as a whole and by areas and cities, will unquestionably reflect the percentage 1964 gains in retail sales for the nation and for the respective areas and cities. A 5% to 5.5% anticipated growth in 1964 retail sales should set the radio industry's overall local advertising pace.

### Television:

Combined local and national (network and spot) tv advertising should advance by about 9.5% during 1964 if GNP rises to \$614 billion to \$616 billion.

Within this overall pattern, national tv is expected to expand by about 9% while local tv advertising goes up by 10% to 11%.

These changes can be expected to raise tv's 1964 advertising volume to approximately \$2,300,000,000 and this figure should be 17.0% of the nation's all media advertising pie of \$13,600,000,000.

During 1963, tv network and national spot developed considerably more vigor than we, or most persons, had anticipated at the start of

the year. National tv spot was especially strong in 1963. However, we shall operate from a higher mathematical dollar base, during 1964, and it doesn't appear likely that tv network and national spot will again rise by nearly the 11% which prevailed during 1963. The predicted 9% gain in national spot and network will undoubtedly outstrip advances made by any other segment of the nation's advertising industry.

Percentage-wise, we shall not be surprised if local tv advertising rises by about 10%-11%. To achieve this 10%-11% increase, local tv advertising expenditures need to expand by only about \$40 million—naturally, we refer to sponsors outlays for time, talent, film, etc. not to local tv station revenue. We believe that this growth in local tv advertising is fully due and will eventuate during the next 12 months.

The imponderable and unpredictable factor in the 1964 growth of both radio and tv advertising is governmental regulation.

During 1963, broadcasting generally operated under a more favorable FCC climate than in 1961 and 1962. We believe that this situation was partially responsible for the extra strength in tv network and national spot advertising. The adop-

tion of prescribed FCC commercial rules or the (unlikely) regulation of program standards would undoubtedly raise questions among national advertisers and, thereby, slow down the 1964 rate of expansion in radio and tv advertising. Sponsor confusion over exact FCC commercial regulations covering FCC commercial regulations which, by their nature, resulted in a reduction of as much as 10% in the number of commercials, during prime and Class B time, would undoubtedly cause a first year decline of as much as \$250 million in broadcast advertising.

Our personal opinion is that the FCC Commissioners, with one or two possible exceptions, are fully aware of their responsibility and obligation to preserve profitable broadcasting as the necessary, essential basis for effective radio and tv stations and network.

### General Business Outlook:

Economic cycles breed and generate cumulative expansions and contractions within the prevailing composite business structure. Someday, if ever, do we find all economic indicators moving in the same direction at the same time.

As we emerge into 1964, there are substantially more uptrend indicators than adverse trend indicators.

Barring the injection of some serious international crisis, the overall domestic economic picture should be one of basic expansion in production, employment, retail sales, consumer spendable income and GNP.

### Highlights of economy

However, in passing, it should be noted that each year seems to witness some new cold or hot war crisis and 1964 is not likely to be an exception. The only question is whether any such 1964 crisis will be of a nature and magnitude sufficient to shift the economy into reverse gear. The economic analyst and forecaster possesses no competency with regard to the emergence of these disruptive political events.

Left to its own diverse trends, the highlights of the 1964 American economic scene should be as follows:

1. Personal income should rise to a new high annual level with an increase of 5%-6%.

2. Retail sales should expand by slightly better than 5%.

3. Consumer purchases of durable goods should increase by nearly 7% to 8%. Non-durable consumer purchases will expand by an overall average of 4% to 5%.

4. New automobile sales and output will probably be at about the same volume as in 1963.

5. Capital outlays and investments for plant and equipment, according to the Commerce Department, will show more strength than had been anticipated and rise by about 6%.

6. Total employment will expand even though total unemployment will average slightly above a 5% ratio to the nation's work force.

7. Extended consumer credit will advance to a new high level and, by the year's end, constitute a relatively serious economic factor.

8. Unions will force negotiation of 6% to 8% increase in hourly wage scales because prime collective bargaining emphasis will be upon "money" wage raises rather than upon fringe benefits.

9. Industrial strife will increase throughout the year and man days lost in strikes will reach the highest level of the 1960's. A pace setter, in wage increases, will be the sizeable wage hike achieved by the auto-

mobile workers during their 1963 contract negotiation.

10. Despite higher labor costs and a continued profit squeeze, corporate profits (before taxes) should rise by another 10% over the 1963 levels.

11. Cost of living will rise by a small margin, less than 2%.

12. Industrial production is expected to advance by approximately 5%.

13. Counter to the 1963 improvement in general business and the growth in business profits, business failures moved upward. Undoubtedly, 1964 will also witness a further rise in business failures.

14. Farm cash receipts in 1964 will be about the same as in 1963, possibly up a fraction. But, with higher production costs, net farm income should be off by 1% or 2%. Nevertheless, rural retail trade and farm equipment-supply sales should rise by about 3%.

15. The cross section of 1964 year end economic trends will not likely be so strong as prevailed during the close of 1963. We suspect that the late weeks of 1964 will witness the emergence of a definite note of caution concerning the ability of the economic system to sustain the forward

movement which will persist during most of the 1964 years.

### In Conclusion:

It now appears quite certain that the background and general tone of business and broadcasting will be good throughout the next 12 months. However, as always, there will be a variety of adverse trends and all business units will not prosper. Neither will the expansion in available advertising dollars flow uniformly to all radio and tv stations.

Markets and management differ within the overall radio and tv industry. Despite the general prosperity of the advertising industry, some 35% to 40% of the radio stations will continue to be marginal operations. On the other hand, we expect that fully 90% to 95% of the tv stations will experience a rise in revenues and an improvement in net operating income despite the intense intra-industry (markets and stations) competition. Effective station promotion, effective and creative station sales plus effective internal management will be the tools by which individual stations may acquire their share, or more than their share, of the enlarged volume of available advertising dollars. ■



### About the author . . .

RICHARD P. DOHERTY has prepared a special annual economic analysis and forecast for SPONSOR for the past five years. Each of these forecasts has later turned out to be almost exactly on target, both within the over-all national economy and the advertising and broadcasting industries. A former professor of economics at Boston University and lecturer on Economics for Harvard, Doherty has been an NAB v.p. Since 1954, he has served as a professional broadcast management consultant to many radio/television stations. He is a member of Phi Beta Kappa, has authored five books and a long list of articles on business economics and broadcast topics. His reputation as an economist is international; he has attended, as U.S. management delegate or representative, a total of 15 international conferences in major foreign cities since 1948.

## Del Monte

Giant Calpak likes daytime tv as marketing aid for huge (147 items) line of foodstuffs, puts a fourth of budget on the air

**I**N THE April 17, 1917 issue of the Saturday Evening Post, California Packing Corporation, through McCann-Erickson, scheduled a full-page, two-color ad. Its message was short, to the point, and—if not exactly reticent in tone—refreshingly frank: "California's finest canned fruits and vegetables are packed under the Del Monte brand." Calpak, formed just six months earlier by the merger of four pioneer West Coast fruit and vegetable processors, thus launched the first promotional campaign of national scope ever to be run on any canned food brand in the United States and set its marketing course. The year and the ad also mark the beginning of one of the longest and most fruitful (pun intended) advertiser-agency relationships in existence.

California Packing Corporation of San Francisco, is the world's largest packer and distributor of canned fruits and vegetables. It produces and sells 147 different items—canned fruits, vegetables, juices and juice drinks, dried fruits, canned fish and a line of food specialties—as well as catsup, coffee, pickle products, chili sauce and tomato products.

During 46 years of continuous advertising Calpak has used general magazines, newspapers, radio, television, billboards, business and farm publications, direct mail, point-of-sale and merchandising displays to promote Del Monte. Of an ad expenditure that now exceeds \$7 million annually, Calpak puts 1 out of every 4 dollars into radio and television. Calpak admen are particularly fond of the latter medium.

"Nothing matches tv for identification and demonstration power,"



# fts sales with tv/radio

says James W. Roddy, McCaun-Erickson vp and Calpak account supervisor in San Francisco.

Perhaps the most outstanding Calpak tv success story involves the introduction of Del Monte canned zucchini.

Most people had never heard the word, let alone used the product. Calpak was faced with the challenge of cultivating a national market for a food previously familiar only in the West.

In 1961, Calpak introduced canned zucchini on the Pacific Coast and in the Northeastern states, with full page color ads in the regional editions of a major national magazine. With distribution in grocery stores nationwide by the Fall of 1962, Calpak scheduled Del Monte zucchini commercials on its four CBS TV network shows.

"This was a natural for tv," M-E's Roddy points out. "We could show consumers what the new product looks like and what to do with it. With three months of tv promotion average weekly sales increased tremendously.

Along with testing new products and new advertising techniques in various markets, Calpak has several seasonal campaigns each year. In addition, advertising and marketing plans are continuously analyzed and revised. To move specific Del Monte products Calpak uses radio and other selected media to fit the problem where and when local market potentials warrant promotion.

When Calpak salesmen introduced Del Monte Pineapple-Grapefruit Drink for the first time nationally, they had two things going for them: knowledge that the product had been test-marketed for two years and was a big seller in areas where it was established.

And, they knew it had backing by a triple-pronged ad campaign involving radio, newspapers and billboards. Advertising was tailored to individual territories and gauged to make the most of each market's

sales potential. Radio spots featured Calypso singers and a sprightly jingle.

Calpak officially reports: "Since its introduction in 1957 Del Monte Pineapple-Grapefruit Drink continues to maintain a number one share of market among its competition."

Since March, 1962 Calpak has been a participating sponsor on four CBS TV network shows, *Pete and Gladys*, *Love of Life*, *Password* and *Art Linkletter's Houseparty*.

"These particular shows were selected by Calpak," reveals M-E Media Director Frank Regalado, "because they are compatible with Del Monte products and because of the large daytime audiences they deliver."

"Calpak is interested in reaching all types of families. We've found that *Pete and Gladys* has a big viewing audience of five and over member families, while *Houseparty* does well with one- and two-member households. The four shows also give us a good variety in program content."

Calpak's previous network tv exposures include participating sponsorship of the popular CBS Garry Moore daytime show, NBC's *Today* with Dave Garroway, *Home* with Arlene Francis, *Tonight* with Steve Allen on NBC, *Laramie* and *Riverboat*.

Calpak attributes the strong position that Del Monte products occupy with the consuming public to



An integral part of Calpak success is long-range research and testing by top executives



James W. Roddy, McCann-Erickson v.p., is convinced of value of broadcast media for Calpak, says "nothing beats tv for identification and demonstration."

46 years of continuous advertising, strongly supported by effective merchandising programs, and a strict adherence to high quality standards in products and promotion.

**How "Del Monte" name was born**

These standards go back to 1891 when the Oakland Preserving Company, a fruit and vegetable cannery in Oakland, California, and one of the four predecessors of the California Packing Corporation, supplied its premium quality products to the elegant Hotel Del Monte at Monterey, California.

Likened to Newport, Bar Harbor, Cannes and Biarritz, the Hotel Del Monte cuisine became justifiably famous. Labels printed "Del Monte Extras" with a picture of the Hotel and Monterey Bay identified the cannery's premium quality fruits and vegetables.

In 1936 Calpak introduced descriptive labeling on Del Monte canned foods. Far more than just a labeling innovation, this was a wholly new concept starting for the first time on the label information about size, style of pack, and number of servings in the can. The new labels also featured direct color photographs of Del Monte products, thus assuring a true and accurate representation of what each can contained.

The Calpak promotion calendar

lists three annual major in-store merchandising events.

The Del Monte Round-Up, granddaddy of the yearly promotion, first made an appearance in grocery stores in 1939. An October-November event, it features the full line of Del Monte products with "Wild West" point-of-sale displays and banners decorating the entire store. Supermarket managers often tie-in their own creative ideas, dressing salespeople in western outfits, bringing bales of hay and chuck wagons into the stores—and even having horses and buckboards in the parking lots.

Pleased with the obvious sales impact of the Round-Up, Calpak developed the Del Monte Spring Garden Show in 1951—also featuring its full line of products and supplying point-of-sale and other decorative material to create a garden atmosphere throughout the store, an innovation which has proven highly beneficial to store sales in all categories.

For a decade, the Del Monte "Pincapple Sunshine Cruise," later re-named the Del Monte "Pineapple Sun Fest," has brought some sunshine (and increased sales) into supermarkets in the middle of Winter. In January, 1964 Calpak will debut a new, visually exciting merchandising event—the "Fiesta Del Monte." Calpak will use a Latin American motif to promote the full line of Del Monte products, and as is their usual policy, will supply distributors with merchandising materials that will create a gay, colorful, festive atmosphere for the entire store. Each major in-store promotion is promoted well in advance and during the sales event via radio, television and other media.

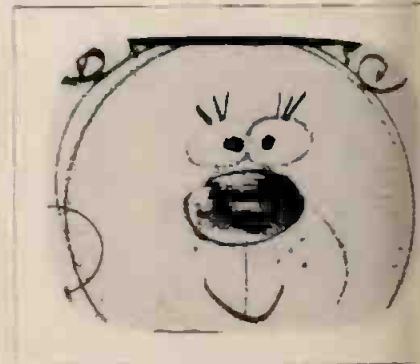
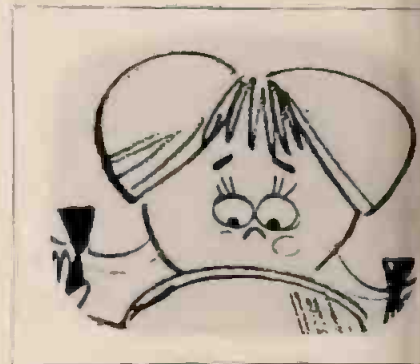
**Backstopping local retailers**

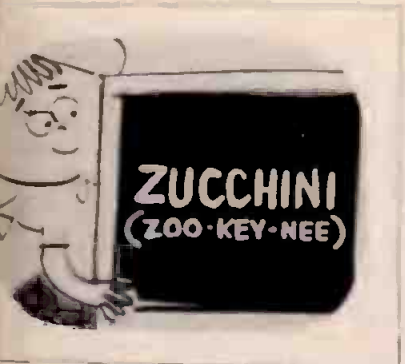
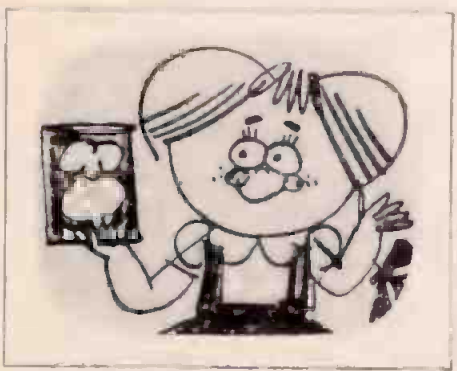
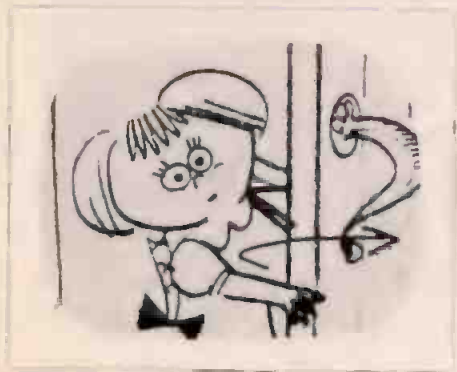
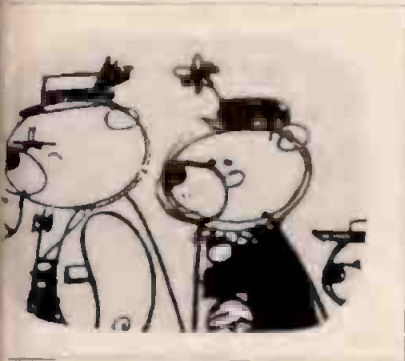
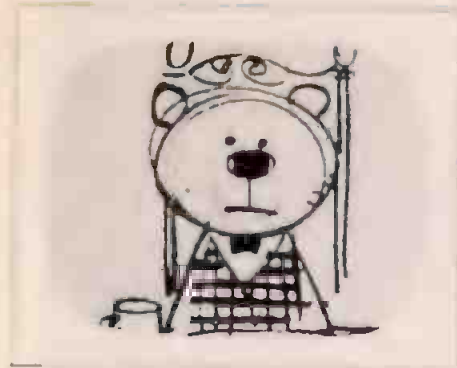
In addition to these main promotion events, Calpak supplies point-of-sale display material to supermarkets for individual Del Monte products, for new store openings, and for a variety of secondary promotions based on individual market potentials.

Last year Calpak developed a new approach in its trade advertising, to further stimulate greater dealer interest in Del Monte products: "From Del Monte. Ideas That Mean Business."

**LIGHT-TOUCH TV SPOTS CREATED NEW MARKET**

Shown starting at right is storyboard by McCann-Erickson for Del Monte Zucchini, a highly successful product launched primarily with network tv. Storyline: a switch on "Goldilocks" which traditional Three Bears are fed with routine vegetables. During their absence from woodland cottage, Goldilocks drops in, and saves the day with Del Monte.





The promotion utilizes continuous schedules of black and white and color pages in a selected list of grocery trade papers. Del Monte products are sold in stores that register more than 90% of the country's canned food sales.

In the international market, McCann-Erickson co-ordinates and supervises Del Monte advertising operations in 25 foreign countries. Development of marketing plans and creation of advertising is done individually by a McCann office or affiliated agency in each individual country.

The California Packing Corporation markets its products in 98 foreign countries and has canning and processing plants in the Philippines, United Kingdom, Italy, Venezuela, Union of South Africa, Puerto Rico, Mexico and Canada. It operates canneries in 14 states including Hawaii and Alaska and manufactures its own containers and labels.

#### Research aids new products

A progressive organization in all areas of its operations, Calpak has a Scientific Research Department working in the broad field of food chemistry and an Agricultural Research Division. Research and experimentation to improve on existing methods reach from marketing and management to a regular program of "crash-testing" new shipping containers in railroad freight cars to find better packaging and shipping techniques.

"Researching, testing and analyzing more effective advertising for Del Monte products is a major operation at McCann-Erickson's San Francisco office," Mr. Roddy says.

McCann uses the usual competitive bidding system in the production of Del Monte tv commercials, filed at various West Coast studios.

Color commercials for Del Monte tomato sauce have been running for over a year in New York, and color commercials for Del Monte fruit cocktail and cling peaches have been produced and will be scheduled on network shows and in local markets.

"What we are most excited about," says Calpak admen Jim Roddy, "is the spectacular effect of the important tv dimension of color, for appetite appeal, in the new Del Monte commercials." ■



With end of boxing on tv, viewers will have to resort to memory to recall such thrills

## Networks kayo boxing telecasts as Gillette 'counts to ten'

**B**OXING, once one of television's best-watched network attractions (at one time it was on two networks in different weekly shows) appears headed back where it came from—the small arenas and local tv—unless the Gillette Safety Razor Co. decides to form its own network of tv stations to air the bouts.

Gillette and ABC TV have mutually agreed to drop the fights, but it's understood that the network wanted to bow out for some time and continued its coverage only at the behest of the sponsor.

Gillette has owned tv rights for a number of years, sponsoring the fights since the late 1940s. Its contracts with Madison Square Garden Corp. and ABC each expire in September.

Co-sponsor is General Cigar, via Young & Rubicam, to whom Gillette sold off half the package. Neither General Cigar nor its agency had any comment on Gillette's move.

Gillette advertising v.p. Craig Smith said his company "regretted wholeheartedly" ABC's plan to drop the fight telecasts, pointing out Gillette has been "so well satisfied with televised boxing as an advertising medium that we wish we could form our own network of stations to continue it . . . but I guess that

would be impossible."

That probably would have been the only out for the company, as neither CBS nor NBC apparently want the fights on their airwaves. Gillette hasn't formally approached either network about picking the bouts up, but past experience indicates neither would consider it (NBC and CBS each gave up fightcasts some three years ago).

ABC's "lack of interest" in televising fights is undoubtedly based on low ratings, which show that only some 11.2% of tv homes now pick up the network coverage. However, Smith stressed that Gillette wasn't dissatisfied with the ratings, and added: "In our opinion the audiences have been very loyal to us and to boxing, and we don't like to deprive them of fights in the future."

One factor believed to have helped sour ABC on network fightcasts is that a number of its important affiliates have dropped boxing pickups, and others have indicated they plan to follow suit. Sample: the refusal by Triangle Publications' tv stations (WFIL Philadelphia; WNBW Binghamton; WFBC Altoona; WNHC New Haven; KFRE Fresno; and WLYH Lancaster-Lebanon, the latter nbf), all ABC affili-

ates, to continue airing the fights. Gillette and General Cigar, which divide the costs of sponsoring the weekly fights, each set aside some \$30,000 to air the average bout apart from the cost of air time. On this, Madison Square Garden gets between \$15,000-\$20,000, with the remainder going for production costs, including leasing of lines to carry the tv pickups. Executives at ABC probably feel the whole picture isn't worth what's being spent.

## Overseas competition shaves U. S. set sales

Electronics Manufacturers in the United States continued to keep up high production levels and distributor sales on tv and radio receiver and tv picture tubes during October compared with the same month last year.

But hearty competition from abroad took its toll, as seen in ten month figures compiled by the EIA Radio distributor sales and factory production lagged and factory sale of picture tubes are down from the 1962 January-October level.

Here is the breakdown:

**Tv sets:** Distributor sales in October were 669,840 units, making a total of 5,428,031 for the first ten months of the year, compared to 611,763 units for October 1962 and 5,034,880 for the ten-month 1961 period. October factory production reached 630,091 bringing total production to 5,818,906 for the first ten months; the October 1962 production figure was 569,966 and the ten month total was 5,434,082. All channel tv set production was up too, totaling 100,987 units in October and 833,637 for the January-October period, compared to 66,055 and 485,025 last year.

**Radio sets:** Distributor sales for October, excluding auto radio were 1,081,663, sales for the first ten months of 1963 were 7,698,111—compared to 1,063,014 in October year ago and 8,888,904 for the 1962 ten months. Total radio production in October reached 1,962,124 and January-October production reached 14,894,292, compared to 1,835,914 for October 1962 and 15,684,733 for the longer period. Production of auto radios was up to 894,604 for the month and 6,420,500 for the ten months, compared to



675,680 and 5,665,954 last year. Production of film sets was also up, to 165,188 in October and 1,223,143 for the ten months, compared to 149,551 and 941,141 last year.

**Picture tubes:** Factory sales totaled 888,504 units valued at \$16,885,385 for October, compared to 879,588 units valued at \$16,678,099 for the same month in 1962. January-October 1963 picture tube unit sales totaled 7,575,998 worth \$141,614,095, compared to 7,662,386 units worth \$146,648,397 for the corresponding 1962 period.

**Receiving tubes:** Factory sales in October totaled 32,063,000 units worth \$25,251,000, compared to October 1962 totals of 32,257,000 worth \$26,440,000. For the first ten months of 1963, receiving tube sales were 284,287,000 units worth \$231,486,000, compared to 306,168,000 units worth \$254,941,000 during the 1962 ten-month period.

**Phonographs:** Both distributor sales and factory sales were down slightly for October but ahead for the ten months. Distributor sales of portable/table models for October reached 412,174 units and the 1963 January-October unit total was 2,442,608, compared to 432,776 for October 1962 and 2,230,680 for the first ten months of last year. Distributor sales of consoles for October totaled 153,136 and ten-month distributor sales 1,180,195 compared to 176,439 for October 1962 and 1,113,323 for the first ten months of 1962. Factory sales of portable table models for October totaled 493,547 and the ten-month 1963 total was 2,706,135, compared to 508,130 for October 1962 and 2,443,477 for the January-October 1962 period. Factory sales of consoles for October reached 173,418 and January-October factory sales totaled 1,321,307, compared to 1,180,954 for October 1962 and 1,243,194 units for the first ten months of last year. ■

## Durkee's takes to water



Durkee's has begun introduction of its new sauce and gravy mixes with 30-second tv spots featuring a wistful water drop character who "one day meets Durkee's Sauce and Gravy Mixes . . . and wow! All Durkee's Mixes need . . . is me." Produced by Keitz & Herndon, Dallas, the spots are being aired in major midwest markets, with future expansion planned

## Award for 'Early Bird' advertiser



WSJS (Winston-Salem) surprises Norman Stockton (center), president of Norman Stockton, Inc., 15-year advertiser on the radio station, with its daily Early Bird Award. Doug Kimel, of his sales staff, nominated Stockton as "one who is bright-eyed and clipper, with real get up and go go." Some of his friends were present for the occasion, along with station execs. L-r are Zeb Barnhardt; Clifton Pleasants; Ernest Yarbrough; WSJS president-general manager Harold Essex; assistant general manager Dick Barron who is presenting award, and Roy Branton

## Humor no sale-maker

Humor can be an effective means of attracting the public's attention, but it can't be counted on to clinch the sale, says the January issue of Lippincott & Margulies house publication. The international marketing consultant and industrial design firm conducted a study of

current uses of humor in product selling "to develop some helpful guidelines for diverse uses of humor in various areas of marketing."

It concluded that while humor can "stimulate awareness and recognition," it does not necessarily "carry either conviction or persuasion. In brief, it can attract attention, but it can't sell."

It cited one company's use of cartoon characters on tv as an example of the use of humor to attract attention. It pointed out that after the characters have won the viewers' interest, live-action cut-ins of the real product are used in an effort to wrap up the "sale."

The article also referred to a tv campaign put on by a bread company, using the humorous line that the product was "baked to music." Research showed that the public awareness of the brand skyrocketed but the public's buying attitude toward the product had not changed appreciably.

"It was only at this point, when the firm followed up with a hard-sell campaign, that the attention-getting humor began to pay off,"

the article said.

Since humor is regarded as a "form of aggression," with someone usually the butt of the joke, humorous references in advertising should be screened carefully to be sure the consumer can't construe it as a jibe at him, the article said.

"It's fairly safe for the manufacturer to poke fun at certain accepted stereotypes such as the mother-in-law, the eccentric uncle, or other stock figures," the article said. "If he draws the humor upon himself and his product, he may run the risk of undermining the believability of his sales story."

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## NEWS NOTES

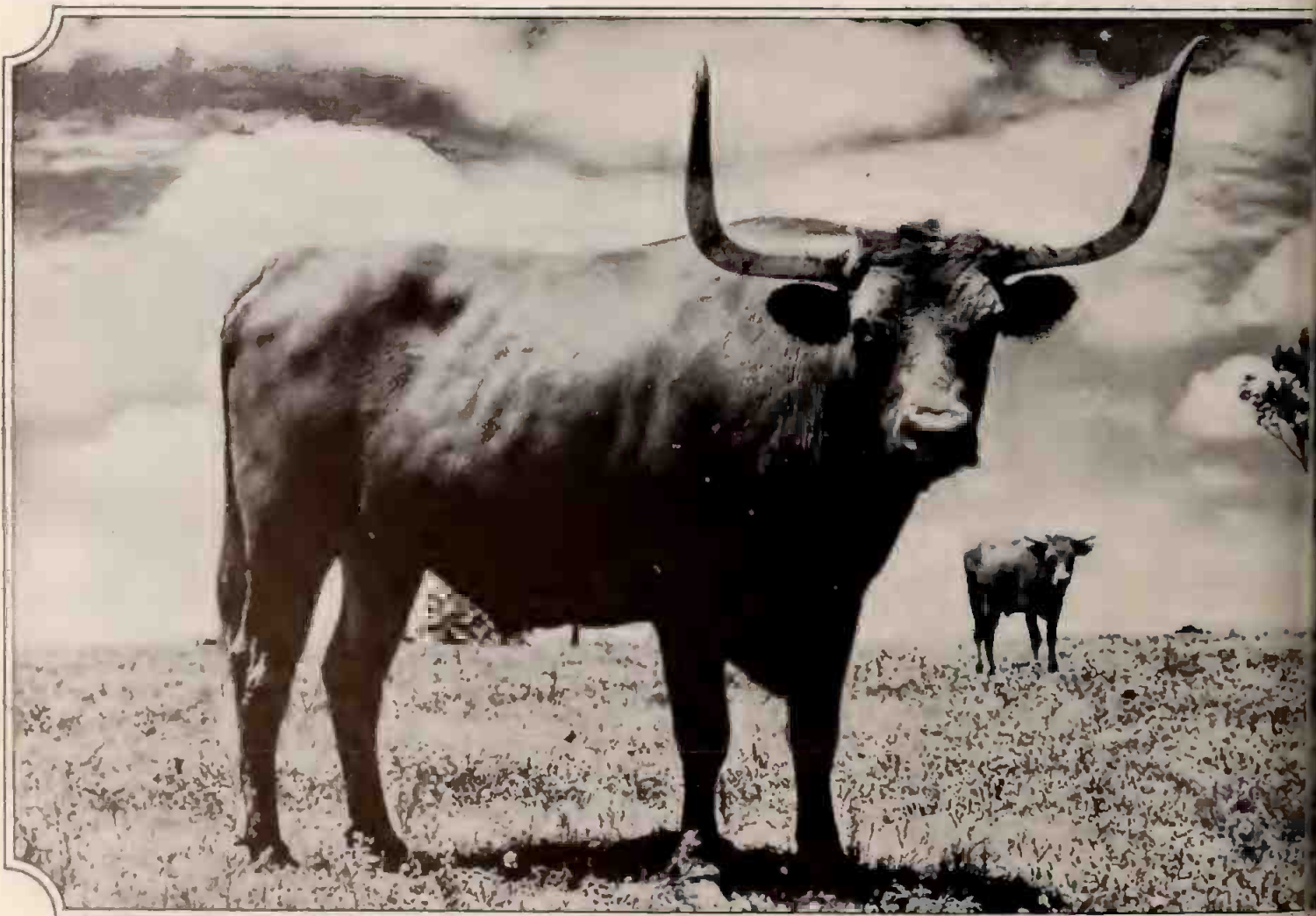
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**Intl. ad reference:** A reference book on international advertising organization and procedures has been compiled by 64 expert admen and published by McGraw-Hill Book Co. Edited by S. Watson Dunn, professor of journalism and marketing at Wisconsin U., the *International Handbook of Advertising*

includes information on the principles and procedures of marketing common to all areas of the world; selling, budgeting, and packaging overseas, government restrictions, market data, copy and layout approach, advertiser and agency relationships, markets of little known expenditures by media for every major world market, audience measurement services available, agency addresses, etc.

**Howard Johnson on road:** The Howard Johnson Co. and N. W. Ayer have agreed to terminate their relationship, effective next March, due to product conflicts. Howard Johnson, an Ayer client since 1950, has not yet selected a new agency.

**Collins income up:** A semi-annual cash dividend of 20 cents will be paid on 2 January to Collins Radio stockholders of record as of 23 December. In addition, earnings of 40 cents per share were reported for the three-month period ended 1 November. This was based on net income of \$888,000 on sales of \$66,356,000. Results for the correspond-

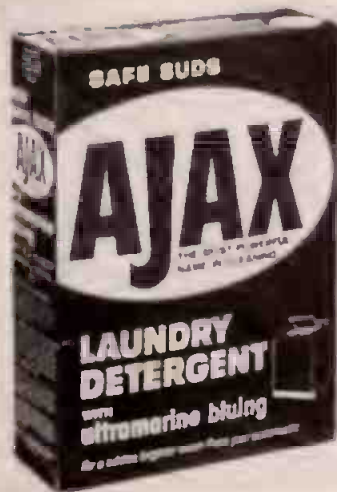


ing quarter ended 30 October were earnings of \$83,000 or 40 cents per share on sales of \$55,628,000. The backlog of undelivered orders on 1 November 1963 was \$220 million compared to \$243 million at 31 October 1962, and \$241 million at the beginning of this fiscal year.

Allied sales earnings off: Allied Radio Corp. reported net sales in the first fiscal quarter ended 31 October 1963 were \$13,173,000 compared with \$13,686,000 in the corresponding period last year. Net earnings totaled \$34,000 equal to three cents per share, compared with \$122,000 or 11 cents per share, in the previous year. "Sales reflected some softness in demand and a more selective credit approval policy," president A. D. Davis stated in a letter to shareholders.

Forshaw names agency: Stenmler, Bartram, Tsakis & Payne has been appointed the advertising agency for Forshaw of St. Louis, Inc. Forshaw is a distributor and retailer of fireplaces, barbecue units, and related home and lawn furnishings,

## New member of family



Joining Colgate-Palmolive's "family" of heavy-duty cleaning products is Ajax Laundry Detergent, which becomes available throughout the U. S. next month and is promoted through tv and other media

creative director of Krantzen Gold, Inc., New York photographic studios. He was formerly executive editor of *The American Home*.

CHARLES L. ALDEN to merchandising manager and CARL J. ANNUWS to advertising manager of the 3M Company's magnetic products division. CURTIS F. KORTROG to product sales manager for instrumentation tapes in the Western Region and JOHN W. SAYNER to product sales manager in the Eastern Region.

COMMANDER EDWARD WHITEHEAD, O. B. E. to a member of the board of directors of Schweppes Limited. He is a member of the board of Schweppes (Overseas) Limited, president of Schweppes (U.S.A.) Limited and chairman of Schweppes (Canada) Limited.

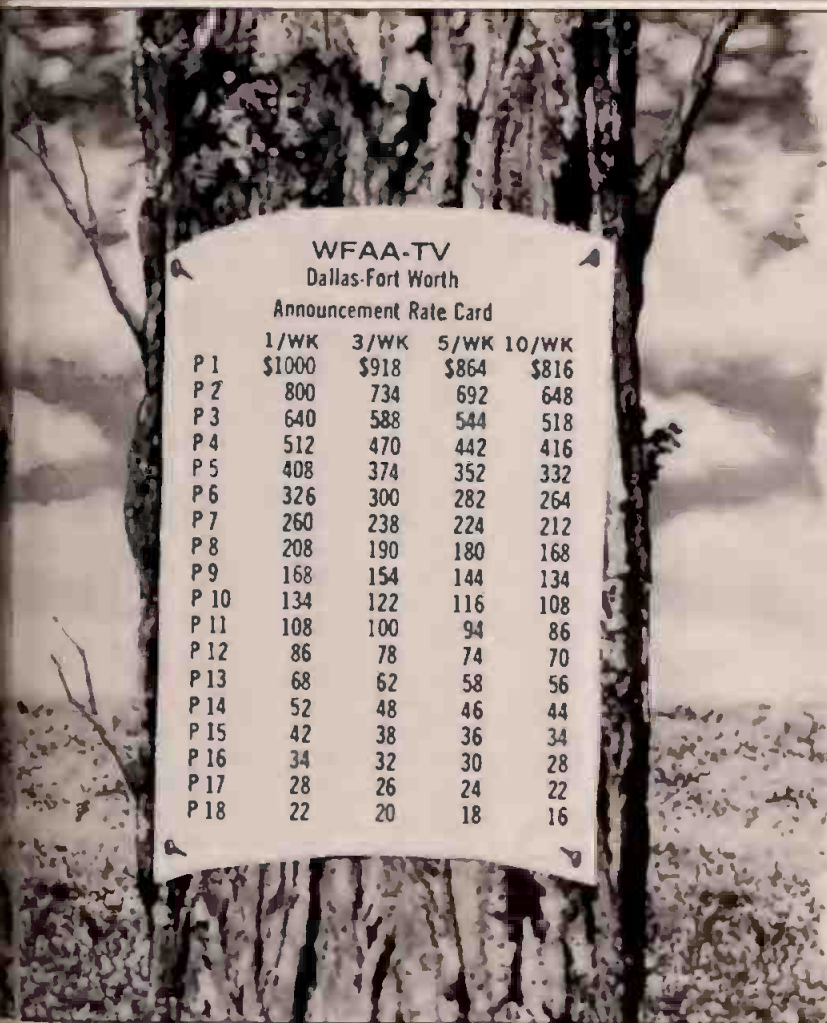
ROBERT ROGERS to assistant to the president of the Boyle-Midway division of American Home Products Corp. He was director of marketing of the Cracker Jack Co.

F. Q. DOBSON and RAY LONGO to product group managers in the A. E. Staley Manufacturing Co.'s grocery products division.

## NEWSMAKERS

GERARD ALEXANDER to director of corporate market planning for B. F. Goodrich, succeeding WILLARD C. GULICK who will retire 1 May.

WILLIAM M. LANYON to sales and



WFAA-TV Dallas-Fort Worth Announcement Rate Card				
	1/WK	3/WK	5/WK	10/WK
P 1	\$1000	\$918	\$864	\$816
P 2	800	734	692	648
P 3	640	588	544	518
P 4	512	470	442	416
P 5	408	374	352	332
P 6	326	300	282	264
P 7	260	238	224	212
P 8	208	190	180	168
P 9	168	154	144	134
P 10	134	122	116	108
P 11	108	100	94	86
P 12	86	78	74	70
P 13	68	62	58	56
P 14	52	48	46	44
P 15	42	38	36	34
P 16	34	32	30	28
P 17	28	26	24	22
P 18	22	20	18	16

*If you had the  
Quality touch*

You'd be a connoisseur of fine beef...and a good judge of TV time. Both have much in common. You'd know when ground round was masquerading as filet...or marginal spots getting prime prices. You want what you pay for. That's why we developed a simple, equitable and highly versatile rate card that's easy to follow as a menu. We didn't exactly think of it, but we're willing to accept the honors. We like to brag it's the kind of rate card that gives you a feeling of quality because it's 'custom-cured' to fit your particular requirements...providing choice time purchases on the basis of their individual values. Simple...purposeful...analyzed buying power. Want quality spots? Call Petry.

## WFAA-TV

*The Quality Station serving the Dallas Fort Worth Market*

ABC, Channel 8, Communications Center / Broadcast Services of The Dallas Morning News/Represented by Edward Petry & Co., Inc.



RAB-agency meeting: (l. to r.) RAB's Robert Alter, consultant A. Watson, pres. Ed Bunker, FH&N's Bernie Pawlus, RAB v.p. Miles David

## AGENCIES

# Ohio agency's new nose-cour

Streamlined method of determining broadcast audience size is brainchild of midwestern agency. It works!

**M**ADISON AVENUE may have cause to look to its broadcast research laurels during 1964. Reason: what is claimed to be a "more accurate" method of evaluating radio and tv audiences has been developed by a Cincinnati advertising-promotion firm.

The new system is called BASE (Broadcast Audience Statistical Evaluation). Its creators say it:

- Substitutes people for statistics,
- Utilizes a house-to-house and mail questionnaire check,
- Provides an accurate survey of car radio listeners,
- Seeks an impartial assist from college and university teachers and students in compiling and evaluating listener data.

Is it another mish-mash of ideas ripened over cocktails? Is BASE a pretty hubble of a theory that will burst at the first test? Is it, in fact, off-BASE?

Bernard K. Pawlus, director of broadcast media for Farson, Huff & Northlich, Inc., created BASE, says it works—and can prove it.

He began developing the new system many months ago prior to

Congressional investigation of rating systems. The hearings only emphasized disturbing differences between radio and tv ratings reported by major survey services.

Pawlus believes he has found the answer in radio surveys, and the system will work equally well in tv.

He had these specific objectives in mind:

- To categorize listeners so they are seen as people and not just numbers.
- To numerically estimate listener preference for different radio stations at various times of the day,
- To estimate station preference by car radio listeners,
- To translate these statistics into conclusions to directly benefit the advertiser so that he could see not only what his money was buying but what it was doing for him.

With the theory completed, the Cincinnati agency set about to prove it would not only work better than present surveys but would give the advertiser a dollar and cents evaluation both accurate and comprehensive.

Pawlus turned to education and tapped the almost-virgin field of investigative talent, neither partial to Brand Y nor Brand X, capable of conducting a survey in all markets.

Working with Pawlus were Dr. Robert H. Myers, chairman of the marketing department, Miami University, Oxford, O. and Dr. Gerald L. Quatman of the Xavier University psychology department, Cincinnati.

Three separate studies were begun: (1) A house-to-house personal interview project was conducted by Xavier's Psychology Department, (2) A mail questionnaire to an established consumer panel was conducted by Miami University Marketing Department, and (3) A car radio listenership test was launched by the research department of Farson, Huff & Northlich.

The 1961 census was used to determine percentage of dwelling units in the Cincinnati census tracts, the Hamilton County census tracts of the area surrounding the city (some extreme sections were excluded) and in Northern Kentucky cities across the Ohio River from Cincinnati (Covington and Newport) and a 10% sampling in Kenton and Campbell county, Ky. areas outside these two main cities.

Random samples were drawn so the percentage of dwelling units in each census tract or area visited was the same as percentage of dwelling units in the census tract reflected in the 1960 census.

Interviewers were selected among graduate, junior and senior students at Xavier University. They received instructions to ask the name of the person they interviewed, the name was later used to cross-check whether the interviewer had actually visited the dwelling unit selected.

If the first mature person confronted at a specific address refused to grant an interview, the interviewers were told to visit the nearest adjacent address, seeking an answer to this poser:

*What was the occupant's radio station listening preference and radio program preference?* (Radio listening preferences of other members of the household were also checked.)

The well-organized Miami University consumer panel of 511 households was used in the mail questionnaire segment. Response totaled 409 returns, or 80.03 per cent.

This sample was drawn with the requirement that the household in Oxford, O. be proportionately representative to those dwelling units in the Greater Cincinnati area as to age, race, education, occupation, location and income. (Oxford, O. is some 35 miles north of Cincinnati.)

The ingenious ear check was devised and executed by the agency's research staff. Researchers halted no cars, questioned no motorists but still came up with an accurate survey of listening by the go-to-work rush hour crowd.

Garage and parking lot attendants were enlisted. As the attendant parked the car he noted the station to which the radio was tuned, and whether the radio was on or off. The attendants also checked cars parked by their owners, noted the data needed. In no case did they touch the radio.

Interviews, questionnaires and reports from car lots poured in and the results revealed these surprising conclusions:

• *The number of listeners to radio obviously varies considerably during the day, yet for two time periods studied, advertisers were*

*paying the same rate when the listener ratio of one period was double that of the other*

• *Listeners were found to be disinterested in current educational programing and want no increase in it.*

• *Many post-teen listeners, some married and between the ages of 21 and 35, still favor rock-and-roll music that comprised the musical diet of their youth.*

• *Holding out for thoughtful commentary and less frantic music is an equally determined group of listeners between 35 and 60 years of age.*

• *News comprised the favorite program category for almost as many women as men.*

• *The bedroom is the favorite location for a radio.*

Dr. Myers commented that: "This survey contains an abundance of information useful in bringing radio programing in the Cincinnati area more in line with what listeners want, and herein, of course, lies the secret to broadcasting success. Stations that tailor their offering to what the listeners want are going to have a much wider audience than those that do not."

He then offered these five suggestions:

(1) Disc jockeys should display good education and breeding.

(2) Programing directed at daughters of families should feature good music.

(3) Afternoon rock-and-roll shows are a good time to advertise auto accessories and related products because of the male teen-age listening audience.

(4) Sophisticated programing to appeal to young adults should be used as supplements to more conventional programing directed at prospective home and furnishings purchasers.

(5) Generally, music should be selected to appeal to listeners as background music while they carry on other activities.

The survey-in-depth uncovered invaluable data on musical preference in types of music, classical or jazz, and, in the programing of music, news, call-in, quizzes and other type shows. Age, sex, marital status, income, home ownership, time of listening were all compiled to achieve the new picture of the radio audience. They were also urged to make comments. The most drastic wanted one radio station put off the air.

The new survey method has proved so effective the Cincinnati agency has adopted it in making valid broadcast recommendations to clients.

Methods employed in BASE are up for grabs, so to speak. Farson, Huff and Northlich will share its methods with the broadcast and advertising industries.

The originators would like to see the system carefully organized and administered by a trade organization and gathering and compiling of radio and tv listener data placed in the hands of impartial investigators in selected colleges and universities. Pawlus believes the research can be a valuable part of the educational process and provide legitimate economic support for academic activities. ■



Educators aided new research project. Above, (l. to r.) Dr. Gerald Quatman, professor of psychology, Xavier U.; Dr. Robert N. Myers, dir. business research, Miami U.

## Billings at \$18 mil. for Gumbinner-North

**L**ADEST IN THE RECENT parade of agency mergers is the consolidation of Lawrence C. Gumbinner Advertising and the New York division of North Advertising of Chicago.

The resulting Gumbinner-North Co. bills around \$17-18 million.

Whereas Gumbinner is the "heavy" in this instance, contributing about \$12 million in billings to the merged operation, it suffered a severe setback in August when American Tobacco pulled the \$10 million Tareyton account from under its wing. This crippling slice into the agency's annual billings of some \$23.5 million is generally considered the major factor behind the merger.

An interesting affect of the merger seems to be a subtle change in the relationship between North of

New York and the main North headquarters in Chicago. Whereas the New York office had previously functioned as any branch office would, it has now outgrown its "division" status. It will operate in a totally autonomous manner, maintaining "close working arrangements" with North, Chicago, which it now out-bills by about \$2 million and which is not affected by the merger. Don P. Nathanson, president of North, Chicago, and Harold Rosensweig, treasurer, will serve on the board of directors of Gumbinner-North.

Big broadcast clients being brought into the merged agency by Gumbinner include Block Drug (Reun, Omega Oil, and Minipoo) and American Home Products (Whitehall division, Dristan Medicated Aerosol Vaporizer, Neet,

Sudden Beauty, etc). Browne-Vintners is also one of its biggest remaining clients.

North of New York also has American Home Products (Boyle-Midway division and others), Chemway Corp., and Remco Industries. The last, a \$2 million account, was picked up only a few weeks ago.

Officers of Gumbinner-North are: Lawrence C. Gumbinner, chairman of the board; Milton Goodman, president and creative director; Bruce Dodge, executive vice president; Bert Goldsmith, vice president and chairman textile division; Sumner Wyman and Lester A. Delano, senior vice presidents. All other officers of both agencies will retain their assignments and responsibilities in G-N.

### Gerhold to research dir. at J. Walter Thompson

J. Walter Thompson has announced the appointment of Paul E. J. Gerhold to director of research. Gerhold comes to Thompson from Foote, Cone & Belding where he has been director of marketing services and vice chairman of the plans board. Presently he is



Gerhold

a member of the technical and the planning committees of the Advertising Research Foundation, and chairman of the newly organized Committee on Improving the Measurement of Advertising Media. He has been chairman of the ARF's Technical Committee and chairman of the 4A's Standing Committee on Research. He has also served as president of the Copy Research Council and of the Market Research Council.

### Agency lenses specials

New agency activity in program development and ownership is afoot, and a child is getting credit as the inspiration.

Helitzer, Waring & Wayne, pleased with its pre-Christmas special *The Cowboy and the Tiger*.

### Wind up agency exec and he turns out a doll



Norman, Craig & Kummel acct. exec Steve Simon (center) holds his "Turandot," which won first prize in NC&K's seventh annual doll dressing contest, as sr. v.p. Walter Tibbals holds prize check. Judges were (l-r) China Machado, fashion editor of "Harper's Bazaar," fashion model Jan Rynlander, and Cody Award-winning designer Donald Brooks. Third prize also went to a male, v.p.-account supervisor Ronald Mullins, while last year's top winner, accounting clerk Lana Tonkossekur, came in second. The entries which numbered some 400, were given away at children's Christmas party at the Hospital for Special surgery in N. Y.

this fall on ABC TV, now is looking for more children's properties to commission.

Elsewhere program development by agencies has been at a minimum since government fears of networks losing control put a damper on outside initiative some years ago. Benton & Bowles has continued to work with producers on pilots, notably on behalf of General Foods, but outright show ownership by an agency is virtually unknown at this time.

The hour-long *Cowboy and the Tiger* was sponsored on Thanksgiving Day and repeated 8 December by HWW clients Transogram and American Doll & Toy, with Nestle and Miles Labs co-sponsoring (through McCann-Erickson and Wade, respectively). A still-young New York shop specializing in children's accounts, HWW commissioned Sonny Fox Productions to tape the show for the two toy companies and expects it to be picked up in seasons to come for annual re-runs. Commenting on the show's selection for entry in the Fourth Annual International TV Festival this spring at Monaco, Mel Helitzer, president of the agency, said, "We feel like a ballplayer who hits a home run the first time at bat."

Now his organization is looking for two or three other children's properties to adapt similarly to tv. Specifications are for scripts that combine music and comedy with a believable storyline and can be tried out live before children off-Broadway or out-of-town.

Helitzer's 10-year-old daughter is credited with inspiring tv production of *The Cowboy and the Tiger*. The child scouted the property when it was an off-Broadway show starring Sonny Fox (children's m.c. on WNEW-TV, New York) and begged her daddy to talk to the star.

Papa agreed, and the result was the tv hour produced by Fox and starring Broadway actors David Wayne, Paul O'Keefe, Jack Gilford, Nathaniel Frey, and Sue Lawless. Andre Baruch, vice president and radio-tv director of HWW, was active in staging the show, which was taped at studios of Videotape Productions of New York. ■

## K&E in New England move



Congratulating each other after finalizing agreement for fusion of services of Noyes & Co., Providence, with Kenyon & Eckhardt in the New England area are K&E president David C. Stewart (r) and Noyes president Frederick C. Noyes. K&E billings top any agency in Northeast

## Cole & Weber solves 'client conflict' task

So what's so difficult about an advertising agency handling competitive accounts?

At a recent meeting of the Oregon Advertising Club, it fell upon Cole & Weber to furnish door prizes. Each advertising agency which had had this responsibility at previous meetings had ended up by giving away its clients' products—but nothing really from the agency itself.

The only thing an agency can really call its own, according to Cole & Weber, is advertising—so that's what it gave away. The main door prize, therefore, was a full page ad in *Ad-Vance*, the official publication of the ad club. The ad had to advertise a legitimate product or service, Cole & Weber had to be allowed to create the ad, and include a small credit line to that effect. (You can be assured that C&W also collected the \$5.25 commission!)

The door prize was won by John Hansen, manager of Portland's ABC Affiliate, KPTV.

Portland has four commercial tv stations, so, in order to make no

enemies, the ad's headline read "KPTV—One of Portland's Two Great TV Stations." In this way, Cole & Weber figured, the other three stations could each interpret the ad the way they saw fit.

So how did Cole & Weber interpret it? They're not saying. A small postscript might furnish a clue, however. Portland's CBS affiliate, KOIN-TV, has been a loyal Cole & Weber client since 1957.

It still is.



Mogul



Weiss

## Mogul chairs MW&S, as Weiss named pres.

A re-alignment of top management at Mogul, Williams & Saylor has resulted in election of new officers to the agency's three highest posts. Emil Mogul has moved up from president to chairman of the board

**Q ■ What broadcast trade publication led its field in all large-scale surveys of agency and advertiser readership during 1963?**



# **A. SPONSOR!\***

*\* We'd love to give you  
full details. When?*

and will continue as chief executive officer of the company. Sidney Matthew Weiss, who served as executive vice president since 1959, is the new president of MW&S. Wray D. Kennedy, who was elected a senior vice president and a director last January, succeeds Weiss as executive vice president. The management shifts were announced last week at the agency's annual year-end staff conference held in New York City.

### Baier to head BBDO's commercial film dept.

James O. Baier has been named head of the commercial film department in the Hollywood office of



Baier

Batten, Barton, Durstine & Osborn. He had been the assistant to the late Harry Grey who headed the department until his death on 18 October. Baier joined BBDO in 1959

from Hayden Productions where he had been an associate producer. Before that, he headed the editorial department of Jack Chertok Productions. Previously, he had worked in the feature film departments of Regal Productions and Benedict Hogeaus Productions.

### Three agencies form combine on west coast

New agency in Southern California is Anderson, Morgan, DeSantis & Ball. It results from the consolidation of Anderson, Arthur & Morgan of Hollywood; DeSantis Advertising Agency of Glendale; and Ball Advertising of Los Angeles and Palm Springs.

Robert F. Anderson will head the new agency—based in the Hollywood First Federal building—as president; Raymond B. Morgan, Jr. assumes the position of executive vice president and marketing director; V. James DeSantis will serve as vice president and production head, while Everett L. Ball becomes vice president and creative director.

## NEWS NOTES

**Texaco names Kingston branch:** Lindo, Norman, Craig & Kommel, Ltd., has been appointed advertising agency for Texaco—Jamaica. That office also handles such accounts as Colgate-Palmolive, Ltd., Gillette, Goodyear (Export) Co., Hertz, Woolworth. Other agency appointments include Westgate-California Products to Geyer, Morey, Ballard for a group of new products; Airkem to Smith/Greenland for Airwick; Penfold Golf Balls, Ltd., England, to Firestone-Rosen, Philadelphia, as its U.S. agency. Penfold will use regional and national media in 1964; Heublein to Benton & Bowles for Byrrh, a cocktail wine imported from France, and Irish Mist, a specialty after-dinner liqueur. B&B handles six other assignments from Heublein; Micrometrical division of Bendix Corp. to MacManus, John & Adams. Agency has ad the Bendix account for many years; National Development Co., Dallas, to Grant Advertising. Company is primarily a developer of real estate properties in various parts of the country: Central Oldsmobile-Rambler Co., Seattle, to Lennen & Newell; Procter & Gamble's Oxydol to Benton & Bowles, Ltd. for advertising in Great Britain; Commerce Drug Co., division of Maradel, to Ted Gotthelf Associates for Ora-Jel; Ahbey Rents, Los Angeles-based equipment rental company to Fuller & Smith & Ross, Los Angeles; Parkland of Dallas, manufacturers of quality womens' dresses to Grant Advertising; Chas. Pfizer's Leeming-Pacquin division to Compton for consumer advertising for Desitin Products. Pfizer acquired the Desitin Chemical Co. in early 1963.

**Kameny expands:** A new independently-operated agency known as Mabuchi, Kameny & Smith has been formed by Kameny Associates and Smith, Winter, Mabuchi. Paul Lippman, formerly with Guild, Bascom & Bonfigli, and Ogilvy, Benson & Mather, has joined the new agency as creative director. New agency is designed to blend industrial marketing talents and consumer marketing abil-

ity for broad agency service. It's located, with Kameny Associates, at 305 East 45th Street, New York. **Distaffer retires:** Jean Wade Rindlaub, a director of BBDO for ten years and vice president for 20, will end 33 years with the agency on 31 December. She organized and directed BBDO's Junior Council and Homemakers' Council and has pioneered many techniques of understanding women as customers and people. Mrs. Rindlaub, AFA's Advertising Woman of the Year in 1951, worked on such accounts as Community Silver, DuPont, United Fruit, Betty Crocker, and Campbell's Soup.

**Rage to rent:** *Grey Matter* predicts that by the end of the 20th Century consumers will be more interested in renting products than they will be in owning them. Ferdinand M. Mauser, professor of marketing at Wayne State University, says affluent citizens of tomorrow "will be oriented to buying leisure time rather than products." Though *Grey Matter* admits "the rental economy may not come to full fruition as fast as some seers predict . . . the trend is sure to make a deep impression on the marketing pattern of many advertisers."

**New Bay City address:** Richard T. Clarke is now located at 96 Jessie Street, San Francisco 5. Phone number is the same—YUkon 6-6178

**"Daniel" of agencies:** The following letter from James H. Lavenson president of Lavenson Bureau of Advertising, to all clients: "Please pray for us. We've decided to go into the den and beard the lion. We've opened an office in New York. After 34 years of snipping a New York advertisers and carrying juicy accounts back to Philadelphia (and then looking innocent and wide-eyed at the reverberation among New York agencies), we've decided to come out into the open. Office is in 22 House, an apartment building next to the Plaza Hotel at 22 Central Park South. Another new agency in New York is Handman & Sklar, at 210 East 50th Street. Phone number is HA 1-3460. **Merger talks off:** The Directors of Guild of America broke off negotiations with Screen Directors International Guild that had been pro-

ceeding over the past five months. SDIC officials, who are pushing for the merger as "desirable and necessary," will report to the membership the merger terms proposed by DGA before the breakoff, "in the belief that the membership's opinion is what is required under these circumstances."

**Gardner goes global:** Latest agency to formalize its international activities is Gardner Advertising. It set up a new international division called Intergard which will operate from the St. Louis offices under managing director John H. Leach, vice president. His assistants will be J. Bruce Swigert, U.S. international manager, headquartered in St. Louis and responsible for Latin America and the Far East, and Derek Read, European international manager, based in London and responsible for the Common Market countries, Africa, and the Near East.

**Carte Blanche to McC-E:** The credit card account, valued at \$750,000 in annual billings, appointed McCann-Erickson as its agency and will be served out of the Los Angeles office with Russ Jones as account director. The move to McCann anticipates an expansion of services offered by Carte Blanche throughout the world. Other account switches include The Thomas Mall Merchants Assn., made up of more than 40 stores and services in Phoenix's new \$15 million shopping center, which has appointed Ptak-Mueller & Associates; Smith Brothers, manufacturers of cough drops for over a century and originators of Smokers Drops, has engaged Bennett Associates, a division of Infoplan, as its public relations counsel.

**Cricket to Ted Bates:** Rogers, Inc., has assigned its Cricket Butane lighter account to Ted Bates & Co. Campaign will begin with a series of tv spots in Northeastern markets in the spring, the first video exposure for Cricket. Bates handles the account in Germany through its Frankfurt office.

**In request:** An episode from *East Side/West Side*, two *CBS Reports* telecasts, and single programs from *The Roots of Freedom* and *Chronicle* series have been licensed by

## New hair grooming aids on the market



House of Style (Modart, Inc.), Minneapolis, via Bozell & Jacobs, has introduced four new products to be promoted in an extensive early-'64 ad campaign on tv, radio, and national consumer magazines aiming at some 125 million exposures per month for the first half of next year

**CBS Films for distribution in the non-theatrical 16mm market of schools, colleges, public libraries, and churches.**

**Culture abroad:** ABC Films has announced the sale of 25 hours of specials, public affairs, and cultural programming to Australian Television. In addition, a Japanese station bought a "minimum of eight hours" of the same type of programming. As a result of the increasing international sales of syndicated film, ABC Films has expanded its sales departments in New York and abroad.

## NEWSMAKERS

**JACK AYERS** and **BILL SUSSBRICK** to account executives with Papert, Koenig, Lois. Ayers was product manager for Planters Peanut Butter at Standard Brands and Sussbrick was senior account executive at Ted Bates.

**RUSSELL G. BROWN** and **WILLIAM D. CUNNINGHAM** to vice presidents at MacMannus, John & Adams.

**MICHAEL J. KELLY** to Batten, Barton, Durstine & Osborn in Chicago as director of marketing services.

He was in charge of grocery advertising for *This Week* magazine. **RANSOM DUNNELL** to director of radio and television production. He was formerly with Clinton E. Frank.

**JACK R. TOZIER** to art director of Gardner Advertising in St. Louis. **THOMAS JOHNSON** to creative research supervisor.

**TID E. SNEYDEN** to vice president of Fidler & Smith & Ross in Pittsburgh.

**RUSSELL R. ANSPACH** to account manager at Lippincott & Margulies. He was an account supervisor with Hicks and Greist.

**JOHN G. MANDER**, **RICHARD E. WOLFE** and **HUNTER YAGER** to account supervisors at Grey Advertising.

**JACK SPILLMAN** to vice president at Foote, Cone and Belding in Los Angeles.

**SYLVAN KLING** to account executive in the public relations department of the Lavenson Bureau of Advertising. He is former editor of the *Jewish Exponent*.

**ROBERT F. SMITH** to president and director of Phillips-Ramsey in San Diego. Formerly, he was executive manager of the San Diego Convention and Tourist Bureau.



Machtronics is shown by WJW-TV's Anderson (c) to (l-r) Derry of CEI, Beatty and Butlear of McCann-Marschalk. Inset: Off-the-tube s

## TV MEDIA

# Tape puts showmanship into

**McCann-Marschalk puts miniaturized equipment to work in yearend review for CEI, featuring big cast, scene switches. Portable unit influences new tv planning.**

**I**MAGINATION AND costs are the two big factors that discipline any creative production.

Of the former, no self-respecting advertising agency will admit to any lack.

The discipline of budget, however, is a constant factor. Without it, a commercial producer could stage a 60-second *Miracle of 34th Street* daily in Macy's own store. A presentation producer could closed-circuit a national hook up for a client or prospect at the drop of an invitation. Showmanly presentation is easy if money is no object.

Electronic advances have widened creative possibilities, but often costs have been prohibitive. With the further step of miniaturization, more of the possibilities can be realized. Witness the uses of portable television and radio sets, audio tape recorders, and film projectors for presenting and monitoring.

Still production often has had to

stay indoors because it is just too expensive to go outside.

Even more aggravated is the problem of an agency's own presentations, an unbillable item that has to fit easily into the overhead. For that reason, client presentations can turn out to be static affairs, confined to a board room with little to look at but familiar faces, flip-cards, charts, and perhaps slides or film.

More than that in the way of visual presentation has meant shooting and processing special film far in advance, or perhaps moving the meeting to a studio to run off a television tape, or, where possible, going ahead and budgeting for a closed-circuit show.

The alternatives for producing a live-like business presentation are increasing, though, and now miniaturized equipment has opened a new possibility.

In the Midwest an agency has

shown how to use a new portable unit to tape a dramatic presentation for a client, taking him forward and back in time and space, introducing a crowded cast of principal and spear-carriers, and sampling television commercials as they are seen on the home receiver.

Such a presentation was used by McCann-Marschalk's Cleveland office this fall to report to a big client on the year's activity and brood new creative ideas for the coming season. The key tool was a portable tv tape recorder.

The portable recorder is being introduced to the broadcast field by Storer Programs under the Machtronics label, bearing the name of the Palo Alto, Calif., company that manufactures it. Storer has broadcast distribution rights.

McCann-Marschalk's pioneering use of the Machtronics unit for year-end client presentation grew out of a conversation between salesman Charles McFadden of WJW-TV, the Storer group's Cleveland station, and two agency men: Charles Butler, vice president-account supervisor, and Richard Bea



Commercials taped at Cleveland drive-in and travel agency. "Backstage" later, Butlear and Derry plan location tv for next year.

## Client presentation

ty, account executive. They were brainstorming the problem of how to present a dramatic review of all 1963 advertising to 15 executives of the Cleveland Electric Illuminating Co.

What resulted was a finished presentation that took a half-hour's running time on a television screen.

As the program opened, all of McCann-Marschalk's people on the CEI account were introduced — mailroom boy, billing clerk, research staff, broadcast producers, and the rest. They were introduced by sportscaster Bob Neal, who narrated the presentation. Following was a view of the entire 1963 campaign, showing actual copy from television commercials, radio soundtracks with cartoon illustration, outdoor posters, and other media, with a telling sequel. The review wound up with appliance dealer interviews (CEI copy stresses use of work-saving electrical appliances) about the advertising from the dealer viewpoint.

Watching the presentation in an executive conference room, the CEI group thought they were tuned to

a closed-circuit origination until lights-up at the end of the show. At that time the Machtronics unit came out from behind the curtain where it had been concealed, paving the way for discussion of 1964 campaign technique. Decision-makers in the group included Frank Derry, advertising supervisor of CEI; Carl Rudolph, marketing vice president, and Will Clark, manager of residential sales.

### Taping away

As plans developed in the post-presentation session, Machtronics will do broadcast service for CEI next year as a mobile commercial unit. Until now CEI commercials had been studio-bound. Now the agency will take to the field for CEI to gain heightened realism for selling electricity.

McCann - Marschalk's original taped presentation to CEI was produced by a crew of two, McFadden and Milt Frankie, production chief of WJW-TV. As demonstrated in the conference room, Machtronics' dimensions are such that it can be operated single-han-

dedly and loaded into an automobile.

In other commercial assignments, the portable tape unit has gone to a travel agency for on-the-spot work there and to other scenic locations to sell the idea of travel. For a drive-in restaurant, Ghoulardi, WJW-TV's macabre personality, did zany bits in the sponsor's kitchen, at indoor dining booths, and at the drive-in lot, to the stated satisfaction of sponsor Bob Manners and Marc Wyse Advertising, his agency.

Agency units are being installed in other parts of the country for similar use.

Besides its advertising work, the Machtronics unit is doing heavy programming duty in news, sports, special events, and documentaries, and an animation technique has been developed. Storer Programs has sold the recorder to a number of stations and network clients.

The unit weighs 75 pounds and measures two cubic feet. It uses standard tv tape, holding a half-hour or programming on one reel ready for replay. ■

## 6 CBS series in top ten on homes reached: ARB

THE NUMBER ONE NETWORK in homes and persons reached by its programs is CBS TV, according to American Research Bureau's new Tv National Report. The newly established service, which offers demographic data on men, women, teenagers, children, heads of households, and housewives reached, credits CBS with six of the top ten shows in the number of homes reached, and with seven of the top ten in number of persons reached.

The first report of the new ARB service, released last week, surveys the top 25 network television shows. Some of its findings:

The top ten programs for the week of 9-15 October, in order, were *Beverly Hillbillies* (CBS, 19,842,000); *Bonanza* (NBC, 18,569,000); *Dick Van Dyke* (CBS, 16,406,000); *Candid Camera* (CBS, 14,373,000); *Andy Griffith* (CBS, 14,136,000); *Dr. Kildare* (NBC, 13,939,000); *Hazel* (NBC, 13,188,000); *Red Skelton* (CBS, 13,179,000);

*Virginian* (NBC, 12,767,000); and *The Lucy Show* (CBS, 12,675,000).

*Hillbillies* was recorded in the ARB survey as reaching the most persons, 50,796,000, and *Bonanza* was second, with 44,287,000 viewers. The rest of the top ten by viewers, in order, were *Dick Van Dyke*, *Andy Griffith*, *Red Skelton*, *Disney's Wonderful World of Color*, *Donna Reed*, *Lassie*, *Jackie Gleason*, and *Petticoat Junction*.

The favorite shows among men were *Bonanza* (13,830,000); *Beverly Hillbillies* (13,090,000), and *Candid Camera* (9,931,999). *Hillbillies* was most popular with women, at 16,920,000. *Bonanza* (16,664,000) and *Dick Van Dyke* (13,899,000) followed.

Teenagers also preferred *Hillbillies*, with 6,416,000. Second and third on their lists were *Bonanza*, with 5,656,000 and *Van Dyke*, with 4,857,000. The children also favored *Hillbillies*, with 14,370,000. *Flintstones* scored second, with 14,299,-

000, and *Lassie* placed third, with 13,280,000.

Heads of households preferred *Bonanza* to *Hillbillies*, ranking them, respectively, 12,646,000 and 11,954,000. *Camera* was in third place with 9,121,000. Housewives scored *Hillbillies* in first place, with 15,044,000, and *Bonanza* in second, with 14,837,000. *Van Dyke* followed with 12,596,000. ■

### Bill Axtell named dir., WJBK-TV adv.-promo

J. W. "Bill" Axtell has been named advertising and promotion director for WJBK-TV, Detroit. Axtell moves from KRLD-TV-AM-FM, Dallas, where he had been publicity-promotion director for the past four years. Prior to joining the Dallas station, Axtell was active in retail advertising, where most recently he was advertising and publicity manager for Montgomery Ward's Big Town Store in Dallas. While there, he was executive producer-writer of a 40-minute tv show, top-rated in its time segment.



Axtell

### Sponsor finds a home with 'Teddy'



Joining in conversation at luncheon and screening of "Biography" segment on Theodore Roosevelt, held at TR's birthplace in New York City, are (l-r) Kermit Roosevelt, grandson of the late President; Mike Wallace, host of the series syndicated by Official Films; and Earl C. Sandmeyer, of Chemical Bank New York Trust Company, sponsor on WNBC-TV

### NAB Code Authority decries mediator role

NAB's Tv Code Authority is protesting its role as interference-runner and mediator between advertisers warring over each other's copy claims. In the Code's newsletter, NAB staff members promise to "continue to try to referee these interneecine Tong wars as justly as possible," but wonder "why these earth-shaking decisions aren't referred more often to the AAAA-ANA copy interchange."

The article points out that "legitimate comparisons" in tv commercials "can be meaningful to the buying public," and Code Authority interpretations say only that copy "should contain no claims dealing unfairly with competitors." The avalanche of new products introduced on tv seems to have caused an increase in "the tendency to denigrate . . . or depreciate" com-

peting products especially among drugs, cosmetics, and household products."

"Advertisers and agencies," the article continues, "have jumped in with hob-nailed boots, and minor quibbles have mushroomed into federal cases. Energies that might have been channeled into fresh and resourceful new advertising campaigns have been diverted into . . . loud demands that the Code Authority do something about 'the other guy'."

The Code Authority suggests advertisers remember that "Sly, snide references to the other fellow's infirmities and the shoddiness of his product have very little meaning to the viewing public," and that "public sympathy lies with the underdog."

## Arguments on forms

### Broadcasters readying

Broadcasters will go to the mat again, orally, with the FCC on June 13 February, when the commission holds hearings on its new expanded "program service statement" to be included in licensee reports. The new form will set up three reporting areas: what licensee has done or intends doing to discover and fulfill audience needs; a time breakdown on programming including amount and placement of commercials; last, a station profile on network affiliation, personnel, policies, including station policy on "discussion programs."

In the program "Analysis" section, licensee must break down programs by time and source; commercials by time and distribution; number of interruptions by length of programs. The station profile section obliquely covers adherence to FCC's Fairness Doctrine by asking for "Policy on Discussion Programs." Also required: a list of "regularly scheduled programs by types," special programs, and something called "flexibility in programming."

Tv licensee will be glib over required narration on confabs with his public, with officials, educators, religions and civic leaders, business, labor, charitable organizations, entertainment media (surely not the local movies?) etc. From the confabs must come a statement on

## Hands across the see



Visitor to NBC in New York where he inspected the network's color tv facilities was Dr. Ingemar Lindblad (2nd from r), secretary of the Swedish gov't's Broadcasting Committee, who is joined at luncheon (from l) NBC News exec v.p. William McAndrew; tv operations-engineer v. p. William Trevarthen; NBC Intl. chairman George A. Graham, Jr.; RCA Intl. v.p.-managing dir. Charles Denny; NBC Intl. pres. Joseph Klein

"Evaluation of Programing Needs," and finally, a "Program Proposals" list of regularly scheduled programming for the coming year.

Those who want to come to Washington to argue the matter before the FCC members will have to notify the commission secretary in writing before 27 January. Those who might not trust their voices can submit written statement for the record, by 13 February.

### RCA has record year

Broadcasting, color tv sales, and electronic data processing were singled out by board chairman David Sarnoff as the three most profitable RCA undertakings during 1963, a record year for sales and profits.

In his year-end statement, Sarnoff said profits from the sale of color apparatus and services increased 70% over 1962 and accounted for a "major share of the record earning from the sale of all RCA consumer products." He predicted the 1964 industry output of color receivers will be between 1.2 and 1.5 million.

"Substantially greater profits" were earned by NBC than in its previous record year of 1962, he said.

RCA gross income was \$1.75 bil-

lion, compared with \$1.75 billion last year. Net profits of \$65 million compare with \$51.5 million a year ago. Earnings per share will rise from \$2.84 in 1962 to \$3.55 or 3.60 this year, according to the report.

The final 1963 quarter will prove to be "the single best profit quarter in the 44-year history of the company," said Sarnoff, adding that RCA has experienced 11 consecutive quarters of increase over the corresponding quarters of the previous year.

### Spot tv in sharp dive

Local and national spot television announcements in major markets took a sharp dive in November as a result of the three-and-a-half-day period when stations dropped commercial broadcasts following the Kennedy assassination. Broadcast Advertisers Reports, which monitored 231 stations in 73 U. S. market areas during the month for one week each, showed 156,315 announcements in November, compared with 168,614 in October.

In the November total of announcements, top product classification using local and national spot was toys and games, with 5.04% of the total. BAR notes that the percentage share is more pertinent than the total announcements since

# The Man Who Knows KONO Radio



**SOFT Drinks Take HARD Sell**

A. M. Biedenhorn, Jr., President of the San Antonio Coca-Cola Bottling Company, Inc., wants radio advertising with consumer penetration, market impact and coverage in depth. It is for these reasons that KONO Radio is first among San Antonio radio stations carrying schedules for both Coca-Cola and Sprite.

Move ahead of competition . . . Move to KONO Radio.

If KONO works for A. M. Biedenhorn, Jr. . . . KONO will work for you. Don't take our word for it, call Mr. Biedenhorn at Capitol 5 2601, Area Code 512, COLLECT.

For other details contact KATZ Agency.



860 KC 5000 WATTS  
SAN ANTONIO

## A warm relationship



Eleanor Schano of WTAE, Pittsburgh, is marking her sixth consecutive year sponsored by Bell Telephone Co. of Pennsylvania as tv station's weather girl each weekday evening. Miss Schano is also star and author of syndicated tv charm series, "Gateway to Glamour," 390 five-minute segments now in 35 parts

each market is monitored for a week, rather than the full month. Toys and games share was up considerably from October's 3.7%. Other top spot classifications in November were:

Pain, cold and indigestion remedies . . . . .	4.31%
Cereals . . . . .	4.0 %
Bread and rolls . . . . .	3.14%
Beer and ale . . . . .	3.05%
Soft drinks . . . . .	2.89%
Local auto dealers . . . . .	2.85%
Petroleum products, batteries, etc. . . . .	2.71
Coffee and tea . . . . .	2.56
Publications . . . . .	2.46%

## NAB fights FCC on fees

The commission won't get away without a fight on its proposal to require payment of fees for certain broadcast licensing activities.

Chairman Walter Rogers (D-Tex.) of the House Communications Subcommittee strongly objects to the fees and has introduced a bill to prevent the FCC from fixing and collecting them.

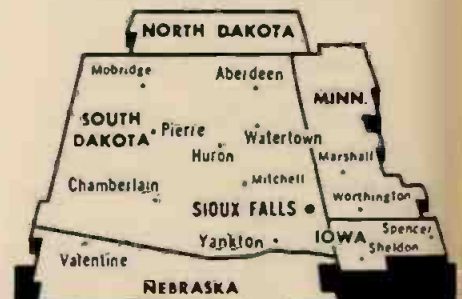
Now NAB has advised the U.S. Court of Appeals for the Seventh Circuit that it intends to intervene and make clear its conviction that the commission first should get authority from Congress.



Let me tell you about a terrific Time buy—just 30c.

It was that recent issue of Time, which listed the network programs capturing America's largest audiences, as indicated by Nielsen ratings. The chart is a handy guide for the time buyer who senses how the network block-busters can build up a huge audience for his own adjacent sales message. KELO-LAND TV is a spectacular demonstration of such network-powered station buy. KELO-LAND TV plays 10 of the first 12 top-ranking network shows. What's more, KELO-LAND TV covers all 96 counties of the Sioux Falls market area, as defined by ARB. It reaches more tv homes in this major market than do all other stations combined.

SIOUX FALLS  
96 COUNTY MARKET — INTACT!



**KELOLAND**  
CBS • ABC

KELO-tv • KOLO-tv • KPLO-tv

(interconnected)

JOE FLOYD, President  
Evans Nord, Executive Vice-Pres. & Gen. Mgr.  
Larry Benson, Vice-Pres.

Represented nationally by H-R  
In Minneapolis by Wayne Evans

General Offices: Sioux Falls, S. D.



# TIMEBUYER'S CORNER

Media people, what they  
are doing, buying and saying  
30 December 1963

■ Happy New Year! The ole Corner has scouted around New York to find out what New Year's resolutions various media folk are making as 1963 barrels toward the finish line. Ready or not, here they are:

□ Compton broadcast media supervisor Graham Hay snys, "Be it resolved that in 1964 we will no longer be known as 'the agency that cancels only on Friday afternoons'. Be it therefore resolved that to escape this past curse we shall make our spot scheduling plans so as to be able when necessary to cancel some spots every day. We feel certain that salesmen will universally cheer and acclaim this procedure, for they may in 1964 take home the joys of new, and in some cases cancelled business, every night."

□ A Cunningham & Walsh media buyer, a wag who steadfastly refused to reveal his identity, promises that during the bright new year he'll "investigate dash board statuettes as a new media concept".

□ At Young & Rubicam, senior media buyer Bob Colgan wishes rep firms hosting Christmas parties would resolve to "send all buyers who

attend the festivities a greeting card with two Alka-Seltzers attached. Timed to arrive the morning after, of course".

□ At Doherty, Clifford, Steers & Shenfield, buyers Marty Daniels and Stu Eckert came up with a passel of resolutions and hopes, including. "We will pressure to get client approval six weeks and not six days prior to the start of a campaign.

We will finally meet the rep's assistants. After all, we do speak to these girls every four out of five times we call.

We will persuade radio and tv stations to send us paper shredders instead of paper weights.

We will refuse to place orders for a 26-week flight with a 22-week hiatus in the middle.

On occasions specified by the buyers, *Candid Camera* will film the reps making a pitch to us. We hope the air freight companies will realize that a Chicago station address means Chicago, not Seattle, thus relieving us of the eliehe 'Make good for pre-emption due to late arrival of the film'.

We hope our clients will play golf with their



## JOHN COLE: radio—a piquant future

"Radio—a very good medium for us—is coming to life in a lot of exciting ways," comments Needham, Louis & Brorby's (Chicago) manager of broadcast media, John Cole. He goes on, "I like to think there are new developments, especially in programing, right around the corner. I believe we'll be seeing many innovations in patterns of purchasing radio, which will differ radically from tv buying." He points out that unfortunately it will continue to be difficult to buy radio time in small markets because buyers have to rely on obsolete information when considering buys, don't usually have the time to travel to markets below the top 50 to evaluate them first hand. With NLB six years, John handles network buys primarily, supervises spot buying also, for the General Mills, Campbell, Ac'cent, Kraft, Humble Oil, Massey-Ferguson, Morton Salt, and Mars accounts. He was formerly chief timebuyer at McCann-Erickson, held the same post at Campbell-Mithun (Minneapolis) before that. He began his career as radio-tv director at Erwin Wasey (Minneapolis) after studying at the Univ. of Minn. and Denver Univ. John reveals he plays at golf, works at home maintenance, dabbles in oil painting, has a penchant for night courses in unusual subjects. He and his wife Adele and their five children live in Park Forest, Ill.

# TIMEBUYER'S CORNER

30 December 1963

competitors, thus relieving us of doing competitive reports.

We hope reps will expedite their paperwork so that our estimators can stop repeating 'no confirmation—no estimates'.

We hope the stations will not run our beer and Fems commercials in the *Mickey Mouse Club*.

We hope the stations' billers remember that 12 midnight is not 12 P.M.

We hope the hottest avails will not always be submitted to us on Friday at 5 P.M.

We hope that rep and station meetings with buyers will be sweet, concise, to the point, with all parties coming out smiling."

□ Meanwhile, over at BBDO, media supervisor Hope Martinez pondered the situation carefully, finally decided, "I'm not making any resolutions, because this way I won't have to break any."

■ Regal Crown tries tv: Murray-Allen Imports, which has been using radio to push its 10-cent Regal Crown Sour Fruit Candy rolls, is turning to television for the first time. The company will start a "major television campaign" the

## GENERAL CIGAR—WERE SIGN



**YEAR OF RADIO SMOKE SIGNALS:** George Reichart (c), v.p. in charge of advertising for General Cigar, signs treaty in New York for 52-week schedule on WERE (Cleveland). Fred Roeben (l), Young & Rubicam senior buyer, looks on approvingly. Acting for WERE, Gil Miller, a.e. H-R Reps. closes sale. Sports package buy, which starts 1 January, is first continuing 52-week radio sked for General Cigar, includes weekday sportscast, Cleveland Indians baseball games and Browns football

third week in January, to run until the first of May. Buying is completed on the drive, which will use minutes and 20s in 10 major markets across the country. More markets will be added when the candies (imported from England) are in greater supply. Product is distributed nationally. Tv spots feature Sir Reginald Regal and his adventures in attempting to bring Regal Crown Sour Fruit Candy to America in ever increasing quantities. According to Alan D. Caston, company's merchandising v.p., the unique secret formula of the candies has carried the product with "great sales success." At this time, no radio is planned for 1964. Company spokesman would not comment on switch in media. Agency is Bauer-Tripp-Foley (Philadelphia).

■ Cheese firm ups advertising 20%: N. Dorman & Co. (New York), maker and importer of cheese, has announced plans for a 20% increase in advertising during 1964. The 70-year-old company plans to extend its radio and tv spot coverage, to start use of regional editions of national magazines, and to maintain New York newspaper and bus ads. No details are yet available on the radio and tv campaigns, still in the planning stage. Company distributes in the Northeast and in Wisconsin. Agency is Co-Ordinated Marketing (New York).

## TV BUYING ACTIVITY

▶ *General Mills* Wondra flour and Total cereal 10-week campaign of daytime prime and fringe minutes aimed at women is being prepared for an early January start. Bill Wittman at Dancer-Fitzgerald-Sample (New York) is the buyer.

▶ *Edward Dalton Co.*'s Metrecal to be pushed by a 12-week drive of daytime and fringe minutes starting the second week in January. Buyer is Luey Kerwin at Kenyon & Eckhardt (New York).

▶ *National Airlines* is utilizing minutes, chain-breaks, and IDs in prime and fringe time in their coming campaign. Buying has been completed for the drive starting 5 January in 10 markets (four week flights in Houston, Los Angeles, New Orleans, San Francisco; eight week flights in Boston, New York, Norfolk, Palm Beach, Philadelphia, Washington, D. C.) However, buying is still active for flights beginning in February in Jacksonville, Miami, Orlando, and Tampa. Markets will be added in coming months. Agency is Papert, Koenig, Lois (New York); buyers are Bob Johnson and Bob Previdi.

## RADIO BUYING ACTIVITY

▶ *National Dairy* campaign of minutes to promote Scaltest milk products will get under way early in January, using flights of various lengths over a 52-week period in markets east of the Rockies where Scaltest products are distributed. Buyer is Jim Egan, media supervisor George McCoy, at N. W. Ayer (Philadelphia).

that the commission should have specific authority from Congress before establishing filing fees. General counsel Douglas A. Anello said in filing the notice that radio and tv stations would be "adversely affected" by the requirement that, beginning 1 January, applications, most of which are filed on a continuing basis, must be accompanied by a fee.

Fees required for a new station, major change in an existing station, assignment of a license, and renewals at least every three years, would be \$50 for radio stations and \$100 for tv stations. All other types of applications would require a \$30 payment.

## NEWS NOTES

**Total now 100:** About 100 stations around the country have been assigned by Fourth Network, Inc., to carry the live telecast of the 5th annual Palm Springs Classic golf tournament, 1-2 February.

**New tower:** WHAS-TV Louisville plans to build a new tower 959 ft. above ground level and 1,949 ft. above mean sea level, subject to FCC approval. The new tower will be half again higher than the present structure.

**Emmy telecast announced:** The 6th annual Emmy Awards presentation of the National Academy of Television Arts and Sciences will be carried on NBC TV 25 May.

**Half kick off:** Chicago's first uhf station, WCIU, channel 26, goes on the air next month with programming for "very diversified and frequently specialized audiences," according to John Weigel, president. Initial plans include complete 24-hour telecasts of bullfights from Mexico City. Movies from international film festivals, including foreign films with their original sound tracks, are also planned.

**Power of power:** A new tower, 649 feet high, is sending WWL-TV's signal to homes in Louisiana and Mississippi, giving that station an increase of 50,000 homes and the most extensive coverage of any in the New Orleans market. Though

## Sunbeam shines on 'Today'



Jack Lescoulie of NBC TV's "Today Show," shows off three Sunbeam Corp. products advertised on the daily morning program through the month of December: Its toaster, percolator, and cooker and deep fryer

the Mississippi River Bridge is smack in the way of WWL-TV's relay signal, station engineers have solved the problem: they simply aim the signal under the bridge.

**Income increases:** Gross income of Desilu Productions for the first 26 weeks ended 26 October totaled \$11,195,935, against \$9,089,236 for the corresponding period of the preceding year. Net income for the period was \$400,005 against \$361,661 for the preceding similar period. Earnings per share were 33¢ for the 1963 period, against 31¢ the preceding year.

**Broadcasters turn fund raisers:** Robert E. Eastman, chairman of the Radio and Television Committee of the \$4 the annual United Hospital Fund campaign in Manhattan and the Bronx, chose 12 broadcasters to help raise the campaign goal of \$3 million. Committee includes: James Conley, exec. v.p., ABC TV Spot Sales; Ralph Conner, asst. nat'l sales mgr., McGavren-Guild; Theodore Douglas, Jr., sales v.p., ABC Radio; Charles Godwin, station relations v.p., Mutual Broadcasting; John D. Kelly, sales mgr., Storer Television Sales; Marvin Kempner, v.p., Mark Century; David Lundy, pres., Blair Television;

William B. MacRae, v.p., TvB; Robert Panley, pres., ABC Radio; Joe Rose, Jr., comptroller, John Blair; John B. Sias, v.p. and dir., Metro Television Sales, and Frank Stisser, pres., C. E. Hooper. Money raised in the campaign will be distributed among the Fund's 79 member voluntary hospitals.

## NEWSMAKERS

A. HARVELL CAMPBELL will resign 1 January as vice president and general manager of WNCT, Greenville, N. C. He has recently purchased WGTM, Wilson, subject to FCC approval. MAURICE H. TURNER has been appointed acting general manager of WNCT, and JOHN C. CLARK, JR. to general sales manager.

HANNY V. COHEN to the press information department of the CBS Television Network. He was with the *New York Daily Mirror* as associate editor of the Sunday Magazine section.

RUSSELL STONHAM to director of live programs for the CBS Television network. He has been director of program development for NBC Television, Hollywood

# Spanish radio — powerful voice

Free Cuba Radio, buying time on five stations, mostly am, gets wide Latin coverage for anti-Communist programming. One station pulls mail from nine countries.

**S**OUTHERN RADIO is finding a vast Latin American market it didn't know it had. It is discovering, too, that ideas are among the product that can be sold on radio.

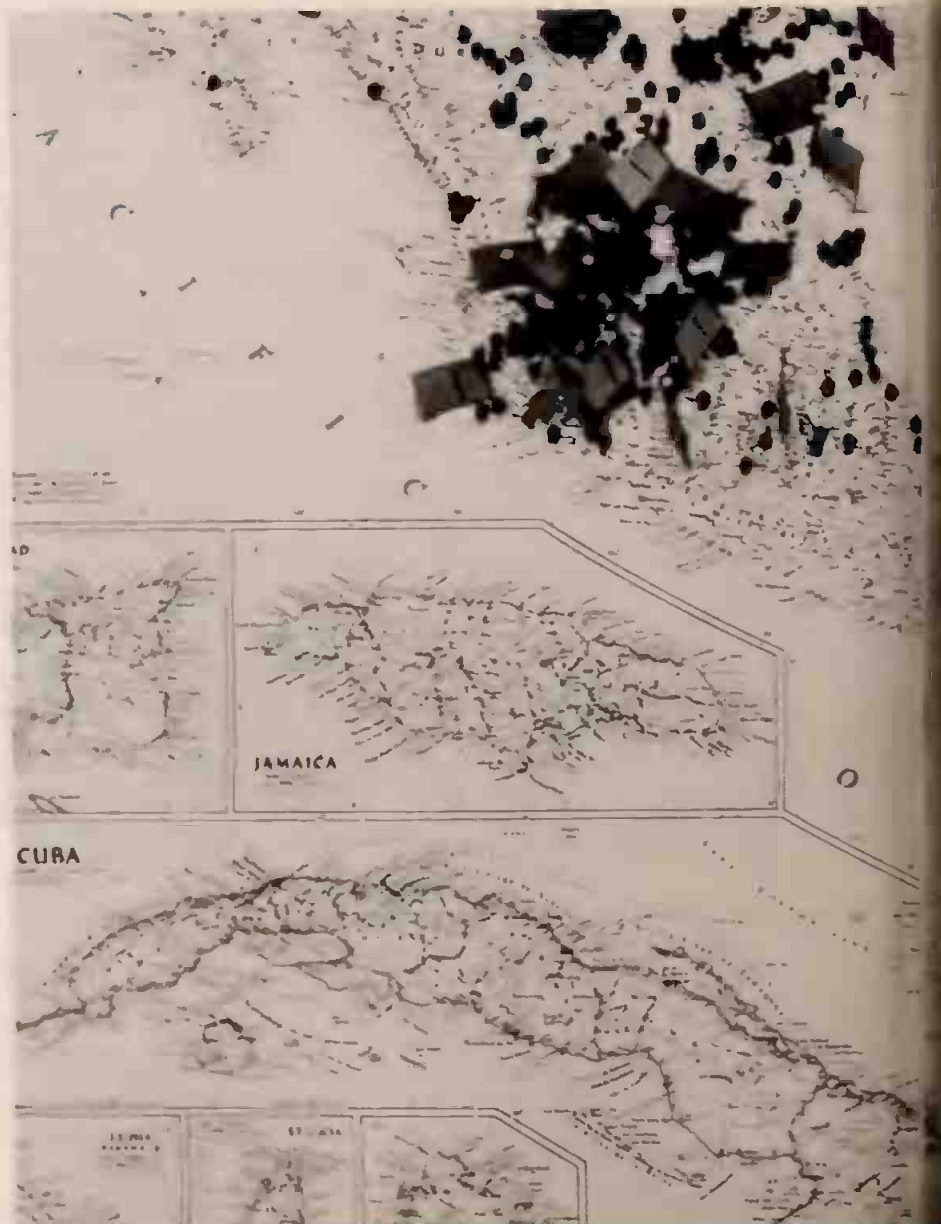
The Cuban Freedom Committee is demonstrating these new dimensions of commercial radio as it uses five radio stations for its intensive anti-communist campaign. Appropriately, the committee is following the capitalist practice of buying broadcast time for its daily Free Cuba Radio programs in Spanish.

Starting broadcasts in 1961 with only 55 minutes daily, the committee now programs 15 hours a day. The schedule is on three U. S. stations with strong signals into Cuba and two Latin facilities: WWL, New Orleans; WGBS, Miami; WKWF, Key West; Radio Americas in the Caribbean, and Radi Santo Domingo in the Dominican Republic.

Broadcasting mostly on am frequencies, the committee beams news, special programs, and a week



Successful idea-salesmanship is directed by Mrs. Marianda Arensberg, executive secretary, Cuban Freedom Committee. Flugs on map (X) mark Free Cuba Radio Coverage



y message from an exiled Cuban bishop to an estimated million radios sets in Cuba.

Measurable results are coming in and mounting all the time. The mail output is gratifying. In addition, listeners are forming action groups to distribute propaganda material prepared by the Cuban Freedom Committee. At last count some 170 groups had undertaken to distribute more than 300,000 pieces.

The propaganda "market" extends well beyond Cuba, the target area. Some of its dimensions can be seen in a recent report by WWL to its New York representative, the Katz Agency, which also reps WCBS in the committee line-up.

WWL alone received 338 letters in November from the U. S., Mexico, and Cuba. During the year the New Orleans facility has heard from a total of nine foreign countries, plus 38 states in this country and Puerto Rico. The foreign list: Bolivia, British Honduras, Canada, Colombia, Cuba, Guatemala, Mexico

(67 groups and individuals are sending out CFC literature), Panama, Salvador.

The WWL schedule will be expanded by the committee 20 January to add broadcasts all night, midnight to 5 a.m., to the daily 9:30-10:30 p.m. hour scheduled up to now.

Response from Cuba arrives in quantity every day at the committee's Washington offices, despite the fact that Cubans caught listening are subject to prison.

Apparently the new listenership has been there all the time but out of reach because of the language difference.

Free Cuba Radio grew out of action taken in 1960 by American citizens who were alarmed about Communist influence then becoming apparent in the government of Cuba.

Founders of the Cuban Freedom Committee include Samuel W. Meek, director of J. Walter Thompson, New York; Mrs. Oyeta Culp

Hobby, publisher and broadcaster of Houston, Edward G. Miller former assistant secretary of state for Latin American Affairs; Congressmen Donald C. Bruce (Republican of Indiana) and Roman C. Pucinski (Democrat of Illinois); Senator Claiborne Pell (Democrat of Rhode Island); John B. McClatchy, Philadelphia businessman; Peter O'Donnell, Dallas businessman; Serafino Romualdi, executive director of the American Institute for Free Labor Development; Harold Russell, former national commander of Amvets; George S. Schuyler, associate editor of the *Pittsburgh Courier*; and Walter Williams, former undersecretary of the Commerce Department.

The program is administered by Mrs. Mariada C. Arensberg, former social welfare organizer, who left Cuba in 1960 after 15 years' residence. She knows the audience is there by reports she gets about hardships that listeners must endure in order to tune the Free Cuba



Radio signal. In the audience are prisoners in Cuban jails who listen on smuggled equipment. Their small transistor radios are kept dismantled in hiding places and re-assembled at the time of committee broadcasts.

Operating from committee headquarters in Washington, Mrs. Arensberg has a staff of 13 employees and several free lance writers. Those working with her on the programs include exiled Cuban broadcasters, tv, radio, and movie producers, advertising executives, and university professors. Several exile groups in Miami also work on radio programming, coordinating with the committee in Washington.

Mrs. Arensberg credits a fund-raising drive by the Advertising Council in 1961, using a national schedule of donated time on radio and tv, with much of the financial impetus for the committee effort. Continuing support is received by the Cuban Freedom Committee from foundations and corporations, private individuals, and general public solicitation. Among the organizations that cooperate with the committee are the AFL-CIO, Latin American Information Committee, and Citizens Committee for a Free Cuba.

Testifying last fall before a House Foreign Affairs Subcommittee, Mrs. Arensberg defined as the Free Cuba Radio's primary objective to reach the lower and middle classes with these basic aims: "to combat Communist propaganda, maintain communication with Cuba and the Americas, to keep alive and vibrant a spirit of resistance, and to expose the deceit of the Communist philosophy."

Despite jamming, the programs reach a vast number of Cuban homes nightly, she said, and the audience is multiplied by post-broadcast discussions and word-of-mouth circulation, "which is the common method of dissemination in all captive countries."

Now the Cuban Freedom Committee is looking for new U. S. broadcast outlets. Citing generous support by WCBS, WWL, and WKWF, Mrs. Arensberg and the committee hope "that other powerful, clear-channel stations may be persuaded to carry some of our programs."

## Neiman to be manager of WQXR station ops

Effective 1 January, Walter Neiman, formerly program director for WQXR, New York will become manager of station operations. In this newly created post, Neiman will have supervisory control of programs and all other staff activities except sales. Neiman joined the station as administration assistant in 1953. His radio experience includes two years as program director of WGSN, Huntington, L. I., and as general manager of WDEM and WLIV-FM, Providence. Martin Bookspan, the station's director of recorded music since 1956, will become music director.



Neiman

Wade Advertising, the show is broadcast from the Hornblower & Weeks board room and features the chairman or president of a leading Mid-America corporation. KUDL to WABC affiliate: KUDL, Kansas City, Mo. will become an affiliate of the ABC Radio Network 1 January. The network also announced affiliations of five other previously independent stations: WABI, Bangor; WAGM, Presque Isle; WPOR, Portland; KGBC, Galveston; and KTRM, Beaumont.

Starts steady stereo in South Bend: WNDU will begin unduplicated programming for its fm station with the start of the new year, totaling over 70 hours a week. Regular am programming will fill the other broadcast hours of fm. Effective 16 January, approximately four hours per day of stereo broadcasting will be included in that 70 hours—thus making WNDU (FM) one of first in South Bend market to program stereo on a regular basis.

Stations flock to NAB fold: The am radio stations membership of the National Assn. of Broadcasters now totals 2,005—an all-time high for the organization and a 7.5% increase during the past year.

Radio webs add affiliates: KUDL Kansas City joins ABC Radio the

## NEWS NOTES

'Business Day' shifts: Daily evening financial and business program Business Day is moving to WMAQ, Chicago from WBBM there, without changing format. Sponsored by

## Pittsburgh station goes to trades



To alert the Pittsburgh food trade to KDKA Radio's new "Sound One" theme, displays have been constructed for showing at major local and national trade association meetings. Learning about new slogan from sales development mgr. Tom O'Connor (2nd from r) are (l-r) Bill Greer, of Breakfast Cheer Coffee Company; Dave Walls, of Hekman Supreme Bakers; and John H. Crytzer, of the Bachman Bakeries Company

First 40 was a piece of cake



Blowing out candles on cake commemorating 40th anniversary of WBBM Chicago is Ernie H. Shomo, CBS Radio v.p. and gen. mgr. of the station, who has been with WBBM a good part of its life. Looking on are members of the Chicago CBS Radio Spot Sales office, who presented cake

rst of the year. That network also will add WABI Bangor, WAGM resque Isle, Me., WPOR Portland, le., KGBC Galveston, and KTRM eamont. Two Vermont stations, VTWN St. Johnsbury, and WIKI ewport are now part of the CBS radio lineup. And three new stations become affiliates of the Mutual Broadcasting System on New ear's Day. They are WQSR Syracuse, KSGM Ste. Genevieve, Mo., nd KWPC Muscatine, Ia.

otton Bowl SRO on CBS: CBS radio Network Sales sold full sponsorship on the New Year's broadcast of the Dallas Cotton Bowl grid-ron classic between Texas and ay. Line-up includes: Texaco, he Oldsmobile division of General otors, and the Columbia Record lub via Benton & Bowles, D. P. rother and Wunderman, Ricotta c Kline respectively.

ennedy on-air material sought; AB has agreed to a request by White House press secretary Pierre alinger that it assemble any on-air aterial by the late President so may become part of the perma-ent record of the \$6 million me-

morial library to be erected in as-ociation with Harvard. Specifically requested from broadcasters are audio tapes of Kennedy's voice, both before and after he became President; video tapes and silent and sound-on-film appearances by Kennedy on tv both before and after election; scripts of speeches, panel shows, interviews, and other radio and tv programs involving the late President. NAB hopes to have all such material in hand by mid-February and urges stations to co-operate. Material submitted should be clearly marked with the exact contents and station call letters.

### NEWSMAKERS

ARTHUR KNOTT to general sales manager of KNOW Denver. He was general manager of the advertising division of the Container Advertising Corp.

FRANK WARD to assistant to the president of the Souderling Stations. He was general manager of WYON Chicago.

MARTIN BOOKSPAN to music director of WQXR New York.

# ATLANTA



To reach all Canada talk to your All-Canada Radio & Television office in these eleven cities:—

NEW YORK—No. 518, 10 Rockefeller Plaza

DETROIT—Sheraton-Cadillac Hotel

CHICAGO—No. 1528, 333 North Michigan Ave.

SAN FRANCISCO—58 Sutter Street

HOLLYWOOD—6331 Hollywood Blvd.

DALLAS—511 North Akard Bldg.

ATLANTA—No. 442, 1371 Peachtree

Canadian branches in Montreal, Winnipeg, Calgary, Vancouver or go direct to Head Office.



All-Canada  
Radio & Television  
Limited

1000 Yonge St., Toronto 5, CANADA

### COMPARE THIS THREE STATION MARKET SUMMARY

TOTAL COVERAGE AREA:  
Station "Z" Homes 407,300  
Station "Y" Homes 416,400

WFTV HOMES 423,300

TV PENETRATION:  
Station "Z" Homes 347,800  
Station "Y" Homes 353,900

WFTV HOMES 359,600

AUDIENCE CIRCULATION,  
NET WEEKLY NIGHTTIME  
Station "Z" Homes 235,500  
Station "Y" Homes 210,500

WFTV HOMES 236,000

(Quoted from American Research Bureau, March 1963 Coverage Study)

CAUTION Any audience size data used herein are estimates only, subject to errors and limitations inherent in indicated sources. WFTV does not assume responsibility for the accuracy, completeness or validity of such original data.

Represented Nationally By Adam Young Inc.

# WFTV

ORLANDO, FLORIDA

SYNDICATION

# Audience promos wear many hats

Syndicators' audience promotion kits found to assist advertisers with additional viewers, reps with sales aids and filmed program recommendations for stations

ADVERTISERS who use spot television via syndicated programs are benefiting from a step-up in audience promotion services from program distributors. A SPONSOR survey last week revealed that many syndicators now provide station clients with promotion kits designed as local market audience-builders. Stations and reps underline the importance of this service and, in some cases will even recommend that advertisers purchase certain syndi-



Station promotion executives consider publicity stills among the most important elements of the syndicator's audience building materials. Clockwise, drawn from promotion kits,



are shown on the basis of the audience promotion materials available.

A typical audience promotion kit contains newspaper ad mats, telops and time-in announcements, episode synopses, trailers, program background information, and such publicity materials as press releases, photographs of the stars, feature stories, and biographies.

The syndicators' promotion kits serve another purpose as well—they



are scenes from MCA TV's "Bachelor Father"; Desilu's "Fractured Flickers"; Seven Arts' "En France," and Four Star's "Stagecoach West" used for local promotion

often wind up on the desks of agency timebuyers. The distributor who provides promotional aids in return for signed contracts, at the same time offers local and national sales reps ammunition in the time-buyer's office.

Reps agree that the syndicator's promotion extras help make sales, and urge cooperation from distributors not now participating. The reps questioned say the audience-builders are "extremely helpful" and they've noticed an increasing inclination toward closer relations between syndicators and themselves.

#### *Valuable aid—cooperation asked*

A dissenting voice was heard from only one major rep, who has "yet to hear of one syndicator asking me for a list of our salesmen and their addresses" for mailing lists. "It would be a big help if syndicators would send our 75 people in ten offices materials on their shows to help us sell. If, as, and when they do, it would be very helpful."

The program director of a New York tv station said that in a very competitive market the syndicator's promotional aids mean "a great deal." He added that "not too many syndicators realize the potential. They're missing a big boat." It is, he said, "to their own welfare" that they follow through after a sale with extra services. "All things being equal" as far as type of show and price, he would probably buy the series with the most promotional aids. The most important promotional device for this station executive is "good hard-sell trailers." With the biographies and program backgrounds the syndicator provides, the station's promotion department develops an advertising and publicity campaign to keep the show's ratings high.

Another station program director summed it up: "The major distributors cannot afford not to help us."

The distributors most often singled out by station people and reps as being most cooperative with after-sale service were MCA, Desilu, Warner Bros., Four Star, Seven Arts, and United Artists.

Tom Seehof, eastern sales manager of Desilu Sales, described his firm's relationship with stations and

reps as getting "closer all the time without being intimate." The historian, he added, "is getting better all the time."

For its *Untouchables* reruns, Desilu offers stations "generic" trailers—made especially for the reruns by star Robert Stack. In addition, trailers from the series' network run are available. Desilu also provides press promotion kits to stations.

The MCA TV promotion kit consists of four sizes of ad mats, publicity materials, and on-air copy, slides, telops, and cue sheets. An MCA source said the firm's promotional aids give "weight" to their shows. MCA, like other film syndicators, provides reps with advance sales promotion materials.

The advance material syndicators send to reps is the same as that which distributors' salesmen bring to stations. Reps emphasize the importance of having these materials, because their stations often ask for programing recommendations. The reps, familiar with certain syndicated properties, may advise their clients to buy them.

Four Star Distribution, which started in business 15 months ago with six off-network series, and subsequently added two more, uses audience promotion materials to the hilt. Leo Gutman, vice president for advertising who is responsible for the "extra services," said that when his firm was organized, there were many off-network shows coming on the market simultaneously. "We decided to provide additional services . . . to establish our image at the beginning."

#### *Selling patterns much different*

In a recent speech before the Broadcasters Promotion Assn. in San Francisco, Gutman pointed out that "stations are no longer selling primarily to the local and regional advertiser but primarily to time buyers through . . . reps." The important change, he said, is that "the responsibility for merchandising has shifted from the syndicator to the station by virtue of the fact that with multiple advertisers, stations now exercise complete control of the program."

Since stations spend more than \$100 million a year on syndicated programing—their largest single expenditure—the syndicators' role in

local programming is a major one. Gutman said, "We feel that syndicators must accept and share in the responsibility for the merchandising success of their product on the stations."

Cutman said that reps are becoming increasingly interested in communication with film distributors. Recently, Four Star sent letters to reps asking if they are planning special departments to advise stations on programming, and if so, to submit the name of the department head. According to Cutman, about 90% responded with names.

One of Four Star's extra services was a series of trade magazine advertisements directed to timebuyers, which feature a "see-at-a-glance" chart of availabilities of the firm's shows on different stations.

When Four Star Distribution began operations, its staff compiled a network rating history of each show, market-by-market. These rating books were distributed to rep firms for their files, and were made available, on request, to stations.

#### Key to syndication success—TIC

The rating history for each show in each market consists of random rating-period score, listed with competition and lead-in program and rating. Two weeks ago, Four Star distributed to their rep mailing list rating information based on the series' performances in local markets. The data compared the stations' ratings with the Four Star series to the stations' ratings last year at the same time, with another show in the same time slot.

Gutman's description of his firm's extra service sums up the nature of the increasing cooperation of syndicators with reps, stations, and advertisers: He calls it "Tender Loving Care."

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### NEWS NOTES

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Sebring on Triangle radio: Having secured tv rights to the 1964 sportscar race at Sebring, FIA, Triangle has now added exclusive radio rights for the sportscar classic. Programming will be carried by all Triangle stations and offered for syndication as well. The group's commitment to the sportscar field

### 'Shadow' cast across Bay Area



Not quite invisible, "The Shadow" joins Roger D. Jacoby (center), president of Golden West Savings & Loan Assn., Oakland, and Wallace X. Aron, exec v.p. of Richard N. Meltzer Advertising, San Francisco, to hear one of old "The Shadow" mystery programs. Golden West Savings has just begun 26-week sponsorship of the Charles Michelson-distributed radio series on KCBS (S. F.) Sundays. Meltzer is the bank's ad agency

includes a package of annual events called *The Big Four*, a tv special of the Riverside Grand Prix, and the weekly series *Motor racing Review*, syndicated by Triangle Program Sales.

Birthday present — renewals: *Demand Radio*, a 24-hour-a-day program service from Mars Broadcasting, has begun its third year of operation with renewals from KTHH Houston and WTOL Toledo. The service offers fully produced and individually market tailored programming, and station subscribers need only add time, temperature, and news.

To Canada: Seven Arts Assoc.'s *Emmett Kelly Show* has been sold to CFCN-TV Calgary, Alta., and CKCW-TV Moncton, N. B., both Canada. In Moncton, the 39 half-hours are fully sponsored by a toy manufacturer, Irwin Specialties Co.

Fisherman to Liberty Mutual: Liberty Mutual Insurance Co. has purchased the half-hour, first-run series, *Flying Fisherman*, produced by N. W. Russo. Initially, the series

will be sponsored by Liberty Mutual on WOR-TV New York, with other markets to be selected.

Racks up eight: In its first week of tv distribution, *Seven Arts' Vol. 8 Films of the 50s* has been sold to eight markets. The purchasing stations are KCTO, Denver; WKZC-TV, Kalamazoo; WEEK-TV, Peoria; KTAR-TV, Phoenix; WCSH-TV, Portland, Ore.; WRGB, Schenectady; WHEN-TV, Syracuse; and WDAU-TV, Scranton.

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### NEWSMAKERS

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DICK DURRANCE to vice president and producer of Pelican Motion Pictures. A former Olympic ski star, he has been producing films since 1938.

NAT V. DONATO to general manager of United Artists Television in Canada. He was with Screen Gen of Canada, Limited.

LEWIS M. MARCY to vice president of McCann-Erickson and member of the marketing planning board there.

# Self-repping still trend

ut year-end survey finds a few leaders planning to hold present rep affiliation; group-owned divisions seen hypoing roster quest

the trend toward "self-representation" is likely to continue during 64 among the major tv station groups—even though a few of the leaders will hold to their present rep affiliations.

That's the outlook uncovered in CROSSING checkup at year's end, well as an indication that station groups will be even more active in signing up stations outside their immediate group circle for repping actions.

As things stand today, there are some 6 station rep organizations—two of the three spot sales offshoots of the three tv networks—which are owned or controlled by station groups, and which have offices in one, two or more cities.

The biggest 1963 splash in the self-rep field was undoubtedly the creation of Metro Broadcast Sales, a spin-off of Metromedia's Metropolitan Broadcasting Co. Metro Broadcast Sales has offices in seven of the nation's key buying centers—from New York to San Francisco, by way of Chicago and Detroit—and, since mid-1963, has been repping a half-dozen stations, including WNEW-TV, New York and WTTG, Washington.

That Metro Broadcast Sales is looking for other non-competitive stations to handle can be judged by the fact that the rep firm took on Hartford's WDRC in 1963 as a radio client, and is discussing rep deals with other radio-tv outlets.

One of the first indications that group-owned or affiliated rep firms were after more than just the spot dollars likely to come to group-owned stations was the acquisition of three non-Group W stations by TVAR. With WBTV, Charlotte; WJXT, Jacksonville; and WTOP-TV, Washington under the TVAR umbrella, the rep firm now has more

than 35% of its stations outside Group W, and is likely to increase this figure.

During 1963, the national sales division of RKO General—whose stations had, prior to 1962, been repped by H B—made considerable strides toward establishing the group's sales identity around the agency-timebuyer circuit. RKO General handles, through a half-dozen offices, the tv spot sales of five U. S. and one Canadian station (CKLW-TV, Windsor). It's also understood that RKO General may take on one or more non-RKO stations—if the right deal comes along.

Also making a strong push for greater group identity, in programming as well as sales, are the stations of Triangle Publications. There are

Triangle sales offices now in New York, Baltimore, Los Angeles and Chicago, which report to a director of national sales development, Ken Stowman, in the firm's headquarters office in Philadelphia.

The spot sales subsidiaries of the three networks are an established force in the network field. At one time, their station lists extended well beyond the network o&o's. Even with cutbacks to o&o tv outlets, they are still majors in spot billings.

What did *not* happen during 1963 was a major change in the attitude toward self-representation of some of large groups, which feel they are serviced efficiently by existing rep affiliations.

Corinthian is a good example of this hold-out group. Earlier this

### These station groups are essentially self-repped

ABC, CBS, NBC o&o stations	Storer Broadcasting Co.
Crosley Broadcasting Corp.	Triangle Publications
Metro Broadcast Sales	Inc. (Radio & Tv Div.)
RKO General Inc.	Group W (via TvAR)

### These station groups rely mostly on outside reps

Gene Autry Stations	Hearst Corp. (Radio & Tv Div.)
Capital Cities Bcstg. Corp.	Lee Radio (Forward Group)
Central Broadcasting Co.	Meredith Broadcasting Co.
Cowles Groups	Rust Craft Broadcasting Co.
Cox Group	Steinman Stations
John E. Fetzer Stations	Transcontinent Tv Corp.
Gannett Stations	Whitney Corinthian
Goodwill Stations	Wometco Enterprises Inc.

... during an ad-industry convention, Corinthian president C. Wrede Petersmeyer told sponsor that the group was "perfectly happy" with its existing rep setup (H-R), and had "no intention of making the kind of investment necessary to duplicate facilities of our present reps."

At the same time, Corinthian has the same kind of program identity that the Triangle stations have, and, because of the uniformity of the CBS TV affiliation of its tv stations, has the kind of ready-made sales identity possible with the Crosley "WLW" stations. Thus, it's hard for buyers to outguess the moves in the self-repping field.

The interest of a large rep firm toward a station group can be more than the usual client-agent relationship. One of the major stockholders in Transcontinent Television Corp., a station group whose tv outlets include WGR-TV, Buffalo; KFMB-TV, San Diego; WDAF-TV, Kansas City; WNEP-TV, Scranton-Wilkes-Barre—is Edward Petry & Co. There's little likelihood that the valuable Transcontinent spot billings will decamp from Petry therefore.

Other large station groups likely to stay with their present rep affiliations during 1964 in the tv field include the Gene Antry Stations, Capital Cities Broadcasting Corp., Cowles Groups, Hearst Corp., Meredith Broadcasting Co., and Wometco Enterprises, among others.

The network-owned rep subsidiaries—forced by government pressure to divest themselves of affiliate representation—are likely to move back into this field only if Washington provides a green light. Meanwhile, there's no limit on overseas deals, and the representation deals and minority-interest buys (in which ABC International has been in the fore-front) are almost certain to continue.

### Tronick rejoins Petry

Len Tronick, a tv salesman with Edward Petry & Co. between June 1962 and October 1963, has rejoined the firm in N. Y.

He initially came to Petry after two years as a salesman with Ve-nard, Rintoul & McConnell, and before that was a timebuyer with Donahue & Coe and Lemmen & Newell.

### McGavren-Guild names Glor sales research dir.

Harvey Glor, sales manager of the McGavren-Guild Detroit office, is being moved to McGavren's New York office in the capacity of sales research director. After working for more than three years in research and buying at Leo Burnett, Glor moved to a radio station in Saginaw, Michigan, and became a local salesman. He later joined Adam Young in sales research, and after two years moved to McGavren-Guild as salesman in Chicago. He was later advanced to manager of the Detroit office. His move to New York is effective 1 February.



Glor

### NEWS NOTES

**New owner:** FCC has approved the purchase of KV11-TV Amarillo, by John Walton. Adam Young Co. has been appointed representative of the station, and Clyde Melville is regional sales executive.

**Will rep Twin Cities station:** Midwest Time Sales has been appointed regional sales representative for WMJX Minneapolis-St. Paul. It will sell the station in St. Louis, Kansas City, Omaha, Memphis, and Des Moines.

**ATS moves into Raleigh:** WKIX Raleigh-Durham, will be sold by Advertising Time Sales, effective with the first of the year. Station is 10 kw, operating on 850 kc.

**New rep assignment:** KASE Austin has appointed Prestige Representation Organization as its national rep effective 1 January. KASE's former rep was Savailli Gates.

**Switch in Baltimore:** WAYL Baltimore as its national representative, effective 1 January.

**CBC repped from Toronto:** All of the Canadian Broadcasting Corp.'s business booked in the U.S. will be handled directly through the To-

ronto offices of the CBC, effective 1 January. Inquiries should be sent to CBC Radio Sales, 354 Jarvis Street, Toronto, Ontario.

**13-week report:** Columbia Picture registered an income after taxes of \$791,000 for the 13-week period ended 28 September, compared to \$577,000 for the comparable period in 1962. Earnings per share of common stock for the 13 weeks were 44¢, compared to 32¢ last year. Columbia's board of directors declared the regular quarterly dividend of \$1.06¼ per share on the \$4.25 cumulative preferred stock payable 17 February, to stockholders of record at the close of business 3 February.

### NEWS NOTES

**THOMAS J. BROWN** to sales executive for National Time Sales. He was with Bolling and Avery-Kudel.

**GEORGE SMITH** and **LEE GANNON** to the sales staff of Roger O'Connor. Both were with Teleguide, the closed-circuit television network servicing Manhattan hotels.

**ROBERT E. SMITH** to the sales staff of Vic Piano Assoc. He was formerly with NBC Television Sales.

**NORMAN H. PERREAULT, JR.**, assistant vice president and Eastern sales manager for Robert Rich Representatives. He has been marketing and sales management consultant.

**ARTHUR J. DECOSTER** to sales manager of the Chicago office ABC-TV Spot Sales.

**JOHN C. BUTLER** to eastern sales manager of Peters, Griffin, Woodward in New York. Replacing him as manager of PGW in Dallas is **ALLEN VAN HORN HUNDLEY**. Hundley was manager of the Dallas office of John E. Pearson Co.

**RFO THOMPSON** to vice president and general manager of All-Canada Radio and Television Limited in Toronto. **ERIC WILLIAMS** to vice president and secretary-treasurer for television; **KEN BAKER** to vice president for radio; **BOB TAIT** vice president for client services, in charge of the organization's sales and marketing.

★★ "Advertisers and producers make up a competent decisional body that is presently blocked off from financial and creative competition in tv programing for network prime time."

This is Ashbrook Bryant's thinking, expressed fairly recently to Sponsor's Washington reporter, on one of the troubles with tv programing.

The head of the FCC's Network Study office is close as a clam as to what goes on in the FCC discussions of his voluminous report, and what is or is not being said about the touchy problem of curbing network program control, and networks themselves.

But Bryant is free-spoken in urging advertisers and independent packagers to speak up for access to prime time. As he noted in his report, the mere cancelling of network option time agreements is not enough to open this field of ownership and first-run rights to full competition.

★★ Although the study report would cut net-controlled programing to 50% of prime time, Bryant says his report would not "curb network production of programing, or diminish their right to final say on what goes on the network show."

Bryant does not look at the 50% maximum of programing under net ownership as a limit, at all. He takes the view that this 50% is an opening to competitive forces in programing. And when, he asks, was competition ever bad for any U.S. industry.

If networks had to fill 50 percent of prime time from independent sources, opening an hour or an hour and a half to market competition, "you'd have a whole lot more minds at work." Bryant feels there is a lot of advertiser and producer ingenuity going to waste. Subcontracting that leaves program and first-run license in network hands has put independent and syndicated programing almost out of existence.

★★ If networks' right to first-run licensed shows is cut to half in prime time, they will have to bargain--but they can still choose and, in effect, police their network showings, Bryant holds.

A look at the Nielsen listings opening the winter season strengthens Bryant's conviction. Only a handful of shows make the mass-circulation the advertiser bids for. The rest are below the line: a cost-loss to nets, a disappointment to advertisers who bought with mass in mind.

Bryant feels that some of these half-hours could be made available to an advertiser or producer, programed to hit a selected audience.

★★ If this angle comes up in FCC discussion of the report, Chairman Henry would find it in line with his belief that there is a crying need for diversity and more entertainment programing above mass appeal.

Individual broadcaster will be, as usual, in the middle: with detailed program reports at the front door, network program study at the back.

★★ Those lengthy tv billboards advertisers object to may grow longer by way of special announcements inviting reply to editorials.

The House Communications Subcommittee, in its recent and somewhat uneasy letter to Commerce Committee Chairman Oren Harris on the group's editorializing hearings, was definite on only two points:

A bill will very likely be put on the books next session requiring that any licensee who editorializes pro or con on candidates or issues must at the same time tag on announcement that time is available for airing opposing views.

Also, it goes without saying that the committee wants the FCC to hold off on any further moves to "clarify" its Fairness Doctrine, until Congress has had more time to look into the boundless complexities of this area of broadcast responsibility.

★★ Perhaps unnecessarily, the informal letter, serving as a report, puts FCC on notice not to penalize licensees on the basis of its July and September pronouncements on broadcast obligations in controversy.

FCC Cmmr. Frederick Ford recently assured broadcasters they had no worries on this score. No license has ever been threatened or licensee penalized on the basis of his adherence to the requirements of the Fairness Doctrine. In fact, said Ford, the FCC has only sent out helpful "advisory" notices on this question.

★★ The House Commerce Subcommittee, like everyone else, is frankly stymied by the complexity and the "conflicting views" on the whole subject of editorializing.

In general, it says editorializing is a good thing. But a licensee should not be penalized if he does not go in for it.

Two of the touchiest aspects are: what to do about demands for free time to answer sponsored time in controversial broadcasts; and what "equal time" rights should be given political candidates who are the subject of broadcast editorials.

★★ At least the subcommittee will have concrete legislative proposals on which to hang future argument at hearings.

The Moss (D., Cal.) bill would ensure right of personal answer by the candidate subject to editorial comment. Broadcasters groaned at the possible chain-reaction of equal-time demands this would open up. Rep. Younger (R., Cal.) has introduced a bill saving licensee from having to provide free time to answer sponsored program comment. This problem is further complicated by Senate-side comment of John Pastore that time must be made available for both sides, money or no money.

The FCC is tightroping down the middle on this one. Rep. Gubser (R., Cal.) has introduced a resolution calling for complete investigation of the FCC's handling of controversy under its broad Fairness Doctrine.

Still to be faced: what to do about controversy on dramatic shows?



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 "Sports Roundup" 6:15 pm  
 Play-By-Play—Auburn Sports



**CLANCY LAKE**  
 News Director  
 Complete Alabama News  
 (12:05 pm and 6 pm)



**RON CARNEY**  
 "Happy Housewives Club"  
 (9:00 am-noon)  
 "The Ron Carney Show"  
 (3:00 pm-6:00 pm)



**GEORGE SINGER**  
 "The George Singer Show"  
 (12:20-3:00 pm)  
 "Broadway After Dark"  
 (7:00-8:45 pm)



**BETTE LEE**  
 "Bette Lee Reports"  
 (9:30 am & 10:30 am)



**DAVE CAMPBELL**  
 "The People Speak"  
 (9 pm to midnight)



**CHARLIE DAVIS**  
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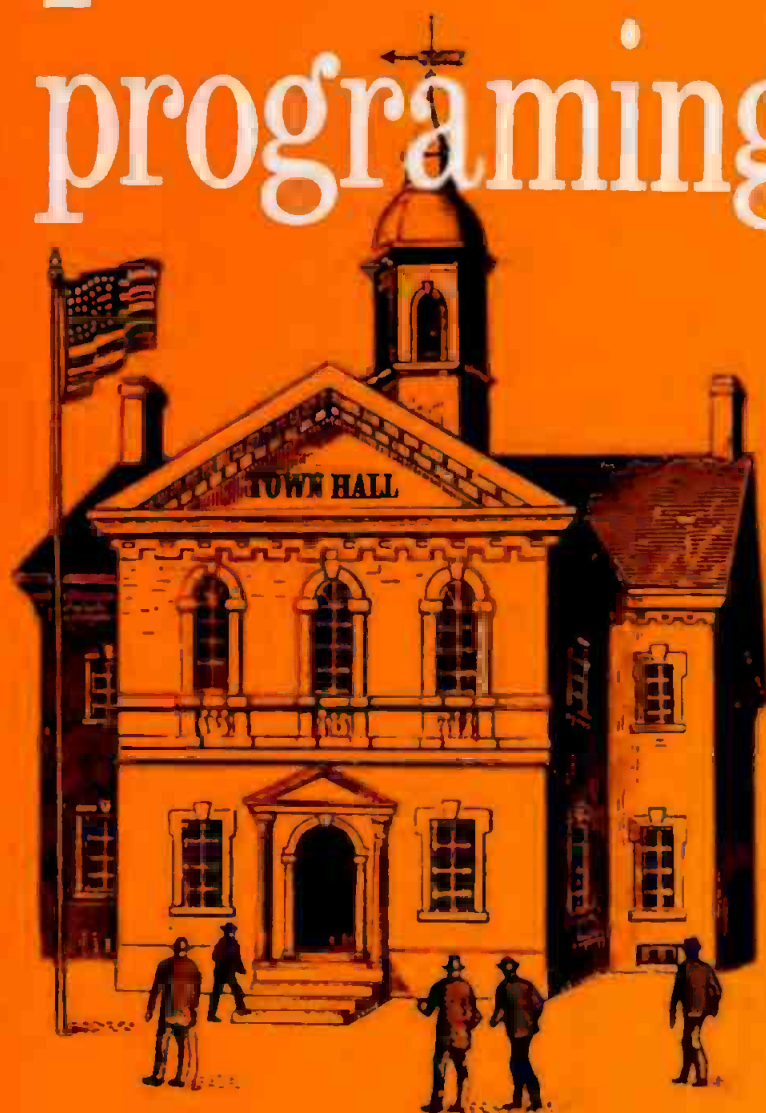
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SPONSOR | 1963 REPORT ON

# TV public affairs programming



**4** Television Information Office Director looks at growth of public affairs programming

**10** The nation's critics select outstanding network programs in public affairs

**16** SPONSOR survey shows different types of programs aired throughout nation

**149** Data on who prepares editorials offered by individual stations

America's distinguished journalists; local, live drama; specialized audience programs; documentaries on community problems...all are part of the Corinthian stations' concept of responsibility to their communities...and strengthen the ties between community and station.



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REPRESENTED BY H R

**THE CORINTHIAN STATIONS**  
RESPONSIBILITY IN BROADCASTING

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## 'The Light that Shines'

**I**N SELLING IDEAS or concepts to the masses, success or failure often hinges on a phrase or symbol. This fact is as old as civilization. The Cross and the Star of David are two early examples.

In recent years, The New Deal, The New Frontier, the "V" for victory helped put across specific concepts. While in some instances the phrase or symbol represents a positive idea, others work negatively. Television has reason to be well aware of how certain key phrases can do great harm.

Five years ago this month Fortune magazine proclaimed television as "The Light That Failed." Nearly three years ago, the FCC chairman launched "The Vast Wasteland." In each instance, broadcasters were downgraded by a dramatic negative.

With such phrases and vocal minorities, it is all too easy to criticize an industry so widely dispersed, so much in the public eye and ear, representing so many individuals and interests. Making a case to the contrary is far more difficult. Though the fine contributions of networks are seen nationally, the good work of local broadcasters is generally seen only in their own communities. Yet in city after city, the public is being well-served daily in manifold ways through the medium of television. Even a glimpse, as in this SPONSOR public affairs survey of some 1500 examples (only a fraction of the total), makes this apparent. To those who seek the truth, the record is available.

Five years after the Fortune article, it is clearer than ever that television should be characterized as "The Light That Shines." ■

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# New study compared to *Interaction* reveals change in programing

*Increase in community affairs, government and politics programing types reflects changing issues confronting the world as television broadcasters use their cameras to explore, clarify and expose these subjects for their communities, TIO head notes.*

**N**OT IN SOME YEARS has a report of locally produced public affairs television programing been undertaken, pursued, and presented as comprehensively as that which follows. *Interaction*, its 1960 predecessor, was prepared by the Television Information Office and reviewed the efforts of 264 individual stations to meet the varied program needs of their communities. Since that time, as the number of operating commercial stations has grown by 11%, the sheer volume of public affairs programing has, of course, increased. The current survey of 1541 programs is based on responses from 326 stations. It reflects not only the increase in the number of stations, but also the broadcasters' changing views of the needs of a changing society.

A cursory comparison of *Interaction* and the current study reveals some shifting in emphasis from one subject category to another. For example, while 7 per cent of the programs described in *Interaction* could be characterized loosely as "Community Affairs," 22 per cent in the current survey fall under that heading. "Government and Politics" has increased sharply from 5 per cent to 16 per cent. Conversely, "Formal Education," has fallen from 5 to less than 1 per cent, perhaps reflecting the increasing service of educational television stations.

It is in the analysis of content that we must search for some measure of the significance of these figures. What have been the events that have filled our television news reports, and newspapers, and the other mass- and special-interest magazines? First to come to most minds are the civil rights struggle. Our continuing problems with the communist world, the Ecumenical Council, problems of housing and teaching school children, whose numbers are double those of a decade ago. When we turn to the questionnaires on which this survey was based, we can see that throughout the country, broadcasters have used their cameras to explore and clarify and expose these subjects for their communities.

One can hypothesize that the areas of greatest concern to the community dictate the priorities. We find in the current survey that three of the 15 program categories (Community Affairs, Government and Politics, Health and Social Problems) account for approximately half of all reported programs. In *Interaction* there was a relatively even distribution of program subject matter.

In an industry as survey-ridden as broadcasting, the response to the SPONSOR study suggests that broadcasters are both proud of their public affairs programing and eager to increase advertisers' awareness of the existence of these pro-



## interesting notes

In over 35 markets to date, Seven Arts' series of 13 one-hour TV Concert Specials featuring the Boston Symphony Orchestra has registered an impressive commercial success story for a variety of sponsors

In 10 of these markets for example, the series is/was sponsored by a local bank or savings and loan association as follows:

Bangor, Me.	(WABI-TV)	Merchants National Bank of Bangor
Columbia, S. C.	(WIS-TV)	Home Federal Savings & Loan Association
Des Moines, Iowa	(WHO-TV)	Valley City National Bank
Fargo, N. D.	(WDAY-TV)	Gate City Savings & Loan Association
Fresno, Calif.	(KMJ-TV)	Sequoia Savings & Loan Association
Lexington, Ky	(WKYT)	Bank of Commerce
Louisville, Ky	(WAVE-TV)	Citizens Fidelity Bank
New York, N. Y.	(WNEW-TV)	Manufacturers Hanover Trust Co
Omaha, Neb.	(WOW-TV)	Nebraska Savings & Loan Association
Wheeling, W. Va.	(WTRF-TV)	Security National Bank

In addition to banks and/or savings and loan associations, other sponsors of the Boston Symphony Orchestra series include Scott-Stewart Volkswagen in Erie, Pa., The Stewart Dry Goods Co., which is co-sponsoring the series with the Citizens Fidelity Bank in Louisville, Ky., Music Manor in

Reno, Nev.; Miller Piano in Jacksonville, Fla. and the Manufacturers Light and Heat Co. which is co-sponsoring the series with the Security National Bank in Wheeling, W. Va.

Of particular significance to these sponsors is the public and critical acclaim received for these 13 brilliant concerts conducted by Erich Leinsdorf, Charles Munch, Aaron Copland, William Steinberg and Richard Burgin.

For further information and to arrange a screening of our 15 minute Boston Symphony Story and for a complete concert, please contact your nearest Seven Arts salesman.



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 NEW YORK: 200 Park Avenue  
 NEW YORK: 4102 East Broadway St.  
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 WASHINGTON: 1100 Wisconsin Ave. N.W.  
 CHICAGO: 1100 North Dearborn St.  
 PHOENIX: 1100 North Central Ave.  
 SAN FRANCISCO: 1100 North Market St.  
 SEATTLE: 1100 North 3rd St.  
 TAMPA: 1100 North Central Ave.  
 WASHINGTON: 1100 Wisconsin Ave. N.W.  
 WASHINGTON: 1100 Wisconsin Ave. N.W.

grams. Heightened viewer interest has resulted in a growing acceptance of "reality" programming among advertising agencies and sponsors. In the three years since *Interaction* appeared, the rate of sponsorship of local public affairs programs has increased from 10 to 27 per cent. The implications are clear. Hours of programming which, in the past, offered no hope of recovery of costs are now saleable items in the local television salesman's portfolio.

Although there is more than a suspicion that sponsored public affairs programs are considerably less profitable than their entertainment counterparts, broadcasters have learned that by planning carefully and approaching their prospects early, they can interest institutional and other advertisers, and not all public affairs costs need be written off in red ink.

If the programs which we describe loosely as "public affairs" are of primary interest to those who are most concerned about their world and their community, and if such concern is a by-product of education, then three or five years hence we can hope to see even greater attention given to reality in all its aspects. Our schools are now readying the audience whose educational level will be the pre-condition for keener awareness of, and attention to, non-entertainment programs. And the broadcaster will extend further his technical and creative skill to engage the attention of those, and they are by far the greater number who have until now remained "uninterested."

It emerges clearly from the study that the size of a community does not dictate the degree of attention which the broadcaster gives to public affairs programs. This is in one sense, at least, unexpected, since the dollars, energies, and skills which any station can muster are usually dictated by its income, and income is, by and large, a function of market size. Nonetheless, broadcasters in medium-sized and small communities have not stinted.

The compilation that follows makes clear that individual broadcasters are, in increasingly, investing their resources to further broaden the scope of their service in the public interest. It should serve, too, as a ready reference for television station public affairs directors, who will find in it encouragement to widen their own views of the achievable in reality programming.

**W**e cannot predict the content of public affairs programming in the years ahead. For if we analyse the current report and its predecessor, it seems quite clear that the shifting public interest will continue to determine how the broadcaster can best move to meet his community's needs.

How well prepared he is to do this was dramatically demonstrated in the display of the entire industry's capabilities during the tragic days of November 22-25, 1963. National attention was, of course, focused on the events, but in the days that followed there were surprised assertions from some that in the emergency "television grew up." This misses the point.

Television has been "growing up" since the mid-'40's. SPONSOR, in its study, examines the day-to-day efforts which have prepared broadcasters to meet the unanticipated challenge of a national tragedy as well as the less spectacular but ongoing daily needs of 52 million American families.

—ROY DANISH, *director, Television Information Office*



**Why shouldn't  
a national advertiser  
get the benefit of high-impact  
local public affairs programming?**

That's the question Blair asked itself. And answered it by setting up the Special Projects Group, the only fully-staffed department of its kind in the industry. It concentrates on bringing programs of high local interest to the attention of national advertisers.

Some of these programs appeal to people because they talk about their problems: Their taxes. Their transportation. Education of their children. Other programs bring the community together: In the excitement of a parade. In the tension of a vital election. Or in com-

mon concern over a sudden news development. Whenever Blair Special Projects arranges the sponsorship of such a program, that advertiser performs a special service to that community, and earns the gratitude of its people.

If you want programming that will help you beat local products on their home grounds, talk to Ralph Alrud, Earl Thomas or John West. They'll show you how, even if you're national, you can go local with Blair.



## ***Public Service?***

When a motion picture, usually thought of as "entertainment," conveys an idea, examines a problem, or lifts a heart—isn't that serving the public?

And how often have we found this to be true of a movement of music, a moment of drama, a minute of history? Isn't it also true that the best TV documentaries are those that arouse the mind and appeal to the emotions?

The more programming we plan and do—public service or otherwise—the more we realize that the familiar compartments and categories can use some re-appraising. The content is what counts. The form is secondary in importance and the old distinctions seem less valid.

When we plan what are traditionally called "public service" programs we aim to inform, to broaden understanding, and to stimulate thought. We choose a





subject and then we select the form. We have found that the special magic of TV and radio, properly employed through sound broadcasting techniques, often lifts public service programs out of their assumed narrow limits, and enables them to appeal to the broadest possible audience

Thus, without sacrificing content, we can choose the form of program which will do most for—serve, if you will—the public. This is the way it should be. As we face 1964 and the rest of this challenging decade, let's keep it this way.

**RKO General Broadcasting** WOR AM FM TV NEW YORK • KTLJ AM/FM/TV LOS ANGELES • WNAC AM TV AND WRKO FM BOSTON • THE YANKEE NETWORK CKLV AM FM TV DETROIT-WINDSOR • KFRC AM FM SAN FRANCISCO • WVAIS AM FM WASHINGTON, D.C. • WMBQ AM TV MEMPHIS



# Critics pick best in network

Coverage of Kennedy death and burial an outstanding contribution by industry; varied programing by networks chosen

**I**N THE HISTORY of broadcasting, 1963 will be remembered in large part for the monumental coverage of President Kennedy's assassination and burial. Few other events in the past 43 years since commercial radio began could possibly outrank it in terms of selflessness and maximum contribution to the nation.

While individual television stations joined in this great effort, and deserve the highest praise for service, the major burden of coverage fell to the networks. This was understandable since the event and its related developments came from everywhere. Only outer space was unheard from.

When the SPONSOR Public Affairs issue was conceived, no one could have imagined that an event of such magnitude would take place near deadline. A poll of many of the nation's leading newspaper television critics to select the best of network public

affairs programing, completed before the deadline, left this one out. But there are exceptions.

Without doubt, the four November days ranks at the top of the list of public affairs contributions above and beyond all others. To the list of the three best public affairs programs on each of the tv networks, selected by the nation's critics, the editors of SPONSOR have added this one more, knowing that the decision would be concurred in by the panel.

Beginning with the new President of the United States and ranging down to the ordinary man in the street, the nation watched and listened in solemn wonder. At the risk of being trite, we say this was broadcasting's finest hour. This was the best of the networks. To the American Broadcasting Company, the Columbia Broadcasting System, and the National Broadcasting Company belongs the praise of all.

Though the events of November tend to overshadow other public affairs activity by the networks, as they did with all other human activity, the week-in and week-out contributions by ABC, CBS, and NBC are none the less significant. The variety of subjects in the critics' selections are widespread and give strong evidence to the outstanding effort exerted by the networks in public affairs.

In its poll, SPONSOR asked the critics to name the three most outstanding public affairs contributions by each of the networks during the period starting 1 September 1962, and extending through 31 August 1963, or to put it another way, during the 1962-63 season. The following were the programs most often cited by the critics (for tabulation, see box):

## TV CRITICS SELECT TOP NETWORK PROGRAMS 1962-63 SEASON

### ABC—CBS—NBC

Death of President Kennedy

### ABC TELEVISION

The Miner's Lament

A Vanishing Breed: Portrait of a Country Editor

The Vatican

### CBS TELEVISION

Storm Over the Supreme Court

The Silent Spring of Rachel Carson

Town Meeting of the World

### NBC TELEVISION

The Tunnel

Shakespeare: Soul of an Age

The Kremlin

### ABC TELEVISION

• *The Miner's Lament*: A study of the mining problems in the coal regions of eastern Kentucky, and the new strife precipitated by the United Mine Workers' decision to close four to six union hospitals in the area. The program was produced by ABC News Special Projects Division and sponsored by Bell & Howell. The show was broadcast Tuesday, 9 April from 10:30 to 11 p.m., EST.

• *The Vatican*: Viewers saw places in Vatican City never before filmed, and the detailed workings of the oldest established institution in the western world were explained. Priest and postman, choirboy

## public affairs

and cardinal, former, the Swiss Guard, the art treasures, scenes from the Eminent Council were seen in a study of the Vatican as a repository of beauty, a seat of history, and the center of religion for 500 million people. John H. Secondari was executive producer for the program sponsored by Bell & Howell. The Vatican was broadcast Easter Sunday, 14 April from 10:30 to 11 p.m., EST.

• *A Vanishing Breed: Portrait of a Country Editor:* A portrait of Landon Wills, publisher of the Melcan County News in Calhoun, Ky. and a study of the impact of the newspaper on the community. The program underscored economic factors threatening the existence of thousands of small weeklies throughout the United States. Produced by ABC News Special Projects Division, with John H. Secondari as executive producer. *A Vanishing Breed* was also sponsored by Bell & Howell and broadcast Tuesday 23 April from 10:30 to 11 p.m.

### CBS TELEVISION

*The Silent Spring of Rachel Carson:* A report on the controversy over the use of pesticides which started with the publication of Rachel Carson's book. Questions examined were: Is man engineering his own destruction by the widespread application of chemical pesticides? Are pesticides affecting the growth and reproduction of fish and wildlife? Are pesticide residues stored in the human body affecting man's health? Are present controls sufficient to insure safe usage of these chemicals? Executive producer was Fred W. Friendly and it was aired Wednesday, 3 April from 7:30 to 8:30 p.m., EST.

• *Storm Over the Supreme Court:* A three-part series on the nation's highest court. First explored were the conflicts and perils that the Court has faced and survived throughout its history, including early states' rights issues as well as Court power in recent cases. Part II took up the school prayer case, showing chronologically how cases move from lower courts to the Supreme Court for final judicial dispo-



ABC TV: *The Miner's Lament* focused on coal miners of Eastern Kentucky and their problems, while another told about *A Vanishing Breed: Portrait of a Country Editor*



- ◀ CBS TV's *Town Meeting of the World* utilized Telstar to bring together world figures (top left). *The Silent Spring of Rachel Carson* examined pesticide controversy (top right).
- ◀ NBC TV choices included behind the scenes look at *The Kremlin* (lower left). Also *Shakespeare: Soul of an Age*, including graveyard scenes filmed at Stratford-on-Avon (lower right).

sition. Part II was devoted to Bible reading in the public schools. Friendly was also executive producer of this program. The first part was aired on 20 February, the second 13 March, and the third on 19 June, all from 7:30 to 8:30 p.m.

- *Town Meeting of the World*: With the advent of Telstar communications, television acquired a new depth in July, with the first use of instantaneous switching of tv transmission and reception facilities linking the United States and Europe. Former President Dwight D. Eisenhower, former British Prime Minister Anthony Eden, Jean Monnet, "father of the European Common Market, and Heinrich von Brentano, West German Bundestag leader, were linked in this new type of the "town meeting." The broadcast, produced by Friendly, took place Wednesday, 10 July from 12:15 p.m. to 1:20 p.m., and repeated the same evening, 7:30 to 8:30 p.m.

## NBC TELEVISION

- *Shakespeare: Soul of an Age*: Excerpts of Shakespeare's plays, starring Sir Michael Redgrave, with Sir Ralph Richardson as guest narrator, were presented in this program. In addition, a reconstruction of Shakespeare's life, with tv cameras exploring existing landmarks in Stratford-on-Avon, was shown. Soliloquies and scenes were heard from Richard the Second, Henry the Fourth, Henry the Fifth, Richard the Third, King John, Henry the Eighth, Macbeth, Hamlet, As You Like It, Twelfth Night, The Merry Wives of Windsor, and The Tempest. The program, an NBC News production, was broadcast Friday, 30 November, 1962, from 7:30 to 8:30 p.m. under the co-sponsorship of Liggett & Myers and the Lincoln-Mercury Division of Ford Motors.

- *The Tunnel*: A documentary, filmed during the event itself, telling the story of the long, difficult, and dangerous work that went into building the escape route for a group of East Berliners. The tunnel was begun in the early summer of 1962 by a group of West Berlin students, and eventually ran some 150 feet beneath the Berlin Wall. Digging of the tunnel was about a month and 60 feet along

when NBC News learned of its existence and made arrangements for filming. Strict precautionary measures were required to protect the principals involved. The program was telecast 10 December 1962 from and was produced by NBC News.

- *The Kremlin*: A recreation of the events taking place in the Kremlin during five centuries, from early Moscow princes to Czar Peter the Great to the Soviet era. The latter was illustrated in scenes of Lenin's apartment, the Palace of Congresses, the meeting hall of the Supreme Soviet, and the burial places of Bolshevik leaders outside the Kremlin walls. Altogether, camera crews spent some two months filming the report in the Kremlin. The program was produced by George A. Vicas and was sponsored by Xerox Corporation. It was broadcast Tuesday, 21 May from 9:30 to 10:30 p.m.

## SYNDICATORS ACTIVE IN FIELD

Syndicators are also among those working on Public Affairs Programming. There are about 75 such programs in domestic syndication. Both off-network and first-run syndicators are selling five-minute, half-hour, and one-hour series, also an assortment of public affairs specials.

In the first-run category are such shows as Seven Arts' *En France* (about 70 markets); United Artists Tv's *Wolper specials* (85) and *Lee Marvin Presents: Lowbreaker* (130); National Telefilm Assoc.'s *Open End* (20); and Official's *Biography* (149) and *Battle Line* (61).

The off-network category includes such titles as *Expedition*, *High Road*, *Vary Log*, *Air Power*, *You Are There*, and *Victory At Sea*. *Vary Log*, which originally ran on ABC TV, is syndicated by CBS Films. Its 104 half-hours are now running on 18 stations.

NBC Films' venerable *Victory At Sea*, which has been in syndication for ten years, seems to have saturated its market—it's not now being carried on any U. S. station, but an NBC spokesman estimated it has played on "most" stations in the country at one time or another.

ABC Films' *Expedition*, which ran on the network for two years, is currently running 17 episodes in 29 markets. *High Road's* 35 segments are now in 14 cities.

the more  
important  
judgment becomes  
in timebuying  
decisions,  
the more important  
SPONSOR becomes...

these are **days of**

... because SPONSOR provides  
the basis of good judgment ...  
because SPONSOR is where the  
buyers are in broadcast  
advertising

The reappraisal has been agonizing. Formulas are thoroughly shaken. Buying is now seen as the complicated process it has always been. It involves intensive probing under, around, and beyond the numbers, for the differences between stations—some subtle, some not so subtle. These are indeed days of judgment, for which the broadcast trade press (and your advertising in it) is the fastest, surest, most economical

# judgment

means of protection. Never has the trade press been more vital to buyer or seller. But which trade magazine? Today more than ever the answer is SPONSOR, because SPONSOR concentrates on one mission alone: to feed buyers of broadcast advertising with information and illumination. SPONSOR spotlights what's being bought and what isn't . . . what's working and what isn't. SPONSOR points up changes, trends, techniques, and direction. In the process, SPONSOR has become more vital than ever in buying decision. Don't take our word for it. Ask to hear the frank, unbiased tape recordings on trade paper values as given by spokesmen from 20 key broadcast buying agencies. These are days of judgment in trade paper buying, too. The times call for probing behind the kinds and sizes of numerical claims, to determine how many are relevant and how many are not. When you do, you'll find that SPONSOR gives you the inside track on the judgments

**SPONSOR** of the "few who do the choosing".  
HAPPY MEDIUM BETWEEN BUYER AND SELLER

# More than meets the eye

It's physically impossible for any one person, or even a reasonably large group of persons, to learn by first-hand observation the efforts exerted by the nation's broadcasters "in the public interest." Therefore, such activity has more often than not been obscured. The TIO Interaction study of several years ago shed a great deal of awareness on this programming. However, no complete census has been attempted since, leaving unknown the more current developments. Starting in September, SPONSOR undertook to contact each and every broadcaster to uncover their best in public affairs contributions over a one-year period, ending this past September. More than six of ten stations replied. In what is the most complete compendium of such information yet published, there follows individual listings for each station. While each station was limited to five programs, it became very clear in preparing the material that many of the efforts were not just one-shots; they were part of regular, continuing public affairs effort on the local level. Clearly, there is far more public service programming being done than any individual might be aware of. ■

## ALABAMA

### BIRMINGHAM

#### WBRC-TV

CHANNEL 6

LICENSEE: Taft Broadcasting Co.

GROUP: Taft

NETWORK: ABC TV

REPRESENTATIVE: Katz

GENERAL MANAGER: Robert T. Schlinkert

AWARDS: Freedom's Foundation Medal of Honor (1)

EDITORIALIZING: Three times daily

#### 10TH ANNUAL FOURTH OF JULY FLAG RAISING CEREMONY\*

Military ceremony featuring 400 members of the armed forces, the Continental Air Command Band, preceding the raising of the flag. Not available for sponsorship. 30 minutes (7-4-63).

#### TRANSITION OR CRISIS

Appeal for law and order during the integration of Birmingham schools, featuring leading business men, labor leaders, government leaders, and men on the street. Not sponsored. 30 minutes (8-13-63)

#### BREAKTHROUGH FOR ALABAMA

A comprehensive study of Alabama's educational needs in the space age, featuring the opinions of ranking educators, business leaders and local officials. Not sponsored. 60 minutes (4-10-63)

#### PHYSICAL FITNESS

Five early morning broadcasts from Howard College campus, featuring students, Governor, coaches and others during exercises, and discussing the need for physical fitness. Sponsors: Participating. 60 minutes (Spring 1963).

#### MUSIC AT CHRISTMAS

\* Made available to other stations.

Christmas music by the Howard College Choirs from the campus chapel. Not available for sponsorship. 60 minutes (12-24-62).

ALABAMA Not Reporting: WAPI-TV, Birmingham; WWSL-TV, Decatur; WTVY, Dothan; WOWL-TV, Florence; WAFB-TV, Huntsville; WCOV-TV, Montgomery; WSLA-TV, Selma.





## Washington D.C. is our local beat.

Network news programs from Washington D.C. help you see and understand the forces that affect particular states. Our Washington Bureau chief, Bill Robert, Carl Coleman and Norris Brock file radio and TV reports daily to our stations on matters of great importance. They're backed by more than 20 of Washington's top specialized reporters, the bureau men of *TIME* and *LIFE*. So, we join the world's most important news city to our audiences. We have done so on a full-time basis since 1958.

We believe that group operators that force on broadcast can offer unique services to the communities their stations serve. As a division of Time Incorporated, Time-Life Broadcast is especially gratified to be able to deliver these services in the area of news and public affairs.

CALIFORNIA-ALGO W. AMES — COLORADO — ILL. — INDIANA — IOWA — KANSAS — MISSISSIPPI — MISSOURI — NEBRASKA — NEVADA — NEW YORK — NORTH CAROLINA — NORTH DAKOTA — OHIO — OKLAHOMA — PENNSYLVANIA — SOUTH CAROLINA — TEXAS — VIRGINIA — WISCONSIN — WYOMING

ALABAMA

MOBILE

WALA-TV

CHANNEL 10

LICENSEE: *Pape Television Co.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *H. Ray McGuire*

EDITORIALIZING: *None*

MOAMA ON PARADE

Remote pick-up from flight test center at Brookley Air Force Base, including ground-to-air conversation with test pilot. Not available for sponsorship. 30 minutes (7-12-63).

OUTLOOK

Panel discussion by various committees of the Chamber of Commerce on economic outlook for the area. Not available for sponsorship. 30 minutes (6-7-63).

MARS REMOTE

Remote pick-up involving military affiliates radio service program originated from station's transmitter site. Not available for sponsorship. 60 minutes (5-18-63).

DOCTOR MARSHALL PRESENTS

Presented by the Navy and other interested parties to focus attention on educational opportunities in the Navy. Not available for sponsorship. 60 minutes (8-11-63).

MOBILE SYMPHONY

Remote pick-up of the Mobile Symphony from Murphy High School auditorium. Not available for sponsorship. 30 minutes (10-21-62).

MOBILE

WKRQ-TV

CHANNEL 5

LICENSEE: *WKRQ-TV, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *H-R*

GENERAL MANAGER: *C. P. Persons, Jr.*

EDITORIALIZING: *Occasional*

FREEDOM vs. COMMUNISM: THE ECONOMIC SURVIVAL

Discussion led by Dr. Aladar Goellner, a Hungarian guest lecturer of languages at Spring Hill College. Not available for sponsorship. 30 minutes (11-28-62).

BREAKTHROUGH FOR EDUCATION\*

Discussion by noted educators of the educational needs of schools today and tomorrow. Not available for sponsorship. 60 minutes (4-10-63).

LOYOLA UNIVERSITY CONCERT BAND

Presentation in conjunction with Mobile Civic Ballet to promote cultural interests. Program included vocal and instrumental soloists and a dance group. Not available for sponsorship. 30 minutes (1-25-63).

AMERICA JUNIOR MISS FINALS

Sixth annual competition of high school seniors from all states. Sponsors: Bobby Brooks, Coca-Cola, Eastman Kodak. 90 minutes (3-16-63).

CASHIER PHILHARMONIC MALE GLEE CLUB

Old and new songs presented by one of the finest Negro glee clubs in the area. Not available for sponsorship. 30 minutes (8-12-63).

\* Made available to other stations.

MONTGOMERY

WSFA-TV

CHANNEL 12

LICENSEE: *Broadcasting Company of the South DBA*

GROUP: *Broadcasting Company of the South*

NETWORK: *NBC TV*

REPRESENTATIVE: *PGW*

GENERAL MANAGER: *Carter Hardwick*

EDITORIALIZING: *Occasional*

THE CITY'S THIRST

Discussion of the water shortage problem in Montgomery, including films and background material. Not sponsored. 30 minutes (7-23-63).

SEARCH FOR TALENT

A series of talent contests between contestants selected from the coverage area of the station. Sponsor: Capitol Trailways. 30 minutes.

WITHOUT DREAD OF EVIL

Objective look at the city's Juvenile Delinquency problem, including interviews with delinquents and the Youth Aid Bureau. Not sponsored. 30 minutes (4-8-63).

TELL ME DOCTOR

Series of panel discussions by local physicians of current medical and health problems. Sponsor: Hall Brothers Dairy. 30 minutes (9-1-62 to 6-10-63).

IT'S THE LAW

Series of panel discussion of members of the Montgomery Bar Association of legal problems. Sponsor: Gulf American Insurance Company. 30 minutes (2-10 to 5-5-63).

**ARIZONA**

**PHOENIX**

**KOOL-TV**

CHANNEL 10

LICENSEE: *KOOL Radio-Television, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *Hollingbery*

GENERAL MANAGER: *Homer Lutz*

EDITORIALIZING: *60 seconds daily*

**THE LOSERS\***

\* *Made available to other stations*

Probing the high school dropout problem with interviews with students who have dropped out. Not available for sponsorship. 30 minutes (5-25-63).

**PHOENIX**

**KPHO-TV**

CHANNEL 5

LICENSEE: *Meredith Broadcasting Co.*

GROUP: *Meredith*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Richard B. Raels*

AWARDS: *Emmy (1)*

EDITORIALIZING: *Twice weekly*

**ARIZONA ROUNDTABLE†**

Weekly series consisting of a panel discussion of the various current problems faced by the community. Not available for sponsorship. 30 minutes.

**PEOPLE OF THE LONG EYES\***

\* *Made available to other stations.*

† *Made available to TAC.*

Documentary, featuring the Kitt Peak National Observatory, location of the world's largest solar telescope. Sponsor: Southern Arizona Bank. 60 minutes (4-21-63).

**TUCSON**

**KGUN-TV**

CHANNEL 9

LICENSEE: *KGUN-TV, Inc.*

NETWORK: *ABC TV*

REPRESENTATIVE: *Young Television*

GENERAL MANAGER: *Edwin G. Richter, Jr.*

EDITORIALIZING: *Three times weekly*

**MAYOR AND COUNCIL REPORT**

Interview of the Mayor and the City Council to inform the citizens of the efforts and activities of the Mayor and the Council. Not available for sponsorship. 30 minutes (monthly).

**FOCUS**

Religious editorial pertaining to the moral view on current world events. Not available for sponsorship. 90 seconds (twice weekly).

**ENCOUNTER**

Series of debates among religious leaders of all faiths expressing their views on current world problems. Not available for sponsorship. 30 minutes (weekly).

**CONTROVERSY**

Debate among leading community leaders on various subjects. Not available for sponsorship. 30 minutes (weekly).

ARIZONA Not Reporting: KTAR-TV, KTVK, Phoenix; KIVA, Yuma.

**ARIZONA**

**TUCSON**

**KOLD-TV**

CHANNEL 13

LICENSEE: *Old Pueblo Broadcasting Co.*

GROUP: *Arizona Broadcast Network*

NETWORK: *CBS TV*

REPRESENTATIVE: *Hollingsbery*

GENERAL MANAGER: *E. S. Wittendorf*

EDITORIALIZING: *None*

**PARTY LINE**

Outstanding representatives from business, education, medicine, politics, and other fields phone in questions. Topical conversation between viewer and guest. Sponsors: Participating. 30 minutes (daily).

**BURKE-UDALL DEBATE\***

Political debate between two major candidates for the U. S. House of Representatives. Not available for sponsorship. 60 minutes (10-14-62).

**KNOW YOUR CANDIDATES\***

Three programs presented by League of Women Voters for debates between candidates for various state offices. Not available for sponsorship. 30 minutes (10-7-63, 10-14-62, 10-28-63).

**ANNUAL RODEO PARADE**

Remote telecast of the Rodeo Parade, highlight of the "Fiesta de Los Vaqueros." Sponsor: Local bank. 2 hours (2-21-63).

**BISHOP GREEN'S AIRPORT RECEPTION**

Return of Rev. Francis Green to Tucson from Vatican Council in Rome. Not available for sponsorship. 30 minutes (12-11-63).

\* Made available to other stations.

**TUCSON**

**KVOA-TV**

CHANNEL 4

LICENSEE: *B GAL Television Inc.*

GROUP: *Steinman Stations*

NETWORK: *NBC TV*

REPRESENTATIVE: *Meeker*

GENERAL MANAGER: *Gordon Hamilton*

**A PLACE IN THE SHADE\***

An editorial documentary to arouse interest and action toward getting an intermediate juvenile correctional institution from the State Legislature. Not available for sponsorship. 30 minutes (1-17- & 1-19-63).

**MEET THE CANDIDATE**

Regular series preceding local, state, and school board elections to introduce candidates for public office. Part of sponsored news programs.

**CHANNEL 4 SPECIAL REPORTS**

Film/still presentations coupled with video-taped statements of local leaders and officials examining a local effort or problem in depth during regular newscasts. Part of sponsored news programs.

\* Made available to other stations.

**ARKANSAS**

**EL DORADO**

**KTVE**

CHANNEL 10

LICENSEE: *KTVE Incorporated*

NETWORK: *NBC TV, ABC TV*

GROUP: *Veterans Broadcasting Company, Inc.*

REPRESENTATIVE: *Venard-Torbet-McConnell*

GENERAL MANAGER: *W. F. de Tournillon*

EDITORIALIZING: *None*

**TELL ME DOCTOR**

Discussions by Dr. R. B. Robins, president of AMA, of the need for Nursing Homes, the reasons for having them and how they are run. Not available for sponsorship. 15 minutes (weekly).

**C.P. TELETHON**

A 19-hour telethon to raise funds for Cerebral Palsy using local area talent and stars. Not available for sponsorship. 19 hours (5-4-63).

**SCHOOL LOANS**

Members of the Arkansas State Department of Education discussed school loans for high school graduates to go to college in an effort to discourage high school drop-outs. Not available for sponsorship. 15 minutes (3-4-63).

**FBI**

Discussions of top crime in Arkansas, car theft, cautioning the people to be more careful with their automobiles. Not available for sponsorship. 15 minutes (5-30-63).

**FARM & HOME SHOW**

Up-to-date news on agriculture in the area with suggestion aids on farming and home-making. Not available for sponsorship. 15 minutes (5-7-63).

ARKANSAS Not Reporting: *KARK-TV, Little Rock.*

**ARKANSAS**

**FORT SMITH**

**KFSA-TV**

CHANNEL 5

LICENSEE: *American Television Company*

NETWORK: *ABC TV, CBS TV, NBC TV*

REPRESENTATIVE: *Leonard, Torbet & McConnell*

GENERAL MANAGER: *Bill Slates*

EDITORIALIZING: *None*

**BABE RUTH STORY\***

Life story of the famous baseball hero. One of a series of biographies. Sponsor: *DX Sunray, Old Milwaukee Beer*. 30 minutes (5-13-63).

**BIOGRAPHY OF WINSTON CHURCHILL\***

Two part dramatic portrayal of Winston Churchill. He. Another in the "BIOGRAPHY" series. Sponsor: *DX Sunray, Old Milwaukee Beer*. 30 minutes (7-1 and 7-5-63).

**BIOGRAPHY OF WERNHER VON BRAUN\***

Story of the capture and release and subsequent American citizenship of Wernher von Braun. Sponsor: *DX Sunray, Old Milwaukee Beer*. 30 minutes (8-26-63).

**CAN U.N. SURVIVE?\***

Timely panel discussion of the future of the United Nations. Part of *All America Wants to Know* series. Not sponsored. 30 minutes (9-15-63).

**MURDER BY MAIL\***

Told compelling story of narcotics. Part of the *All America Wants to Know* series. Not sponsored. 30 minutes (7-21-63).

\* Made available to other stations.

**LITTLE ROCK**

**KATV**

CHANNEL 7

LICENSEE: *KATV, Inc.*

GROUP: *Griffin Broadcast Group*

NETWORK: *ABC TV*

REPRESENTATIVE: *Acery-Knodel*

GENERAL MANAGER: *Robert H. Doubleday*

EDITORIALIZING: *None*

**BOND ISSUE**

Panel discussion with Chamber of Commerce and Dow South officials promoting passage of a bond issue for a new industrial plant. Not available for sponsorship. 30 minutes (2-22-63).

**MARCH OF DIMES TELERAMA**

Hollywood stars and local talent raising money for the March of Dimes drive. Not available for sponsorship. 22 hours (1-6-63).

**STATE HOSPITAL**

Administrators, architects and builders discuss a new \$12,000,000 mental hospital. Not available for sponsorship. 30 minutes (3-5-63).

**ETV IN ARKANSAS?**

News conference format with the Governor of Arkansas and the ETV Commission Chairman answering the queries of news men. Not available for sponsorship. 30 minutes (6-14-63).

**AN ARKANSAS EDITOR VISITS RUSSIA**

Local editor reported on his stay in Russia using slides, photos, etc. Not available for sponsorship. 30 minutes (7-30-63).

**LITTLE ROCK**

**KTHV**

CHANNEL 11

LICENSEE: *Arkansas Television Company*

NETWORK: *CBS TV*

REPRESENTATIVE: *AFS*

GENERAL MANAGER: *R. G. Robertson*

EDITORIALIZING: *None*

**THE ALCOHOLICS**

Film-tape-documentary program dealing with causes, symptoms, and remedial treatment of the alcoholic. Not available for sponsorship. 120 minutes (2-4-63).

**DAY GONE BY FOR THE FLETCHER CHILD**

Program followed a mentally retarded child through his day at the Arkansas Children's Colony to show quality of treatment for mentally retarded children. Not available for sponsorship. 30 minutes (3-4-63).

**THE TEEN YEARS**

A candid look at the life and customs of today's teenagers to give an insight into their motivations and attitudes. Not available for sponsorship. 30 minutes (5-22-63).

**THE DROP-OUTS**

An exploration of the causes, effects, and preventive measures concerning the high school dropout problem in Arkansas. Not available for sponsorship. 30 minutes (1-30-63).

**TO HELP A CHILD**

Story of the Arkansas Children's Hospital with focus on modern treatment of lung and orthopedic patients. Not available for sponsorship. 30 minutes (4-24-63).

CALIFORNIA

BAKERSFIELD

KLYD-TV

CHANNEL 17

LICENSEE: Kern County Broadcasting Co.

NETWORK: ABC TV

REPRESENTATIVE: Blair

GENERAL MANAGER: Dave Maxwell

EDITORIALIZING: None

VIEWPOINT: DROPOUT

Panel discussion of the high school dropout problem followed by a question and answer period via telephone. Not available for sponsorship. 30 minutes (8-29-63).

WELFARE VS. YOU

County Director of Welfare and County Supervisors answering the questions of viewers. Not available for sponsorship. 30 minutes (7-7-63).

VIEWPOINT: RECALL

Recall of a City Councilman initiated by a local group discussed. Not available for sponsorship. 30 minutes (June 1963).

WHY JOHNNY CAN'T GET A JOB

Series using films produced by Reader's Digest, followed by the comments of a local educator. 30 minutes.

FACE OF RUSSIA\*

Films and panel interview reporting the travels of local farmers behind the Iron Curtain and in Russia. 90 minutes.

\* Made available to other stations.

CHICO

KHSL-TV

CHANNEL 12

LICENSEE: Golden Empire Broadcasting Co.

NETWORK: CBS TV

REPRESENTATIVE: Venard, Torbet & McConnell

GENERAL MANAGER: Mickey McClung

EDITORIALIZING: Twice a month.

YOUTH WANTS TO KNOW

High School panel asks questions of prominent businessmen. Not available for sponsorship. 30 minutes (9-8-62).

DO WE REALLY CARE

Panel discussion on increasing difficulty of passing school bond proposals. Not available for sponsorship. 30 minutes (10-7-62).

DOWN IN THE DUMPS

Local dispute relative to selection of new dump site. Films of present set-up, proposed sites, and comparisons with other communities. Not available for sponsorship. 30 minutes (8-15-63).

THE BRACERO PROGRAM AND ITS EFFECT ON CALIFORNIA AGRICULTURE

Interviews with farmers and agricultural leaders of the area, legislature congressmen and senators. Not available for sponsorship. 10 minutes.

MOVING A MOUNTAIN

Building of Oroville Dam, largest earth-filled dam in U. S. Included filmed interviews with government officials. Not available for sponsorship. 60 minutes (6-5-63).

FRESNO

KAIL-TV

CHANNEL 53

LICENSEE: KAIL TV Broadcasting Co.

REPRESENTATIVE: Vic Piano

GENERAL MANAGER: Barney Lee Golden

EDITORIALIZING: Occasional

PERSONALITIES IN THE NEWS

Regular program of commentary on controversial subjects. Guests and viewer audience participation in discussion with an open end format. Sponsors: Local participating. 90 minutes (Three times weekly).

CALIFORNIA Not Reporting: KBAK-TV, KERO-TV, Bakersfield; KRCR-TV Redding; KLEM-TV KVIQ-TV, Eureka; KFRE-TV, KMJ-TV, Fresno; KCOP, KPIX-TV, Los Angeles; KNTV, Salinas-Monterey; KCHU-TV, San Bernardino; XETV, San Diego; KSBY, San Luis Obispo.

**CALIFORNIA**

**FRESNO**

**KICU-TV**

CHANNEL 43

LICENSEE: *Sierra Broadcasting, Inc.*

REPRESENTATIVE: *Avery Knodel*

GENERAL MANAGER: *William O. Edholm*

EDITORIALIZING: *None*

**MORATORIUM ON DEATH**

Discussion by a distinguished panel of both sides of Governor Edmund Brown's proposal to call a moratorium on the death penalty in California. Following panel discussion time was opened to the public and the sociology class of Stanislaus State College for further discussion. Not available for sponsorship. 90 minutes (5-7 and 7-12-63).

**FRESNO**

**KJEO**

CHANNEL 47

LICENSEE: *Shasta Telecasting Corporation*

NETWORK: *ABC TV*

REPRESENTATIVE: *H-R*

GENERAL MANAGER: *George C. Fleharty*

EDITORIALIZING: *Occasional*

**TO LOVE A CHILD**

The unusual and valuable facility, and the work of the people involved with the San Joaquin Valley Children's Hospital was dramatized. Not available for sponsorship. 30 minutes (1-8-63).

**24 HOURS WITHOUT SLEEP**

Description of the effort put forth to organize and put on a telethon. Not available for sponsorship. 30 minutes (3-5-63).

**U.S. FOREST SERVICE**

Story of the great forests of the area and how they benefit local residents. People urged to help protect those forests. Not available for sponsorship. 30 minutes (8-7-63).

**CONVENTION CENTER**

Description of the purpose and probable expenses of a proposed multi-million dollar convention center. Not available for sponsorship. 30 minutes (2-8-63).

**LOS ANGELES**

**KABC-TV**

CHANNEL 7

LICENSEE: *American Broadcasting-Paramount Theatres, Inc.*

NETWORK: *ABC TV*

REPRESENTATIVE: *ABC TV Spot Sales*

GENERAL MANAGER: *Elton H. Rule*

EDITORIALIZING: *Semi-monthly*

**BRING BACK THE THREE R'S**

State superintendent of Public Instruction answered questions from a panel of newsmen concerning his campaign promise to bring the three R's back to public education. Not available for sponsorship. 30 minutes (11-25-62).

**CHUCKO CHRISTMAS SPECIAL**

Chucko the Clown hosted Korean Orphan Choir in a program of Christmas music. Highlight was a small Korean deaf-mute reciting "The Lord's Prayer" in sign language. Sponsor: Miles Laboratories. 60 minutes (12-25-62).

**WALK OLD, WALK LONELY**

Sam Jaffe narrated a program which studied the problems of America's senior citizens. Sponsor: Bristol Myers. 60 minutes (12-30-62).

**AMIGO ON THE MOVE**

Jay Novello narrated a program concerned with the current social revolution in Mexico. Sponsor: Hunt Foods, Oscar Mayer. 30 minutes (1-13-63).

**A CHANCE TO LIVE**

Program about the activities which surround the Children's Emergency Hospital presenting little known facts about who is treated and the type of treatment received there. Not sponsored. 30 minutes (1-8-63).

CALIFORNIA

LOS ANGELES

KHJ-TV

CHANNEL 9

LICENSEE: RKO General

REPRESENTATIVE: RKO-General National Sales

GENERAL MANAGER: Malcolm C. Klein

AWARDS: Chamber of Commerce citation (2)

AN EVENING AT THE HOLLYWOOD BOWL

Andre Kostelanetz conducting the Hollywood Bowl Symphony Orchestra in an "All Gershwin" night. Sponsor: First National City Bank of Los Angeles. 135 minutes (8-7-63).

PROJECT TODAY

Gives cities throughout the area an opportunity to air their needs, wants and achievements to the whole community. Not available for sponsorship. 30 minutes (Monthly).

IMPRESSIONS

Work of artists, professional and non-professional, in fields ranging from photography to literature and art. Not available for sponsorship. 30 minutes (Various).

PROMENADE CONCERT

Arthur Fiedler conducting the Los Angeles Philharmonic Orchestra. Sponsors: Union Federal Savings and Loan Assn. 120 minutes (3-29-63).

LOS ANGELES

KMEX

CHANNEL 34

LICENSEE: KMEX, Inc.

NETWORK: Spanish International Network

REPRESENTATIVE: Theo. B. Hall

GENERAL MANAGER: Burt S. Avedon

EDITORIALIZING: Weekly

ESCUELA KMEX

Daily series presenting English lessons and lessons on citizenship to the Spanish-speaking people of Los Angeles. Not available for sponsorship. 30 minutes.

EL SEGURO SOCIAL

Social Security office makes the Spanish-speaking people of Los Angeles aware of their rights under the Law. Not available for sponsorship. 30 minutes (Weekly).

MOTIVO DE ALARMA

Presentation by Los Angeles Fire Dept. giving information about fire prevention in homes. Not available for sponsorship. 15 minutes (Weekly).

CONSEJOS PARA SU SEGURIDAD

Presentation by Los Angeles Police identifying the police with the public. Not available for sponsorship. 15 minutes (Weekly).

USTED Y SU SALUD

Public health program conducted by the Christmas Seal Association. Aims to fight against tuberculosis. Not available for sponsorship. 30 minutes (Weekly).

LOS ANGELES

KNBC

CHANNEL 4

LICENSEE: National Broadcasting Company

NETWORK: NBC TV

REPRESENTATIVE: NBC Spot Sales

GENERAL MANAGER: Thomas C. McCray

AWARDS: Certificate of Merit, Southern California Auto Club (3); John Scott Award of California Teachers Association (1); Special Award from California Judges' Conference (4); VIBRANT (1 and 5)

EDITORIALIZATION: None

OUR GROWING THIRST

Review of water resources for Southern California and an examination of first attempted water reclamation plant. Not available for sponsorship. 30 minutes (8-12-63).

HAPPY BIRTHDAY U.S.A.\*

Color program telling the story of America in songs, sayings, and symbols of liberty. Not available for sponsorship. 60 minutes (7-4-63).

ONE FOR THE ROAD\*

Live and taped experiment to determine the effect of alcohol on motorists to encourage traffic safety on holidays. Not available for sponsorship. 30 minutes (7-1-63).

SURVEY '63

Series touching on all phases of community activity and interest. Includes both documentaries and discussion programs. 30 minutes.

COLLEGE REPORT

\* Made available to other stations

Kaleidoscope of college activities. Produced in cooperation with the independent colleges of Southern California. Not available for sponsorship. 30 minutes (Weekly).





# LEADERSHIP IS EARNED- NOT PROCLAIMED

*For its exclusive television presentation  
of a Hollywood Bowl "Symphony Under The  
Stars," KHJ-TV earned this praise:*

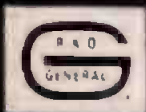
*"KHJ-TV made a distinguished contribution to  
television and Southland culture... by long  
odds this has been the most brilliant  
telecast of the summer and one of  
the most outstanding productions  
in television history."*

*CECIL SMITH - Los Angeles Times*

**Yes, reputations are made by performance. And bold  
leadership in programming has earned KHJ-TV its position  
as the number one independent in Los Angeles.**

## **KHJ-TV/CHANNEL 9**

REPRESENTED BY RKO GENERAL NATIONAL SALES



**QUALITY ENTERTAINMENT AND COMMUNITY SERVICE**

**CALIFORNIA****LOS ANGELES****KNXT**

CHANNEL 2

LICENSEE: *CBS*GROUP: *CBS TV Stations*NETWORK: *CBS TV*REPRESENTATIVE: *CBS TV Stations  
National Sales*GENERAL MANAGER: *Robert D. Wood*AWARDS: *Golden Mike, Ohio State,  
California Federation of Women's  
Clubs, California Associated Press  
TV-Radio Association (1); Los An-  
geles County Interracial TV Award  
(5)***BURDEN OF SHAME: THE CHILD  
MOLESTER**

Actual words and voice of a child molester featured, with emphasis on the man and his treatment at Ataseadero State Hospital. Not sponsored. 60 minutes (9-14-62).

**CALIFORNIA #1\***

Salute to nation's largest state in population, giving reasons for growth, and opportunity to see what is being done in California. Sponsor: California Federal Savings. 60 minutes (12-28-62).

**POISON IN THE AIR**

Survey of air pollution in Southern California, London, and Donora, Pa. Not sponsored. 60 minutes (1-21-63).

**HOLLYWOOD COME HOME**

The motion picture industry, its potential revival, its impact, and its future outlook examined from economic standpoint. Not sponsored. 60 minutes (3-24-63).

**THE GHETTO MERCHANTS**

\* Made available to other stations.

Methods used by real estate salesmen who have opportunity for commissions by convincing one racial group to move out of a neighborhood and another to move in. Not sponsored. 30 minutes (4-24-63).

**HOLLYWOOD****KTLA**

CHANNEL 5

LICENSEE: *Paramount Television  
Productions, Inc.*REPRESENTATIVE: *PCW*GENERAL MANAGER: *S. L. Adler*EDITORIALIZING: *Twice a month***A NEGRO'S POINT OF VIEW**

Comedian Dick Gregory talked seriously about the American Negro, his goals and his method of achieving those goals. Not sponsored. 30 minutes (9-9-63).

**THE OLDER AMERICAN**

Discussion of the problems and difficulties facing America's aged and the possible solutions. Not sponsored. 30 minutes (8-4-63).

**MAYOR YORTY'S PRESS  
CONFERENCE**

Live coverage of the mayor's weekly press conferences telecast directly from the City Hall. Not sponsored. 45 minutes (Weekly).

**DEATH IN THE RING**

Documentary probed both sides of the highly controversial issue of boxing after the death of fighter Davey Moore. Not sponsored. 30 minutes (3-26-63).

**SPLIT IMAGE**

Demonstration of an experiment in treating mental illness—a new process in which TV production jobs are used as therapeutic tools by a California State Mental Hospital. Not sponsored. 60 minutes (4-14-63).

**LOS ANGELES****KTTV-TV**

CHANNEL 11

LICENSEE: *MetroMedia*GROUP: *Metropolitan*REPRESENTATIVE: *Metro TV Sales*GENERAL MANAGER: *Albert P. Krivin*EDITORIALIZING: *None***MEET YOUR CONGRESSIONAL  
CANDIDATES**

All congressional candidates in area invited to speak, providing public a chance to meet them. Sponsors: Liggett &amp; Myers, Great Western Savings. 195 minutes. (11-4-62).

**ARMED FORCES DAY**

Tour of Army, Marine Corps, Air Force, and Navy facilities, aboard carrier and at El Torro Marine Base. Sponsors: Liggett &amp; Myers, Great Western Savings. 120 minutes. (5-18-63).

**GLENDALE SYMPHONY  
ORCHESTRA**

Carmen Dragon conducting popular classical numbers by large, nationally-known orchestra. Sponsor: Glendale Federal Savings. 30 minutes (3-28-63).

**EASTERN SUNRISE SERVICES**

Live and tape coverage of the Hollywood Bowl Easter sunrise service. Sponsors: Liggett &amp; Myers, Great Western Savings. 105 minutes (4-14-63).

**RISE OF AMERICAN LABOR**

Documentary on the growth of labor in the United States. Not sponsored. 60 minutes (8-26-63).

**CALIFORNIA**

**SACRAMENTO**

**KCRA-TV**

CHANNEL 3  
 LICENSEE: *Kelly Broadcasting Co.*  
 NETWORK: *NBC-TV*  
 REPRESENTATIVE: *Petry*  
 GENERAL MANAGER: *Jon Kelly*  
 EDITORIALIZING: *None*

**OPERATION PORTFOLIO**

Series of local programs filmed in Europe to give perspective to the European scene. Sponsor: Brooke Bond Tea. Five minutes (Various).

**MISSION TO MEXICO\***

Four man news team accompanied the President to Mexico to report on Latin America and the Castro influence. 60 minutes (10-62).

**GREAT DAY ON THE RIVER**

Documentary report on the opening of the Sacramento deep water port. Sponsors: Participating. 30 minutes (7-63).

**CONVERSATION WITH A SENATOR**

Prime time show featuring conversation with Senator Thomas Kuchel and Gary Park. Not sponsored. 30 minutes (7-63).

**CIVIL RIGHTS FORUM**

Before and after three-hour NBC special on race relations, station offered 30 minute discussion on the subject. 60 minutes (9-63).

\* Made available to other stations.

**SACRAMENTO**

**KOVR**

CHANNEL 13  
 LICENSEE: *Metromedia*  
 GROUP: *Metropolitan*  
 NETWORK: *ABC-TV*  
 REPRESENTATIVE: *Metro-TV Sales*  
 GENERAL MANAGER: *Sid Grayson*  
 EDITORIALIZING: *None*

**THE ROAD AHEAD**

California leaders including Governor Brown evaluating the ship of state in 1963. Not available for sponsorship. 30 minutes (1-1-63).

**BIG WHEEL**

Effect of the auto industry on the economy of Sacramento reported. Not available for sponsorship. 30 minutes (1-22-63).

**THE MAYOR SPEAKS**

Mayors from smaller communities reveal problems of their communities. Not available for sponsorship. 30 minutes (3-17 and 4-7-63).

**1000 MILES OF WATERWAYS**

The meaning of water to the San Joaquin-Sacramento area. Not available for sponsorship. 30 minutes (4-28-63).

**ONE STEP FORWARD**

Work of the Family Service Agency in the Sacramento area. Not available for sponsorship. 30 minutes (9-29-63).

**SACRAMENTO**

**KXTV**

CHANNEL 10  
 LICENSEE: *Great Western Broadcasting Corp.*  
 GROUP: *Corinthian*  
 NETWORK: *CBS-TV*  
 REPRESENTATIVE: *H-R*  
 GENERAL MANAGER: *Robert S. Wilson*  
 AWARDS: *1st place, annual Corinthian Public Affairs competition (1); California State Fair and Exposition Gold Medal (2)*

**DEATH OF A GOLD RUSH TOWN†**

Story of the town of Comanche, Calif., soon to be drowned in water due to the construction of a dam. Film series of town and interviews with old-time residents. Not available for sponsorship. 30 minutes (12-30-62).

**CALIFORNIA BOXING — OK OR KO?\***

Documentary on proposed abolition of boxing in California following death of fighter Davy Moore. Not available for sponsorship. 30 minutes (3-27-63).

**HIGHLIGHTS FROM HAMLET†**

Production of Shakespeare's classic as performed by Sacramento State College. Not sponsored. 60 minutes (5-22-63).

**TIME OF LONELINESS**

Special for the United Crusades on a home for unwed mothers. Featured stories filmed at home included interviews with residents. Not available for sponsorship. 20 minutes (9-13-62).

**MR. AL'S STORYTIME**

Story teller reads to pre-school audience to interest them in books, reading, and the use of free public libraries. Not available for sponsorship. 30 minutes (Weekly).

† Made available to TAC.  
 \* Made available to other stations.

**SALINAS**

**KSBW-TV**

CHANNEL 8

LICENSEE: *Central California Communications Corp.*

NETWORKS: *NBC TV, CBS TV*

REPRESENTATIVE: *H-R*

GENERAL MANAGER: *Robert F. Klein*

EDITORIALIZING: *Note*

**RUSSIAN IMPRESSIONS OF THE UNITED STATES**

Four Russian women panelists gave their impressions to further the cultural understanding between the U. S. and Russia. Not available for sponsorship. 30 minutes (3-22-63).

**HIGH NOON**

Members of the Monetary County Board of Supervisors spoke on re-districting, explaining how vital local government is to the American form of government. 30 minutes (11-63).

**SAN ANTONIO DAM**

Importance of water conservation in the Salinas Valley stressed in discussion of proposed San Antonio Dam. Not available for sponsorship. 30 minutes (8-9-63).

**SAN DIEGO**

**KFMB-TV**

CHANNEL 8

LICENSEE: *Transcontinent Television Corporation*

GROUP: *Transcontinent*

NETWORK: *CBS TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *George Whitney*

EDITORIALIZING: *Occasional*

**THE RABIES EPIDEMIC**

Course of the rabies epidemic, which broke out in San Diego, showing steps taken to combat disease, a boy who had to take the Pasteur treatment and interviews with doctors. Not sponsored. 30 minutes (11-14-62).

**MIRACLE OF THE BEACH**

Documentary on Synanon, a private institution for the rehabilitation of drug addicts, which was planning to expand to San Diego. Not sponsored. 30 minutes (2-27-63).

**80 PROOF WOMEN\***

Interviews with female alcoholics and medical, legal, and civic authorities on the growing problem of alcoholism in San Diego. Not sponsored. 30 minutes (4-24 and 5-22-63).

**THE FLYING SAMARITANS**

Story of a group of doctors and nurses from San Diego who make periodic visits to provide medical care for the people of El Rosario on the Baja California Peninsula. Not sponsored. 30 minutes (12-5-63).

**PRESIDENT KENNEDY'S VISIT TO SAN DIEGO**

Live remote coverage of President Kennedy's arrival and some of his activities during his visit in San Diego. Sponsor: Douglas Oil Company. 225 minutes (6-6-63).

\* Made available to other stations.

**SAN DIEGO**

**KOGO-TV**

CHANNEL 10

LICENSEE: *Time, Inc.*

NETWORK: *NBC TV*

GROUP: *Time-Life Broadcast*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Clinton Bruce*

Awards: *Ohio State (3); Special citation from the Secretary of the Navy (1); California State Fair, First Place, sports program (5)*

EDITORIALIZING: *Weekly*

**THE STRANGE NEW BREED\***

A look at surfing and the surfer, his motives, attitudes, way of life through film of surfing in California and Hawaii. Sponsor: San Diego Imperial. 30 minutes (9-5-63).

**OF HELL AND HOPE**

Presentation of the problem of narcotics addiction in Southern California through the eyes of an actual addict—in his relationship to himself, his associates, psychologists, and law enforcement officials. Not sponsored. 60 minutes (3-21-63).

**TEACHING CHILDREN ABOUT SPACE SCIENCE\***

Series designed to give teachers information about space technology to answer questions of children. Not available for sponsorship. 30 minutes.

**THE SEA OF DARKNESS†**

Traces the development of deep submersible vessels, specifically the Bathyscape Trieste, from its initial development to its deep dive off Guam. Not sponsored. 30 minutes (11-12-62).

**THE OUTDOOR SPORTSMAN**

\* Made available to other stations.  
† Made available to TAC.

Series of programs depicting fishing, hunting, water skiing, skin diving and other outdoor sports in the local area. Filmed in color. Sponsor: Campbell Chevrolet. 30 minutes (Weekly).

**CALIFORNIA**

**SAN FRANCISCO**

**KGO-TV**

CHANNEL 7

LICENSEE: *America Broadcasting Company*

GROUP: *ABC TV owned stations*

NETWORK: *ABC TV*

REPRESENTATIVE: *ABC TV Spot Sales*

GENERAL MANAGER: *David M. Sacks*

EDITORIALIZING: *Daily*

**YOUNG VOICE OF CHRISTMAS**

Concert of children and student Christmas songs by school vocal groups from ten local cities. Sponsor: Pacific Gas and Electric. 60 minutes. (12-21-62)

**YOUNG SOUND OF MUSIC**

Concert of orchestral music by seven different elementary and high schools. Sponsor: Pacific Gas and Electric. 60 minutes. (4-12-63)

**REHEARSAL FOR A TOUR\***

Presented California Youth Symphony in rehearsal preparation for tour of Japan. Program helped to raise money for the tour. Sponsor: Golden Gate National Bank. 30 minutes. (6-6-63)

\* *Made available to other stations.*

**THE GOLDEN GATE STORY\***

Series produced to highlight the aims and activities of various civic agencies or organizations which work for the public welfare. Not available for sponsorship. 60 minutes. Weekly.

**SUMMER JOBS FOR STUDENTS\***

Program plus series of spots by young people urging viewer to create jobs for vacationing students. Not available for sponsorship. Various lengths. (June-Sept. 1963)

**SAN FRANCISCO**

**KPIX**

CHANNEL 5

LICENSEE: *Westinghouse Broadcasting Company*

GROUP: *Group W*

NETWORK: *CBS TV*

REPRESENTATIVE: *TeAR*

GENERAL MANAGER: *Louis S. Simon*

AWARDS: *George Foster Peabody (1, 2, and 5)*

EDITORIALIZING: *Four times weekly*

**THE INNOCENT FAIR\***

Film of San Francisco Panama-Pacific International Exposition of 1915. Part of the "San Francisco Pageant" series. Sponsor: Home Mutual Savings & Loan Association. 30 minutes. (9-27-62)

**DISASTER AT DAWN\***

Still photo and motion picture report on the earthquake and fire of 1906 in San Francisco, with eyewitness scenes. Sponsor: Home Mutual Savings & Loan Association. 30 minutes. (2-4-63)

**COLOR LINE**

Leading Negro clergymen with Frank Quinn, executive director Council for Civic Unity, in question and answer session on relations between whites and Negroes in San Francisco. Not available for sponsorship. 30 minutes. (5-10-63)

**THE WINDOW**

Study of the San Francisco Day Treatment Center for Mental Illness. Patients and staff participated in illustrations of all phases of treatment. Not available for sponsorship. 30 minutes. (6-17-63)

**THE ENCHANTED HILL\***

\* *Made available to other stations.*

Colorful history of the William Randolph Hearst Castle at San Simeon. Another of the "San Francisco Pageant" series. Sponsor: Home Mutual Savings & Loan Association. 30 minutes. (1-2-63)

**SAN FRANCISCO/OAKLAND**

**KTVU**

CHANNEL 2

LICENSEE: *Marin Valley Broadcasting Corp.*

GROUP: *Coast Stations*

REPRESENTATIVE: *H-R*

GENERAL MANAGER: *William H. Pabst*

AWARDS: *American Municipal Association Award (1); San Francisco-Bay Area Publicity Club Award (1); California Teachers Association John Swett Award (3)*

EDITORIALIZING: *Occasional*

**BRIDGE TO THE ORIENT\***

Two-part documentary, filmed in Japan, of the Sister City economies linking Oakland with Fukuoka and San Francisco with Osaka, Japan. Not available for sponsorship. (20 minutes) (11-11 and 11-20-62)

**I AM AN AMERICAN DAY**

A musical and dramatic salute to the American cultural heritage and to American citizenship. Not available for sponsorship. 60 minutes. (9-16-62)

**AFTER HIGH SCHOOL—WHAT?**

Probe of the situation facing teenagers who drop out of school or receive no education beyond high school. Not available for sponsorship. 60 minutes. (9-2-62)

**ORDINATION INTO THE PRIESTHOOD**

Telescast of the first ordination ceremony of a priest in the newly created diocese of Oakland. Not available for sponsorship. 70 minutes. (3-30-63)

**PREVIEW MISS BRONZE '63**

\* *Made available to other stations.*

A preview of the annual Miss Bronze of Northern California Pageant. First time this program was televised. Not available for sponsorship. 30 minutes. (6-8-63)

CALIFORNIA

SAN FRANCISCO

KRON-TV

CHANNEL 4

LICENSEE: Chronicle Publishing Company

NETWORK: NBC TV

REPRESENTATIVE: PGW

GENERAL MANAGER: Harold P. See

AWARDS: Gold Medal, 1963 California State Fair & Exposition (1 and 3); First annual award by California State Department of Justice (2)

EDITORIALIZING: Occasional

BRACERO\*

Documentary look at Mexican Bracerós (field workers), their life, work, and place in California agriculture. Sponsors: Participating, 30 minutes (6-24 and 9-16-63).

JUNKY†

Two part series showing how narcotics are smuggled into U. S., the dope problem in the San Francisco Bay area, and views on the subject by local authorities. Sponsors: Participating. (3-4 and 3-11-63).

ALMANAC

A daily newscast specifically written and presented to and for children. Sponsors: Participating. 10 minutes (Daily).

MEDIC ALERT†

Documentary showing development and use of Medic-Alert bracelets, and the medic alert Foundation of Turlock, California. Sponsors: Participating. 30 minutes (11-12-62).

THE GREAT SHAKET

The Great San Francisco earthquake and fire of 1906 explored through the use of never-before-seen photos. Sponsors: Participating. 30 minutes (4-7-63).

\* Made available to other stations.

† Made available through TAC.

SAN JOSE

KNTV

CHANNEL 11

LICENSEE: Standard Radio & TV

NETWORK: ABC TV

REPRESENTATIVE: Young

GENERAL MANAGER: Fran Conrad

AWARDS: American Optometric Association Award of Merit (1)

EDITORIALIZING: Twice weekly

WINDOW OF THE WORLD

Prospects for rehabilitation of the partially blind were discussed and dramatized. Not available for sponsorship. 30 minutes (3-5-63).

PENNY'S EXPLOSION

Comprehensive report on explosion disaster in San Jose which took five lives. Sponsors: Participating. 30 minutes (3-22-63).

A CENTURY OF EMANCIPATION

Review of accomplishments of the Negro in America since the Proclamation. Not available for sponsorship. 30 minutes.

RAIN PLUS

Issues at stake on mammoth water bond election for the Santa Clara Valley were presented. Not available for sponsorship. 30 minutes (6-6-63).

SANTA BARBARA

KEYT

CHANNEL 3

LICENSEE: KEY Television Corp.

NETWORK: ABC TV

REPRESENTATIVE: Young

GENERAL MANAGER: Les Norris

EDITORIALIZING: Occasional

BISTRO

A survey of the various after-dark recreation spots in Santa Barbara and the surrounding area. Sponsor: Remnant Store. 30 minutes (4-10-63).

END OF A REIGN

Presentation of the closing down of a low class slum area in order to replace it with a park, Sponsor: Remnant Store. 30 minutes (5-22-63).

MEET MAYOR MAC

Personal and public life of the newly elected city mayor of Santa Barbara to acquaint the citizens with their new political leader. Sponsor: Remnant Store. 30 minutes (6-27-63).

CALL 5-5151

Report on the Santa Barbara police department to familiarize the people with its functions and services. Sponsor: Remnant Store. 30 minutes (8-21-63).



**IF YOU LIVED IN  
SAN FRANCISCO  
YOU'D BE SOLD  
ON KRON-TV  
PUBLIC AFFAIRS  
PROGRAMMING**

Interest, excitement and factual information are basic elements of KRON-TV's many regularly-scheduled public affairs programs

These programs have been well received by viewers, as well as critics. One documentary series alone, "Assignment Four," seen each week in prime evening time, has won seven major awards\* this year—indicating that KRON-TV programming in the public interest is attracting more than local acclaim.

*The best-informed viewers watch*

**KRON-TV**

CHANNEL 4, SAN FRANCISCO

\*New York International Film Festival, California State Fair, California State Department of Justice, San Francisco Bay Area Publicity Club, San Francisco Press & Union League Club, California Associated Press Television Radio Association, San Francisco State College Radio Television Guild

**COLORADO**

**COLORADO SPRINGS**

**KRDO-TV**

CHANNEL 13

LICENSEE: *Pikes Peak Broadcasting Co.*

NETWORK: *ABC TV*

REPRESENTATIVE: *Young*

GENERAL MANAGER: *Harry W. Hoib*

EDITORIALIZING: *None*

**CONOCO TELE-TOUR\***

*\* Made available to other stations.*

Highlights of the activities at the graduation exercises at the United States Air Force Academy. Part of a ten-part series to acquaint area residents with recreational, educational and cultural opportunities open to them. Sponsor: Continental Oil Company. 90 minutes (6-5-63).

**DENVER**

**KBTV**

CHANNEL 9

LICENSEE: *Mullins Broadcasting Co.*

NETWORK: *ABC TV*

REPRESENTATIVE: *PGW*

GENERAL MANAGER: *Alvin G. Flanagan*

EDITORIALIZING: *None*

**THE PLANNERS**

Description of City Planning and its relation to the immediate growth of the Denver Metropolitan area. Not available for sponsorship. 30 minutes (4-7-63).

**BATTERTON/CURRIGAN DEBATE?\***

Debate between the major candidates in the mayoralty race in Denver. Not available for sponsorship. 30 minutes (6-11-63).

**WESTERN WATER**

*\* Made available to other stations.*

Discussion and film report of water problems facing suburban communities surrounding Denver. Not available for sponsorship. 30 minutes (3-31-63).

**DENVER**

**KLZ-TV**

CHANNEL 7

LICENSEE: *Time, Inc.*

NETWORK: *CBS TV*

GROUP: *Time-Life Broadcast*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Hugh B. Terry*

AWARDS: *Colorado Bar Association Justice Award (1); Colorado Boys' Ranch Golden Horseshoe Award (3)*

EDITORIALIZING: *Three times monthly*

**VERDICT FOR THE VOTERS\***

An examination of the Justice of the Peace system in Colorado in reference to a proposed amendment to eliminate J. P. courts. Not sponsored. 39 minutes (10-17-62).

**THE QUIET CRISIS\***

Report on the sanitation and water pollution problems in the Denver area, with an editorial stand for approval of an upcoming bond issue. Not sponsored. 30 minutes (11-14-62).

**SUBSTITUTE PARENT\***

Documentary on Colorado Boys' Ranch at LaJunta, an institution for homeless boys and those who have committed minor violations. Not sponsored. 30 minutes (12-5-62 and 1-5-63).

**THE COLORADO DROUGHT\***

Report on the severe drought which gripped eastern Colorado and its possible effect on Denver's water supply. Sponsors: Participating. 30 minutes (5-22-63).

**A BOY'S WILL\***

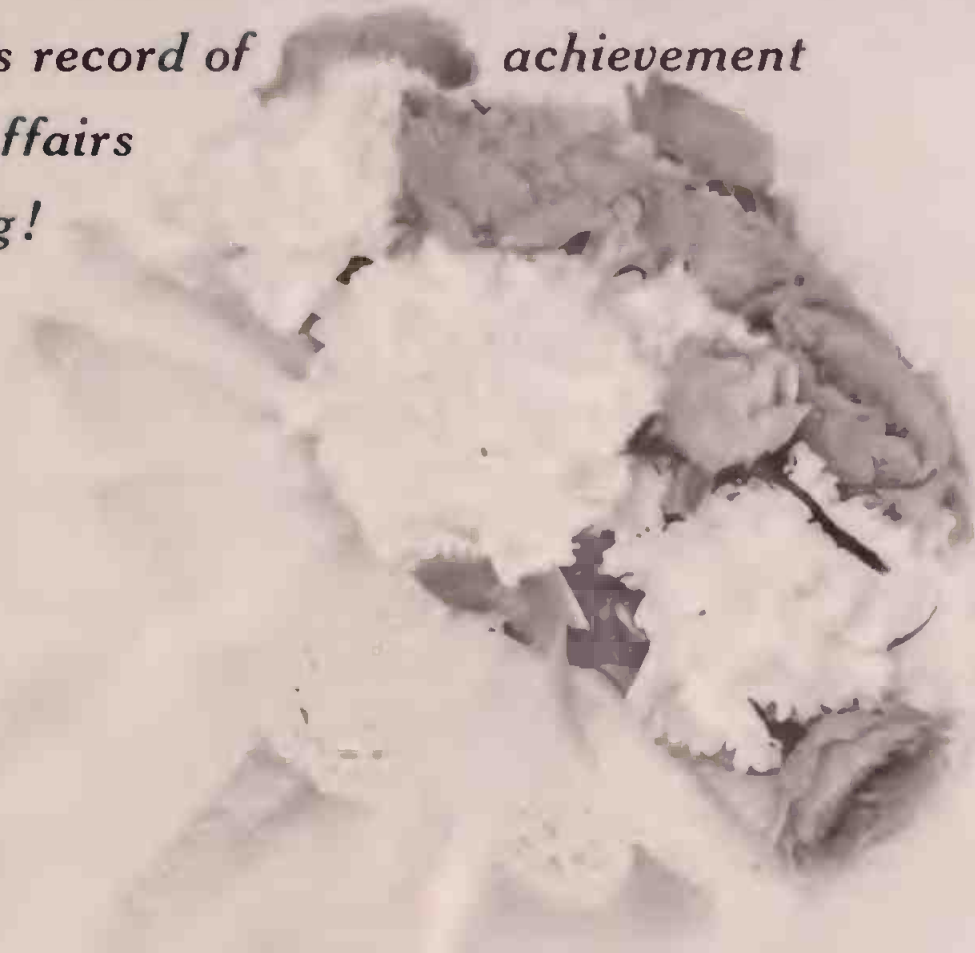
*\* Made available to other stations.*

Story of a Denver area Boy Scout troop on a trip by bus into Mexico representing the Governor of Colorado. Not sponsored. 30 minutes (8-14-63).

COLORADO Not Reporting: *KKTV, Colorado Springs; KOAA-TV, Pueblo; KCTV, Denver.*



*...and let's not forget to toss a big bouquet to  
NATIONAL SPOT ADVERTISERS whose investment in  
the SPOT TV MEDIUM has made it possible for stations  
to write this record of achievement  
in Public Affairs  
Programing!*



**THE KATZ AGENCY, INC.**  
Station Representatives

**COLORADO**

**DENVER**

**KOA-TV**

CHANNEL 4

LICENSEE: Metropolitan Television

GROUP: Colorado Combination

NETWORK: NBC TV

REPRESENTATIVE: Blair

GENERAL MANAGER: Ralph Radetsky

EDITORIALIZING: None

**TEENS VIEW THE U.N.\***

Series of 13 programs, with panelists from local high schools discussing various aspects of the United Nations. Not available for sponsorship. 30 minutes.

**INAUGURATION OF GOVERNOR OF COLORADO\***

Address by Governor John A. Love to the State Legislature. Not available for sponsorship. 45 minutes (1-11-63).

**CONSECRATION OF EPISCOPAL BISHOP\***

Report by Bishop of Colorado regarding his ten years of service, and the consecration of the new Bishop at Cathedral Church of Denver, Colorado. Not available for sponsorship. 45 minutes.

**AIR FORCE ACADEMY CHORALE\***

Chorale group singing well-known Christmas hymns with message from Director of the Academy and brief tour of Academy on film. Sponsor: Meadow Gold Dairy Products. 60 minutes (12-23-62 & 12-24-62).

**PRESIDENT KENNEDY VISITS COLORADO\***

Two programs: First presenting President Kennedy addressing group at Pueblo High School Auditorium; Second was a recap of the President's visit in Colorado on that date. Sponsor: Enco. 30 minutes (8-17-62).

\* Made available to other stations.

**GRAND JUNCTION**

**KREX-TV**

CHANNEL 8

LICENSEE: Western Slope Broadcasting Co.

NETWORKS: CBS TV, ABC TV, NBC TV

REPRESENTATIVE: Hal Holman

GENERAL MANAGER: Rex G. Howell

AWARDS: Colorado State Broadcasters (1); National School Bell Award (2)

EDITORIALIZING: Occasionally

**CONOCO OUTDOOR TIME**

Fishing, hunting, camping, hiking, plus review of outdoor sports rules reviewed by Colorado Game and Fish Department. Sponsor: Continental Oil. 15 minutes (weekly).

**KNOW YOUR SCHOOLS**

Departments of the local school district discuss a wide range of subjects. Not available for sponsorship. 30 minutes (weekly).

**MARCH OF DIMES TELETHON**

Local merchants donate products from their businesses, with an auction on the air in behalf of the March. Not available for sponsorship. 240 minutes (1-27-63).

**THE SPORTING SHOW**

Football, basketball, track, baseball, and other sports are covered with famed sports guests taking part. Sponsor: L. Cook Sporting Goods. 15 minutes (weekly).

**CONNECTICUT**

**HARTFORD**

**WTIC-TV**

CHANNEL 3

LICENSEE: Travelers Broadcasting Service Corporation

NETWORK: CBS TV

REPRESENTATIVE: HRP

GENERAL MANAGER: Leonard J. Patricelli

EDITORIALIZING: None

**WARNING: MAY BE HABIT FORMING\***

Documentary on increased use, especially by teenagers, of narcotic cough preparations which could lead to drug addiction. Produced in cooperation with State Health and Police Depts. Not available for sponsorship. 30 minutes (2-5- and 6-5-63).

**YALE-HARVARD ROWING REGATTA\***

Coverage of freshman, JV and varsity races over a four-mile course on the Thames River. Sponsors: Participating. 125 minutes (6-15 and 6-16-63).

**POLITICS 1962 — GUBERNATORIAL DEBATE**

Debate between candidates for governor of Connecticut with time for initial statement and rebuttal by each candidate. Part of a series of election candidate debates. Not available for sponsorship. 30 minutes (10-28-62).

**RAYMOND E. BALOWIN\* PUBLIC SERVANT**

A salute to the retiring Chief Justice of the state and his wife including a biographical narrative and a live interview. Not available for sponsorship. 30 minutes (8-14 and 9-1-63).

**ALL-CONNECTICUT HIGH SCHOOL MUSIC FESTIVAL**

Videotaped condensation of annual concert of top high school musicians and singers from entire state conducted by three nationally famous guest conductors. Sponsor: Travelers Insurance. 60 minutes (10-28-62).

\* Made available to other stations.

CONNECTICUT Not Reporting: WHCT, Hartford; WATR-TV, Waterbury.

**CONNECTICUT**

**NEW BRITAIN, WEST HARTFORD**

**WHNB-TV**

CHANNEL 30

LICENSEE: Connecticut Television, Inc.

NETWORK: NBC TV

REPRESENTATIVES: Young and Kettell-Carter

GENERAL MANAGER: Robert W. Bras

EDITORIALIZING: None

**RING AROUND SUNDAY\***

Host Ivor Hugh using puppets, toys, books and film take children on a tour of foreign lands exploring their customs, traditions, economies and beauty. Not available for sponsorship. 30 minutes (weekly).

**CONNECTICUT FORUM**

Informal debates on equalities seeking office on both the state and the national level. Sponsor: Kauson Aircraft. 30 minutes (weekly).

**LAW DAY, U.S.A.**

A mock trial a realistic simulation of a circuit court trial of a speeding case which included all courtroom personnel. Not available for sponsorship. 60 minutes (11-27-63).

**CHILDREN'S CONCERT**

Series of programs which featured orchestras and soloists from local elementary and high schools. Not available for sponsorship. 30 minutes (weekly).

**\$100 YES OR NO**

Informal discussion of political party leaders concerning the repeal of \$100 deductible clause in a state old age assistance law. Not available for sponsorship. 30 minutes.

\* Made available to other stations

**NEW HAVEN**

**WHNC-TV**

CHANNEL 8

LICENSEE: Triangle Publications

GROUP: Triangle Stations

NETWORK: ABC TV

REPRESENTATIVE: Blair

GENERAL MANAGER: Howard Maschmeier

EDITORIALIZING: None

**THE YALE GLEE CLUB SINGS FOR CHRISTMAS\***

Fourth annual concert of traditional college music and holiday carols performed by Yale Glee Club and the Whiffenpoofs. Sponsor: New Haven Gas Company. 30 minutes (12-23-62).

**ROBERT FROST: A REMEMBRANCE**

An interview with Frost followed by two Frost poems read by himself and comments by five of his close Yale friends. Not available for sponsorship. 30 minutes (2-15-63).

**THE RIVER PILOTS**

Nostalgic tour of the Connecticut River with comments by old-time river pilots, a rapidly disappearing profession. Not available for sponsorship. 30 minutes (3-19-63).

**HANG TOUGH AND SO FAIR A HOUSE**

A two-part report on a new controversial system of treating drug addicts. Part of regular Connecticut Report series. Sponsor: First New Haven National Bank and B&M Motors. 30 minutes (6-17 and 6-25-63).

**DISTRICT OF COLUMBIA**

**WASHINGTON**

**WMAL-TV**

CHANNEL 7

LICENSEE: Evening Star Broadcasting

NETWORK: ABC TV

REPRESENTATIVE: HRP

GENERAL MANAGER: Fred S. Homicink

EDITORIALIZING: Three times daily

**JUNIOR VILLAGE**

Plight of Washington's institution for homeless children was dramatized bringing volunteer services and goods to the institution. Participating sponsorship. 30 minutes (1-13-63).

**COLLEGE BEGINS AT 13**

First of series of six programs designed to present information on college entrance requirements, a discussion between parents and college admission officials. Participating sponsorship. 30 minutes (12-22-62).

**ALCOHOLISM**

Portrait of an alcoholic showing progress of a victim starting in a hospital room to meeting of Alcoholics Anonymous. Participating sponsorship. 30 minutes (2-21-63).

**PLANNED PARENTHOOD**

Subject viewed by professional counsellor, medical profession, and a future parent, revealing what birth control proponents advocate to control over-population. Participating sponsorship. 30 minutes (1-20-63).

**D.C. SLUMS**

Story of slum areas blighting nation's capital, removal progress, and problems of families displaced by slum clearance. Participating sponsorship. 30 minutes (4-21-63).

WASHINGTON

WOOK-TV

CHANNEL 14

LICENSEE: *United Broadcasting Co.*

REPRESENTATIVE: *Robert Wittig*

GENERAL MANAGER: *John Panagos*

EDITORIALIZING: *None*

MARCH ON WASHINGTON

Gathering of seven major civil rights leaders to discuss the march, and to release information to the public to better understand the march. Not available for sponsorship. 120 minutes (8-7-63).

FAREWELL TO A LEADER

Funeral services of Medgar Evers, NAACP official slain in Mississippi. Not sponsored. 30 minutes (6-17-63).

A FUTURE FOR JIMMY

Washington Urban League members discussed school drop-outs, to help reduce juvenile delinquency and cut crime rate. Not available for sponsorship. 30 minutes (3-7-63).

AFRICA-AMERICA RELATIONSHIPS

African ambassadors, president of Africa Association, African writer, and labor leader discuss feelings of African nations. Not available for sponsorship. 30 minutes (6-63).

ACADEMIC FREEDOMS

Students of Howard University discuss freedom and responsibility of college student toward himself and his community. Not available for sponsorship. 30 minutes (7-63).

WRC-TV

CHANNEL 4

LICENSEE: *National Broadcasting Co.*

GROUP: *NBC owned stations*

NETWORK: *NBC TV*

REPRESENTATIVE: *NBC Spot Sales*

GENERAL MANAGER: *Joseph Goodfellow*

AWARDS: *Emmy (2 and 4)*

EDITORIALIZING: *None*

WASHINGTON: A CITY IN TROUBLE\*

Two-part documentary reviewing racial problems in the nation's capital. Complete examination of current issue. Sponsor: Group Hospitalization and Medical Service of D.C. 60 minutes, (5-23-63 and 6-28-63).

THERE BUT FOR THE GRACE OF GOD\*

Study of Saint Elizabeth's Hospital and the mentally ill. Acute need for public to know subject. Sponsors: Group Hospitalization and Medical Service of D.C. 60 minutes (11-7-63).

THE GREEN CITY\*

Special report on urgent need for preservation of green and open spaces in urban areas. Sponsor: Group Hospitalization and Medical Service of D.C. 30 minutes (5-6-63).

NIGHT OF THE MIRACLE\*

U.S. Army Chorus performed story of birth of Christ in song and dramatized tabloids. Not available for sponsorship. 30 minutes (12-25-62).

FAR TO GO\*

Study examining world of mentally retarded to bring public awareness of President's message calling for attack on problem. Not available for sponsorship. 30 minutes (7-29-63).

\* Made available to other stations.

WTOP-TV

CHANNEL 9

LICENSEE: *Washington Post*

GROUP: *Post-Newsweek Stations*

NETWORK: *CBS TV*

REPRESENTATIVE: *T-AR*

GENERAL MANAGER: *George F. Hartford*

AWARDS: *American Association of University Women "MAMM" (1), Emmy (3)*

EDITORIALIZING: *Three times daily*

NATIONAL GALLERY ORCHESTRA

Series of four concerts with paintings hanging at Gallery appropriate to music shown during musical selections. Sponsor: American Security & Trust. 60 minutes (12-25-62).

OPERATION 1040: YOUR FEDERAL INCOME TAX

Program produced in cooperation with Internal Revenue Service featuring tax experts answering viewer's questions. Not available for sponsorship. 60 minutes. (1-27-63)

TEENS: THOSE CRAZY, MIXED-UP YEARS

Problems and solutions of teen-agers explored by Dr. Clay F. Barritt, a psychiatrist. Not sponsored. 30 minutes. (3-23-63).

WASHINGTON'S OTHER WORLD

City's second precinct, a slum-ridden, crime-breeding area, examined. Hard-hitting documentary brought response and show was repeated. Not sponsored. 30 minutes (6-5-63).

REPORT FROM CAPITOL HILL

Program, presented every five weeks, brings Congressmen from districts adjacent to D. C. to discuss issues and legislation affecting area. Not available for sponsorship. 30 minutes (6-5-63).

**DISTRICT OF COLUMBIA**  
**WASHINGTON**

**WTTG-TV**

CHANNEL 5  
 LICENSEE: *Metromedia, Inc.*  
 GROUP: *Metropolitan Broadcasting*  
 REPRESENTATIVE: *Metro TV Sales*  
 GENERAL MANAGER: *Lawrence P. Fraiberg*  
 AWARDS: *ABA Community Service Award (2)*  
 EDITORIALIZING: *None*

**THE JOE LOUIS STORY\***

Portrait of the life of Joe Louis and the era in which he lived. Sponsor: Market Time and Coca-Cola. 130 minutes (7-21 and 7-22-63).

**THE LAW ON TRIAL**

Two Washington lawyers interviewed two prisoners from the city jail covering the background of both prisoners. Not available for sponsorship. 30 minutes (6-16-63).

**HARVEST OF CRIME**

\* Made available to other stations.

Discussion of the problem of crime in Washington dealing primarily with the more serious and violent crimes against another person. Not available for sponsorship. 30 minutes (6-23 and 6-28-63).

**REBIRTH OF JONNY\***

A detailed study of mental health in children and help now available for mental illness. 60 minutes (3-11 and 3-17-63).

**THE MARCH FOR JOBS AND FREEDOM: A REPORT BY THE LEADERS**

Discussion, analysis, and appraisal of the results of the 25 August civil rights demonstration by its leaders. Not available for sponsorship. 60 minutes (5-29-63).

**FLORIDA**  
**JACKSONVILLE**

**WFGA-TV**

CHANNEL 12  
 LICENSEE: *Florida-Georgia Television Company*  
 GROUP: *Wometca*  
 NETWORK: *NBC TV*  
 REPRESENTATIVE: *PGH*  
 GENERAL MANAGER: *Jesse H. Cripp*  
 AWARDS: *Top award of Florida Association for Retarded Children (1); NPPA Newsfilm Awards (5)*  
 EDITORIALIZING: *Daily*

**EXCEPTIONAL CHILD**

Study of the educational problems of the retarded child, how they are being met and what yet needs to be done. Sponsor: Drummond Press. 30 minutes (12-10-62).

**QUEST FOR A FUTURE**

Probe of the problems confronting a small community which had lost its major source of income, and projection of its hopes and aims. Sponsor: Drummond Press. 30 minutes (11-12-62).

**AIRPORT DILEMMA**

An in-depth probe to the controversial many-faceted issue of the need for a new Jacksonville airport. Sponsor: Drummond Press. 30 minutes (5-20-63).

**ROAD TO NOWHERE**

\* Made available to other stations.

Tracing of the past and present activities and projection into the future of the disputed construction of Interstate Highway 95. Sponsor: Drummond Press. 30 minutes (7-8-63).

**NEWSFILM HIGHLIGHTS OF 1962\***

Half-hour wrapup of the top newsfilm stories of the year filmed by the station's cameramen. Part of the *Compass 12* weekly series. Sponsor: Drummond Press. 30 mins. (1-14-63).

**JACKSONVILLE**

**WJXT**

CHANNEL 1  
 LICENSEE: *The Washington Post Company, Broadcast Division*  
 NETWORK: *CBS TV*  
 GROUP: *Post-Newsweek Stations*  
 REPRESENTATIVE: *TEAR*  
 GENERAL MANAGER: *Glenn Marshall Jr.*  
 EDITORIALIZING: *Twice weekly*

**SPECIAL REPORT: LAW ENFORCEMENT**

Study of Jacksonville's crime problem and what is being done to combat it. Appraisal of police budgets, manpower and efficiency. Sponsor: Independent Life and Accident Insurance Co. 30 minutes (9-26-62).

**THE MOONSHINE MERCHANTS**

Expose of one of the area's major vices. Vivid pictures of the way moonshine is sold and why it flourishes. Sponsor: Independent Life and Accident Insurance Co. 30 minutes (1-2-63).

**THE SINKING SCHOOLS**

An indictment of attitudes responsible for the deterioration of the public school systems in Duval County. Sponsors: Independent Life and Accident Insurance Co. 30 minutes (2-27-63).

**A COUNTY CARES**

A dramatic comparison of local schools with a first-rate school system in another county showing the relative shortcomings of the local system. Sponsor: Independent Life and Accident Insurance Co. 30 minutes (4-24 and 6-5-63).

**THE GREAT BED DEBATE**

Explored question of whether Jacksonville needs additional hospital beds, or whether more efficient use of the beds now available would reduce the present shortage. Sponsor: Independent Life and Accident Insurance Co. 30 minutes (7-17-63).

**FLORIDA****MIAMI****WCKT**

CHANNEL 7

LICENSEE: Sunbeam Television Corporation

NETWORK: NBC TV

REPRESENTATIVE: HRP

GENERAL MANAGER: Charles Kelly

EDITORIALIZING: Three times weekly

**RETURN TO PLAYA GIRON**

Report of events at the abortive Bay of Pigs, Cuba, invasion by exiled members of Brigade 2506. Not available for sponsorship. 30 minutes (4-15-63).

**FLORIDA FORUM**

Negro author-playwright questioned by panel and audience during Alabama racial crisis one week after a similar program featuring Governor Wallace. Not available for sponsorship. 30 minutes (6-30-63).

**TELAMIGO\***

TV newscasts twice daily in Spanish on an all Spanish Miami radio stations coordinated with the English language television news reports. Sponsors: Cities Service and Southern Bell Telephone. 15 minutes (Daily).

**THE AMERICAN WAY**

Unemotional look at the American Nazi Party, the Pacifists, Cuban exiles and other extremists operating in the Miami area. Not available for sponsorship. 30 minutes (3-4-63).

**INTEGRATION: FLORIDA'S CONFLICT AHEAD**

Two-part analysis of Florida's outlook for racial integration without violence, utilizing the history of state racial relations. Not available for sponsorship. 30 minutes (6-17 &amp; 6-24-63).

\* Made available to other stations.

**MIAMI****WLBW-TV**

CHANNEL 10

LICENSEE: E. B. Wilson, Inc.

NETWORK: ABC TV

REPRESENTATIVE: H-R

GENERAL MANAGER: Thomas A. Winstead

EDITORIALIZING: Daily

**PICTURE OF A CUBAN\***

A study of the impact of the Cuban refugees upon the Miami-metropolitan area. Project 10 series. Sponsor: Better Fuels Institute. 30 minutes (8-6-63).

**PICTURE OF A NEGRO\***

A study of the plight and the problems of the Negro in Dade County. Project 10 series. Sponsor: Better Fuels Institute. 30 minutes (4-63).

**FORT LAUDERDALE'S SPRING PROBLEM**

A study of the unusual migration of college students to Florida's East Coast each year during their spring vacation. Not available for sponsorship. 30 minutes (4-63).

**THE LADY IS NO LADY**

An analysis of the problems present during a hurricane and suggestion for preparation to meet those problems. Sponsor: Better Fuels Institute. 30 minutes (9-63).

**THIS ANGRY AGE**

A look into the problems of juvenile delinquency in the Miami-metropolitan area. Project 10 series. Sponsor: Better Fuels Institute. 30 minutes (2-63).

**MIAMI****WTVJ**

CHANNEL 3

GROUP: Wometca

NETWORK: CBS TV

REPRESENTATIVE: PGW

AWARDS: NPPA Newspictures of Year (5)

EDITORIALIZING: Daily

**THE MENDED HEART**

A dramatic report showing a complete heart operation. Taped at the Miami Heart Institute, it shows surgeons working to close an opening in the heart of a seven-year-old girl. Sponsor: Flagler Federal Savings and Loan Assoc. 60 minutes (7-26-62).

**PROFILE OF A LABOR LEADER**

A close look at a labor leader; program follows local president of International Association of Machinists from union meeting to grievance board meeting to home life. Sponsor: Flagler Federal Savings and Loan Assoc. 30 minutes (10-17-62).

**JUNKIE**

The startling story of narcotics addiction in Dade County. Taped and filmed interviews with addicts, druggists and federal agents; films of a narcotics arrest. Sponsor: participating. 30 minutes (8-14-63).

**FLORIDA AT THE WORLD'S FAIR\***

A preview of the Florida state exhibit at the 1964-65 World's Fair. Filmed at side and at Seaquarium where porpoises are being trained for special show at Fair. Sponsor: Dade Federal Savings and Loan Assoc. 30 minutes (11-6-63).

**PLIGHT OF PEPITO\***

A report on the problems of Cuban exiles in South Florida, prepared with the specific intention of creating understanding. Selected by USIA for TV programming in Central and South America. 30 minutes (7-27-61).

\* Made available to other stations.

**FLORIDA**

**ORLANDO**

**WDBO-TV**

CHANNEL 36

LICENSEE: *The Outlet Co.*

NETWORK: *CBS-TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *Arnold F. Schoen, Jr.*

AWARDS: *Florida School Bell Award (4); Florida Bar's Sixth Annual Media Award and honorable mention in the Seventh Annual Media Award competition (2)*

EDITORIALIZING: *According to need*

**A FLORIDA INSTITUTE OF TECHNOLOGY**

Opinions on the need for a Florida space institute. Not available for sponsorship. 30 minutes (2-23-63)

**OFFICE OF THE PUBLIC DEFENDER**

Wm. Frederick, public defender for the 9th Judicial Circuit Court, interviewed by a panel of three editors, to determine his responsibilities under new law. Not available for sponsorship. 30 minutes (5-31-63)

**DISTRIBUTIVE EDUCATION**

Reporting of the diversified cooperative training program in Orange County schools. Not available for sponsorship. 30 minutes (2-16-63)

**THE OPEN WINDOW**

Series produced in cooperation with the Orange County Board of Public Instruction. Not available for sponsorship. 30 minutes

**AMERICAN HISTORY**

Series is used for in-school viewing, tying in with eighth grade curriculum in eight county area. Not available for sponsorship. 30 minutes

**ORLANDO**

**WFTV**

CHANNEL 9

LICENSEE: *Mid-Florida Television Corporation*

NETWORK: *ABC-TV*

REPRESENTATIVE: *Young*

GENERAL MANAGER: *Joseph L. Brechner*

AWARDS: *1953 Radio Free Europe Award (3)*

EDITORIALIZING: *Daily*

**THE CASE OF MR. J. WALKER**

Film documentary of jaywalking problems. Special attention on a jaywalking campaign then in progress. Not sponsored. 30 minutes (10-62)

**INSIDE THE STATE CAPITOL**

Final day of the regularly scheduled state legislature, including interviews with legislators. Sponsor: Minute Mail Company of Orlando. 60 minutes (6-1-63)

**ACROSS THE IRON CURTAIN**

Eye witness accounts of the station's news director's trip to Europe on inspection of RFE facilities. Not available for sponsorship. 30 minutes (1-63)

**WAR AGAINST SLUMS**

Film documentary of Orlando's blighted areas, slums, and current neighborhood study for Urban Renewal. Not sponsored. 30 minutes (4-63)

**AMERICA'S NUMBER ONE HEALTH PROBLEM**

Local psychiatrists and psychologists discussing mental health, mental illnesses, showing mental facilities in existence and those needed. Not available. 30 minutes (5-63)

**PANAMA CITY**

**WJHG**

CHANNEL 7

LICENSEE: *Herald Publishing Co.*

GROUP: *Grey Television*

NETWORK: *ABC-TV, NBC-TV*

REPRESENTATIVE: *Edward, Torbet & McConnell*

GENERAL MANAGER: *James Tighs*

EDITORIALIZING: *None*

**PANAMA PROFILE: KEYSTONE OF MERCY**

A 20-minute film of an operation at a local hospital followed by a ten-minute panel discussion of its facilities, doctors. Not available for sponsorship. 30 minutes (9-13-62)

**PANAMA PROFILE: GULF COAST STORY**

The story of the growth, development and advances made by a local junior college in the previous six years. Sponsor: Gillman Chevrolet. 30 minutes (4-5-63)

**FLORIDA NEWSREEL: MANHUNT**

The step-by-step dragnet and final capture of an escaped criminal showing all the local authorities in action. Sponsor: Gulf Power Company. 30 minutes (4-8-63)

**FLORIDA NEWSREEL: STATE PARKS**

A tour of the state parks within a hundred mile radius of Panama City. Sponsor: Gulf Power Company. 30 minutes (6-25-63)

**FLORIDA NEWSREEL: WINGS OF PROGRESS**

A review of the expansion and development of the local municipal airport over the previous ten years. Sponsor: Gulf Power Company. 30 minutes (7-15-63)

**FLORIDA**

**TALLAHASSEE**

**WCTV**

CHANNEL 6

LICENSEE: John H. Phipps

GROUP: John H. Phipps Stations

NETWORK: ABC TV, CBS TV

REPRESENTATIVE: Blair

GENERAL MANAGER: Joseph E. Hosford

EDITORIALIZING: Monthly

**CITY OF CHAMPIONS**

An attempt to capture the enthusiasm of the people of a city whose high school football team won the national championship game. Not available for sponsorship. 30 minutes (12-5-62).

**THE MOONSHINERS\***

A close look at how moonshine whiskey is made, pointing out the dangers and consequences of consuming it. Not available for sponsorship. 30 minutes (1-30-63).

**WHY THE WEATHER**

Discussion on location with weathermen as to how weather is forecast with an explanation of the equipment used for that purpose. Not available for sponsorship. 30 minutes (3-27-63).

**AIR BASES LOST**

Probe into the causes for the moving of several air bases and the efforts of the communities in which they were located to prevent the moves. Not available for sponsorship. 30 minutes (2-27-63).

**VA DOMICILLARY\***

Description of the life led by a war veteran living in one of the United States Veteran's Administration Domicillaries. Not available for sponsorship. 30 minutes.

\* Made available to other stations.

**TAMPA-ST. PETERSBURG**

**WFLA-TV**

CHANNEL 8

LICENSEE: The Tribune Company

NETWORK: NBC TV

REPRESENTATIVE: Blair

GENERAL MANAGER: George W. Harvey

EDITORIALIZING: None

**READING, WRITING & REPS**

Explanation of the course, "Americanism vs. Communism," being taught for the first time in Florida public schools. Not sponsored. 30 minutes (9-21-62).

**POLITICS — THE CHANGING YEARS**

A look at the changing face of political campaigning and the growth of a meaningful two-party system in Florida and the South. Not sponsored. 30 minutes (10-4-62).

**TAMPA — PORT CITY**

A progress report through visuals and interviews on the growth, expansion and future plans of Tampa's port facilities. Not sponsored. 30 minutes (11-19-62).

**GUANTANAMO**

A first hand report on the United States Naval base in the wake of the Cuban Crisis and evacuation of non-military personnel. Not sponsored. 30 minutes (12-62).

**A ROSE BY ANY OTHER NAME**

Graphic look at problems facing city and county forces regarding adequate and acceptable locations for garbage and trash disposal. Not sponsored. 30 minutes (8-4-63).

**ST. PETERSBURG**

**WSUN-TV**

CHANNEL 38

LICENSEE: City of St. Petersburg

NETWORK: ABC TV

REPRESENTATIVE: Leonard, Torbet & McConnell

GENERAL MANAGER: Fred Shann

EDITORIALIZING: None

**TARGET: MOSQUITO**

Examination of an encephalitis epidemic and the counter measures taken by the local Health Department. Not sponsored. 30 minutes (9-5-62).

**CHILDREN'S STORY WINDOW**

A locally animated complete story from the Bible to provide shut-ins with religious teaching. Sponsor: Hood's Dairy. 30 minutes (Weekly).

**LEGAL FORUM**

Discussion of legal subjects by prominent attorneys and response to questions concerning these matters from the general public. Not sponsored. 60 minutes (weekly).

**THE MOVING EYE**

Exploration of the causes and effects of hurricanes and the measures taken on Florida's West Coast to guard against damage. Not sponsored. 30 minutes (8-27 and 9-13-63).

**A HOSPITAL OF JOHNNY**

A panel discussion, interspersed with local film, examining pro and con feeling for a new juvenile hospital in the county. Not sponsored. 30 minutes (3-19-63).



**FLORIDA****TAMPA****WTVT**

CHANNEL 13

LICENSEE: WKY Television System

GROUP: WKY Television System

NETWORK: CBS TV

REPRESENTATIVE: Katz

GENERAL MANAGER: E. B. Dodson

EDITORIALIZING: Twice daily

**YESTERDAY'S HEROES\***

Attempt to make Memorial Day a day to remember and honor the living veterans, as well as those who have given their lives. Not sponsored. 30 minutes (6-5-63).

**RELIGION AND ART\***

An art professor discussed the origins and directions of 20th Century art and showed how art and religion still are related today. Not available for sponsorship. 30 minutes (5-63).

**REAPPORTIONMENT\***

Hour-long debate between the Speaker of the Florida House of Representatives and the Mayor of Miami on this issue. Not available for sponsorship. 60 minutes (11-62).

**AMERICANISM vs. COMMUNISM\***

Films of the first and last class of the "Americanism vs. Communism" course to demonstrate what students had learned. Not available for sponsorship. 30 and 60 minutes (12-9-62 and 7-17-63).

**TAMPA PHILHARMONIC\***

Edited video tape of a performance of the Tampa Philharmonic as the starting effort of a ticket selling campaign for the orchestra. Not available for sponsorship. 60 minutes (1-21-63).

\* Made available to other stations.

**GEORGIA****ALBANY****WALB-TV**

CHANNEL 10

LICENSEE: Herald Publishing Co.

NETWORK: ABC TV, NBC TV

REPRESENTATIVE: Leonard, Torbet &amp; McConnell

GENERAL MANAGER: Raymond E. Carow

AWARDS: Special Service award from the Georgia Sheriffs' Association (2)

EDITORIALIZING: Occasional

**HOPE FOR THE HINDERED MIND\***

Documentary showing the improved treatment and vocational rehabilitation of the mentally retarded at Gracewood State School and Hospital. Not sponsored. 60 minutes (10-19-63).

**GEORGIA SHERIFFS BOYS RANCH TELETHON**

Telethon to raise funds for underprivileged Georgia boys. Program used the services of local and Hollywood talent. Not available for sponsorship. 18 hours (1-19-63).

**YOUNG MEN IN WHITE: PREPARATION FOR INDEPENDENCE\***

Presented the need of an Internie Program to train young doctors for future practice and provide free medical attention to the needy. Sponsor: Merck-Shappe & Dolme. 60 minutes (4-12-63).

**THE WARD SYSTEM**

Debate by city commissioners on the pros and cons of retaining the ward system in Albany, prior to a referendum. Not available for sponsorship. 30 minutes (7-26-63).

\* Made available to other stations.

**GEORGIA DEMOCRATS; THEIR SUMMER OF DISCONTENT**

Study of President Kennedy's rise to power and his subsequent legislative programs, which disenchanted Georgia Democrats. Not available for sponsorship. 30 minutes (8-9-63).

**ATLANTA****WAGA-TV**

CHANNEL 5

LICENSEE: WAGA-TV

GROUP: Storer Broadcasting

NETWORK: CBS TV

GENERAL MANAGER: Kenneth Bagwell

AWARDS: Sigma Delta Chi monthly award (1); Georgia Motor Trucking Association award; Atlanta Traffic &amp; Safety Council (2)

EDITORIALIZING: Daily

**COUNTY CONSOLIDATION\***

Decline of rural area counties documented, including costs of over-lapping services. Not sponsored. 30 minutes (2-11-63).

**DEADLY INNOCENCE**

Accident-producing driving habits of motorists shown, plus major driving and traffic problems. Not available for sponsorship. 30 minutes (10-1-62).

**SIGNAL 44**

A look at incredible series of bank robberies, with in-depth interview with one participant. Not sponsored. 30 minutes (3-11-63).

**PAPERBACK PLAGUE**

Documentation of lurid, obscene-type material available to teenagers on public newsstands. Not sponsored. 30 minutes (4-15-63).

**GREAT MILK DEBATE**

Two members of Georgia Milk Commission and two critics over price-fixing and other Commission policies. Not available for sponsorship. 30 minutes (8-27-63).

\* Made available to other stations.



# WAGA-TV

"DIALOGUE" ON WAGA-TV FEATURES NATIONALLY KNOWN PERSONALITIES IN A HALF HOUR OF PENETRATING CONVERSATION. ABOVE, "MR. GOLF", ROBERT T. JONES, WITH ED THILENIUS, STATION SPORTS DIRECTOR. THE "BOBBY JONES" PROGRAM GENERATED NATIONAL ATTENTION, AND A REQUEST ON BEHALF OF ANOTHER WELL-KNOWN GOLFER, FORMER PRESIDENT DWIGHT D. EISENHOWER, FOR A FILM PRINT OF THIS "DIALOGUE" PROGRAM.



WHERE THERE'S NEWS, WAGA-TV GOES with portable Machtronics video tape recorders to capture action for viewers. The Governor's Press Conference, fast-breaking news and special events are telecast regularly.



KEN BAGWELL, general manager of WAGA-TV plays an important role in local affairs. Above, he reports to a United Appeal meeting on the progress of his division.



THE 4-H HOUR has aired weekly on Channel Five since November 5, 1955. WAGA-TV covers 752,500 TV homes in 115 counties.\*



WAGA-TV FIRST televised Georgia Tech basketball! Twenty Cracker baseball games were televised in 1963! This season, WAGA-TV will telecast local college basketball, including an Invitational Tournament. Sports airs twice a day on PANORAMA NEWS.



DAILY TELEVISION EDITORIALS are discussed by the station Editorial Board, above, prior to airing. WAGA-TV has crusaded for city, county, and state improvements and never ducks controversial issues. Editorials air three times each day on WAGA-TV.



ATLANTA'S ONLY station-produced educational series features professors from local colleges and universities. Above, Dr. C. G. Alexandrides of Georgia State College.



CBS STARS promote Robert Reed of "Defenders" is a WAGA-TV spokesman for the Atlanta Bar Association Legal Aid Committee.

# dynamic leader in local programming!



Boy Scouts pledge allegiance to the flag three times a day on WAGA-TV!

ATLANTA looks to WAGA-TV for local programming that reflects the pace of the city and the tone of the times. Channel Five has its sights on more than ratings; the growth of its market motivates the station to do the things it does! WAGA-TV programs the only weekly prime time network and local public affairs shows . . . punctuates the needs of the market with Atlanta's only daily television editorials . . . produces a daily television educational series . . . serves public interest with such programs as The 4-H Hour, Let's Discuss It, Reporter's Notebook, and others.

The ARB Circulation Report\* shows that WAGA-TV reaches more homes daily and has more net daily and weekly circulation than any newspaper or TV station in an arc swinging from Washington, D.C. to Dallas, Texas. It's your best investment. Consult with STORER TELEVISION SALES, INC.

**5**   
atlanta  
waga-tv

\*1960 COVERAGE STUDY, 20 PAGES, P. 13, PUBLISHER'S STATEMENT  
AND AUDIENCE SIZE DATA USED HEREIN IS BASED ON THE SOURCE'S REPORT TO STORER TELEVISION SALES, INC. BY STORER TELEVISION SALES, INC.  
SHOULD BE CHECKED BY AN ESTIMATE.

## GEORGIA

# ATLANTA

## WATL-TV

CHANNEL 11

LICENSEE: *WIBC, Inc.*

NETWORK: *ABC TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *Joseph M. Higgins*

EDITORIALIZING: *Occasional*

### DOGWOOD GOLF INVITATIONAL

Telecast of the 17th golf tournament which attracts outstanding amateurs from all over the country. Sponsors: Participating. 7 hours (4-16 & 4-20-63).

### MISS ATLANTA PAGEANT

Beauty contest and pageantry presented by the local Jaycees in order to raise funds for charity work. Sponsors: Participating. 120 minutes (4-27-63).

### EASTER SHOW

Live telecast from Lenox Square featuring the Atlanta Symphony Orchestra and the annual Easter Parade. Not available for sponsorship. 60 minutes (4-14-63).

### OPERA ATLANTA — A COMMUNITY AT WORK

Documentary of local citizens gathering together to organize, rehearse, and perform an opera. Sponsor: Citizen's and Southern National Bank. 30 minutes (12-10-62).

### I PLEDGE ALLEGIANCE

Films of new naturalized citizens taking the Pledge of Allegiance, followed by discussion with newsmen concerning the reasons for their becoming citizens. Not available for sponsorship. 30 minutes (6-26-63).

# ATLANTA

## WSB-TV

CHANNEL 2

LICENSEE: *Atlanta Newspapers, Inc.*

GROUP: *Affiliated with W'SOC-AM-TV, W'SB-AM-FM, W'IOD-AM, W'HIO-AM-TV*

NETWORK: *ABC TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *Frank Gaither*

AWARDS: *Editorial documentaries First Place award of the Radio-Television News Director's Assn. (1); Georgia State AP competition (1 and 2)*

EDITORIALIZING: *Three times weekly*

### BLOCKBUSTING: ATLANTA STYLE\*

Documentary on the pattern of transition from white to Negro neighborhoods, exposing malpractices of some real estate dealers and city officials. Not available for sponsorship. 30 minutes.

### THE QUITTER\*

Dramatized true story of one boy who dropped out of high school and met with defeat and discouragement. Not available for sponsorship. 30 minutes.

### FOOT IN A NEW DOOR

Study of labor-management relations detailing an historic breakthrough of a union in the tufted textile industry, a baby giant in Georgia. Not sponsored. 30 minutes.

### RETURN: THE KILLING GROUND\*†

Two station newsmen, both veterans, revisited European battlefields on the 20th anniversary of D-Day. First of three programs. Not available for sponsorship. 30 minutes.

\* *Made available to other stations.*

† *Made available through TAC.*

# AUGUSTA

## WJBF

CHANNEL 6

LICENSEE: *Fuqua Industries Inc.*

NETWORK: *ABC TV, NBC TV*

REPRESENTATIVE: *Hollingbery*

GENERAL MANAGER: *J. B. Fuqua*

AWARDS: *Certificate of Merit from the Georgia Department of Education (1)*

EDITORIALIZING: *Occasional*

### EDUCATION, KEY TO THE FUTURE

Designed to show many aspects of school life in the area, pointing out progress and problems in education. Not available for sponsorship. 60 minutes (11-12-62).

### MEET THE CANDIDATES

The League of Women Voters comprise a panel to question all candidates for the Board of Education and describe the duties of the offices. Not available for sponsorship. 60 minutes (11-5-62).

### ELECTION COVERAGE GEORGIA DEMOCRATIC PRIMARY

Returns from all counties in the area. Also interviews and switches to Atlanta for the state returns. Sponsors: First Federal Savings and Richards Buick. 8 hours (9-18-62).

### HOSPITAL BOND ISSUE

Films showing the present hospital facilities and those of a hospital in another city similar to the facilities proposed in a pending bond issue. Not available for sponsorship. 60 minutes (9-5-62).

### MEANING OF CHRISTMAS

A montage of seasonal activities meaningful to the viewers, including shopping, decorations, parades, choir caroling. Not available for sponsorship. 30 minutes (12-24-62).

**GEORGIA**

**AUGUSTA**

**WRDW-TV**

CHANNEL 12

LICENSEE: *Rust Craft Greeting Cards, Inc.*

NETWORK: *CBS TV*

GROUP: *Rust Craft Broadcasting*

REPRESENTATIVE: *Young*

GENERAL MANAGER: *Virgil H. Wolff*

EDITORIALIZING: *Bi-monthly*

**FORT GORON SCENE**

News, weather, and sports program by the Public Information Office of Fort Gordon. Local and military news oriented to civilian-military community relationship. Not available for sponsorship. 30 minutes (daily).

**NO UNITED FUND?**

Dramatization of the sociological effect on the life of the community if none of U. I. participating agencies were in existence. Not available for sponsorship. 30 minutes (9-18-63).

**CSRA SCIENCE FAIR**

Demonstration of the winning science projects and awards by budding scientists from Georgia and South Carolina. Not available for sponsorship. 60 minutes (4-63).

**HOSPITAL BOARD ISSUE?**

Panel presentation of the pros and cons of the controversial issue then facing the citizens of the community. Not available for sponsorship. 30 minutes (8-9-62).

**MEET YOUR CANDIDATE**

Live panel of the five Mayoral candidates answering questions from the public concerning issues of community interest. Not available for sponsorship. 30 minutes (9-22-63).

**COLUMBUS**

**WRBL-TV**

CHANNEL 3

LICENSEE: *Columbus Broadcasting Company*

NETWORK: *CBS TV*

REPRESENTATIVE: *George P. Hollingbery*

GENERAL MANAGER: *J. W. Woodruff, Jr.*

EDITORIALIZING: *Twice daily*

**THE BAREFOOT BOY GOES WEST**

Study of the effects of change on both rural and urban areas as rural population moves into the cities. Not available for sponsorship. 30 minutes (10-19-62).

**A NEW LOOK IN THE OLD SCHOOLHOUSE**

Visits to college, high schools, elementary and vocational school examining new educational ideas and methods. Not available for sponsorship. 30 minutes (11-14-62).

**ASSAULT BY AIR**

Maneuvers of the new Air Assault division to acquaint the public with this new concept of air-ground tactics. Not available for sponsorship. 30 minutes (9-4-63).

**CHRISTOPHER GOES TO THE CAPITOL**

Schoolboy visits the state capitol, tours the House and Senate, participates in a news conference, and has interview with Governor and legislators. Not available for sponsorship. 30 minutes (3-27-63).

**A CONVERSATION WITH DR. BELA DDDD**

Dr. Dodd describes her experiences as an operator for the Communist Party in the United States. Not available for sponsorship. 30 minutes (8-21-63).

**COLUMBUS**

**WTVM**

CHANNEL 9

LICENSEE: *Martin Theaters of Georgia*

NETWORK: *ABC TV, NBC TV*

REPRESENTATIVES: *Blair*

GENERAL MANAGER: *Joe Windsor*

EDITORIALIZING: *None*

**CIVIL DEFENSE EMERGENCY**

Four-part series on local and regional civil defense during the Cuban crisis. Not available for sponsorship. 15 and 30 minutes (10-24-31-62).

**CHRISTMAS: WORDS AND MUSIC**

Selected music and readings of the season by the Columbus Optimist Boys Choir with special readings by John Wilson. Not available for sponsorship. 30 minutes (12-23-62).

**DATELINE — COLUMBUS PROJECTION '63**

News director Peter Cole and local officials discuss plans for community progress in 1963. Not available for sponsorship. 30 minutes (2-5-63).

**COMMUNISM**

Three-part evaluation of Communism by the Junior Achievement Tv Co. (sponsored by WTVM) in cooperation with local high schools. Sponsors: Coca-Cola, restaurant and men's store. 30 minutes (3-3, 10, 17, 63).

**DATELINE — 1863**

In observance of the 100th anniversary of banking. Active program participation by local banks and agencies. Not available for sponsorship. 30 minutes (3-19-63).

**GEORGIA**

**MACON**

**WMAZ-TV**

CHANNEL 13

LICENSEE: *Southeastern Broadcasting Corp.*

NETWORK: *ABC-TV, CBS-TV, NBC-TV*

GROUP: *Affiliated with WMAZ-AM-FM, WBIR-AM-FM-TV, WFFC-AM-FM-TV*

REPRESENTATIVE: *Avery-Knodel*

GENERAL MANAGER: *Frank Crauthor*

EDITORIALIZING: *None*

**CITY POLITICAL FORUM**

All candidates for city office faced a panel of radio, television and newspaper editors for open questions on their candidacy. Not available for sponsorship. 120 minutes (6-16-63).

**THE MAYORS MEET**

Two candidates for mayor faced a panel of radio, television and newspaper editors for questioning. Not available for sponsorship. 60 minutes (6-23-63).

**MACON STREETS AND SEWERS**

Mayor, councilman and city engineer answered questions concerning the condition of the city's streets and sewers. Not available for sponsorship. 30 minutes (4-3-63).

**YOUR BIBLE**

Rotating ministers read from the Bible without personal or denominational interpretation. Not available for sponsorship. 15 minutes (daily).

**ALMANAC**

Series of interviews with persons of interest in every activity of community interest. Not available for sponsorship. 10 minutes (daily).

**SAVANNAH**

**WSAV-TV**

CHANNEL 3

LICENSEE: *BST, Inc.*

NETWORK: *ABC-TV, NBC-TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *Harben Daniel*

AWARDS: *Associated Press Editorial Interpretation Category Rating: Superior (1)*

EDITORIALIZING: *None*

**CANDID OPINION**

News interview program featuring the top local news personalities of the day. Not available for sponsorship. 10 minutes (daily).

**UCA PROGRAM\***

Variety program appealing for funds to help UCA reach its goal by the end of its campaign. Not available for sponsorship. 60 minutes (10-8-62).

**DAILY DEVOTIONAL**

Brief talk by a different minister each day on religion or morals, giving every religion and opportunity for expression. Not available for sponsorship. 5 minutes (daily).

**3 FOR THE SHOW**

Variety and information show fulfilling a daily need for announcement of community activities, discussion of local events and recognition of local talent and achievements. Sponsors: Participating. 16 minutes (daily).

**ARMED FORCES SALUTE**

Musical salute commemorating Armed Forces Week, featuring 40-piece local Marine band. Not available for sponsorship. 30 minutes (5-13-63).

**SAVANNAH**

**WTOC-TV**

CHANNEL 11

LICENSEE: *Savannah Broadcasting Co.*

NETWORK: *ABC-TV, CBS-TV*

REPRESENTATIVE: *Avery-Knodel*

GENERAL MANAGER: *William T. Knight, Jr.*

EDITORIALIZING: *Often, but not scheduled*

**OPERATION FELTHAT**

Film, tape, and live presentation of local law enforcement activities combatting moonshine operations. Not available for sponsorship. 30 minutes (4-24-63).

**WATER RATES**

Panel discussion of city and station officials on the increase in water rates in the county. Not available for sponsorship. 30 minutes (7-21-63).

**LEGISLATIVE REVIEW**

Report and discussion by local representatives and senators of the current matters before the State Legislature. Not available for sponsorship. 30 minutes (1-11-63).

**JAYCEE FORUM**

Discussion of the current issue of Milk Price Fixing by the State Milk Commission. Sponsor: Atlantic Savings & Trust Company. 30 minutes (9-24-63).

**SENATORIAL DEBATE**

Unrehearsed debate between the two candidates for state senator, serving to point out the return of a meaningful two-party system in state elections. Not available for sponsorship. 30 minutes (10-30-62).

**IDAHO  
BOISE**

**KTVB**

CHANNEL 7  
LICENSEE: KTVB, Inc.  
NETWORKS: ABC TV, NBC TV  
REPRESENTATIVE: Avery-Knodel  
GENERAL MANAGER: Mrs. Georgia M. Davidson  
EDITORIALIZING: Weekly

**NEWS SPECIAL**

Sound-on-film recording of reception for General Eisenhower and an address delivered by him during his visit to Boise. Not available for sponsorship. 30 minutes (9-9-62)

**GOVERNOR'S INAUGURAL\***

Live remote telecast of Governor Sawlitz's inaugural message to the State Legislature at the State House. Not available for sponsorship. 90 minutes (1-8-63)

**IDAHO PRESS CONFERENCE**

Members of the Idaho Press question Governor Sawlitz on the progress of legislation at the mid-point of the Idaho Legislature. Not available for sponsorship. 30 minutes (1-11-63)

**YOUR TAXES**

Tax panel featuring Idaho State College, Idaho Society of CPAs and Internal Revenue Service personnel answering telephoned questions. Not available for sponsorship. 30 minutes (2-6-63)

**CENTENNIAL STORY**

\* Made available to other stations

Sound-on-film record of the activity at the Boise Valley Centennial Celebration. Sponsor: Idaho First National Bank. 30 minutes (6-13-63)

**IDAHO FALLS**

**KID-TV**

CHANNEL 3  
LICENSEE: Idaho Radio Corporation  
NETWORK: CBS TV, ABC TV  
GROUP: Skyline Television Sales  
REPRESENTATIVE: George P. Hollingbery  
GENERAL MANAGER: J. Allen Jensen

**MAN BEHIND THE BADGE**

History, functions and problems of the Police Dept. Not available for sponsorship. 30 minutes (5-22-61)

**UNCONTROLLED FIRE**

History, aims and needs of the fire department. Need for alarm system, improved water main, etc. Not available for sponsorship. 30 minutes (7-17-63)

**THE BIG SWEEP**

How the problem of garbage disposal is being handled and what should be done to improve processing. Not available for sponsorship. 30 minutes (9-11-62)

**AMBULANCES**

Explores the need for ambulance service and possible solution to plans announced by funeral services to discontinue ambulance service. Not available for sponsorship. 7 minutes (2-10-63)

**ON CALL**

History and activities of "jeep posse," a volunteer group at work during flood disasters and subsequent searches for missing persons. Not available for sponsorship. 7 minutes (9-1-62)

**IDAHO FALLS**

**KIFI-TV**

CHANNEL 8  
LICENSEE: Eastern Idaho Broadcasting and Television  
NETWORK: ABC TV, and NBC TV  
REPRESENTATIVE: Avery-Knodel  
GENERAL MANAGER: James M. Brady  
EDITORIALIZING: None

**EYE ON EAST IDAHO**

Prelude to the 35th Annual Sportsmen's Jamboree, a yearly civic event held by the Bonneville sportsmen's association. Not available for sponsorship. 15 minutes (2-21-63)

**EYE ON EAST IDAHO**

Interviews, projects, pictures and discussion of the Annual Junior Fat Stock Show. Not available for sponsorship. 30 minutes (5-9-63)

**EYE ON EAST IDAHO**

Students and professors of Idaho State University debating the Idaho State Loyalty Oath Law. Also audience participation via telephone. Not available for sponsorship. 30 minutes (5-27-63)

**EYE ON EAST IDAHO**

Debate concerning the National Wheat Referendum. Also viewer phone calls answered. Not available for sponsorship. 30 minutes (4-26-63)

**EYE ON EAST IDAHO**

Speaker from New York City representing Watchtower Magazine at the Jehovah's Witness Conference. Not available for sponsorship. 5 minutes (6-27-63)

**IDAHO****TWIN FALLS****KMVT**

CHANNEL 11

LICENSEE: *The KLV Corporation*NETWORK: *ABC TV, CBS TV,  
NBC TV*GROUP: *Skyline Network*REPRESENTATIVE: *Hollingbery*GENERAL MANAGER: *Gordon O.  
Glasnann*EDITORIALIZING: *None***HIGH SCHOOL BOWL**

Question and answer contest on American history between local high school students to demonstrate their knowledge and ability. Sponsor: Thorson Builders. 30 minutes (5-5-63).

**SCHOOL BOND ELECTION**

Local businessmen presented the facts behind a local school bond election to the community. Not available for sponsorship. 30 minutes (6-24-63).

**WATER POLLUTION\***

Explanation of the problem facing all communities in Magic Valley caused by mis-use of the water supply. Not available for sponsorship. 30 minutes (10-14-62).

**CITY COUNCIL MEETING**

Live telecast of an actual local City Council meeting to give the citizens of the community an opportunity to see how local government works. Not available for sponsorship. 30 minutes (1-28-63).

**OUR NATURAL FORESTS**

\* Made available to other stations.

An explanation of the controversy over use of forests in an area heavily dependent upon natural resources. Not available for sponsorship. 30 minutes (9-6-63).

**ILLINOIS****CHICAGO****WBBM-TV**

CHANNEL 2

LICENSEE: *Columbia Broadcasting  
System*GROUP: *CBS Owned Stations*NETWORK: *CBS TV*REPRESENTATIVE: *CBS TV National  
Sales*GENERAL MANAGER: *Clark B. George*AWARDS: *National Assoc. for Better  
Radio and Television award (1 and  
4); 20th Annual Pictures of the Year  
Competition — Best Sound Film of  
1962; (1); Three Chicago (4)*EDITORIALIZING: *Daily***THE DROP-OUT**

School problem documented through the eyes of educators, businessmen, civic leaders, parents, and the drop-out himself, exploring the socio-economic issues at stake. Sponsor: Illinois Bell Telephone Company. 60 minutes (11-18-62 and 9-11-63).

**THE STRANGLING CITY**

Two-part report on the mass transportation problem in Chicago and the opinions of the commuters, established through an extensive survey. Sponsor: First Federal Savings and Loan Ass'n of Chicago. 45 minutes (2-7-63) and 30 minutes (3-15-63).

**STREETS OF DISPAIR**

Two-part expose and attack against the demoralizing conditions of the slums as perpetrated by slum landlords in Chicago. Not available for sponsorship. 30 minutes (5-20 and 5-27-63).

**THE MIKADO**

Production of Gilbert and Sullivan's musical comedy by the students and faculty of Evanston Township High School. Sponsor: Hills Brothers Coffee. 90 minutes (9-11-62).

**BURDEN OF ABUNDANCE\***

Examination of the problem and political implications of America's surplus food in a hungry world with emphasis on the effects of the European Common Market. Not available for sponsorship. 30 minutes (6-22-63).

**CHICAGO****WBKB**

CHANNEL 7

LICENSEE: *American Broadcasting,  
Paramount Theatres*NETWORK: *ABC TV*GROUP: *ABC Owned TV Stations*REPRESENTATIVE: *ABC TV Spot Sales*GENERAL MANAGER: *Sterling C.  
Quinlan*EDITORIALIZING: *None***WARSAW: A WALK THROUGH  
THE CURTAIN**

Polish Chicagoan returned to his original home in Warsaw, bringing back a realistic look at life behind the Iron Curtain. Sponsors: Participating. 30 minutes (12-14-62).

**THE FACE OF MODERN  
MEDICINE**

Host Norman Ross, discussed with world-renowned Dr. Walter Alvarez medicine's falacies, taboos and its great strides in modern times. Sponsors: Participating. 60 minutes (12-30-62).

**AN EXPERIMENT**

Cameras were sent to the street where passers-by were asked to comment, without prompting, on any subject of concern to them. Sponsors: Participating. 30 minutes (7-16-63).

**THEY LIVE WITH LINCOLN**

Interviews of the caretakers of Lincoln's Tomb providing observations of people and their feelings about the 16th president. Sponsors: Participating. 30 minutes (2-12-63).

**HOME AGAIN WITH STEVE  
ALLEN**

Steve Allen, on returning to Chicago, viewed the city and his old neighborhood with Thomas Wolfe's question in mind. "Can you go home again?" Sponsors: Participating. 60 minutes (1-6-63).

ILLINOIS Not Reporting: WCHU and WCTA, Champaign; WICD, Danville; WSIL-TV, Harrisburg; WEEK-TV, Peoria; WGEM-TV, Quincy; WTVQ, Rockford.



# FEEDBACK: STAGE 1

## 10:15 pm tonight

### WBBM-TV 2

ISSUES*	The issues I would most like to see treated in FEEDBACK VIEWER SURVEY (Please check one)	If second choice would be (Check box, other)
A	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
B	<input type="checkbox"/>	<input checked="" type="checkbox"/>
C	<input type="checkbox"/>	<input checked="" type="checkbox"/>
D	<input type="checkbox"/>	<input type="checkbox"/>
E	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
F	<input type="checkbox"/>	<input type="checkbox"/>
G	<input checked="" type="checkbox"/>	<input type="checkbox"/>
H	<input checked="" type="checkbox"/>	<input type="checkbox"/>
I	<input type="checkbox"/>	<input type="checkbox"/>
J	<input type="checkbox"/>	<input type="checkbox"/>
K	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
L	<input type="checkbox"/>	<input checked="" type="checkbox"/>
M	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Are there any other issues that you would like to see treated in the next FEEDBACK VIEWER SURVEY?

**FEDERAL AID TO SCHOOLS**

Finally, which one of all these should have top priority in the next FEEDBACK VIEWER SURVEY? **E**

Please indicate your

Sex:  M  F

Age: Under 20  21-25  26-35  36-45  46-65  Over 65

Residence: Chicago, North Side  Chicago, South Side  Chicago, West Side  Suburb (specify) \_\_\_\_\_

Marital Status: **MARRIED**

Children: Yes  No  If yes, # **3, 5, 9**

Please mail your completed ballot to:

WBBM-TV FEEDBACK VIEWER SURVEY  
Post Office Box 1111  
Chicago 11, Illinois

## Missing Link

Until recently there was no direct connecting link enabling Chicagoans to vote en masse for what they want to see on their favorite station. Now there is. Via a specially-prepared program, "Feedback: Stage One," WBBM-TV audiences were asked to name community issues they most urgently want explored on future public affairs programs. To facilitate returns, special "Feedback" write-in ballots appeared in six Chicago-area papers. Response was tremendous. Nearly 10,000 viewers filled in and returned ballots. As a direct result, on November 18 Channel 2 aired "Feedback: The Race Dialogue." And response was even more tremendous.

Within 18 hours alone, some 25,000 Chicago viewers had written WBBM-TV to comment on the program. Future broadcasts will cover such runner-up topics as medical care for the aged, crime in Chicago, taxes, schools, birth control and the Test Ban Treaty. This successful experiment in large-scale two-way communication accomplishes a dual purpose. It keeps WBBM-TV in closer touch with all segments of the far-reaching Chicago community. And thus guarantees that audiences seeking local programming that exactly matches their tastes, and answers their needs, will continue to keep in touch with Channel 2—CBS Owned WBBM-TV.

**WBBM-TV  2**

**ILLINOIS****CHICAGO****WGN-TV**

CHANNEL 9

LICENSEE: WGN, Inc.

REPRESENTATIVE: Petry

GENERAL MANAGER: Ward L. Quaal

AWARDS: New York International Film Festival 1963, (2); Alfred Sloan Award for Highway Safety (3); Freedom's Foundation Gold Medal, Chicago "Emmy" (4); National Music Clubs Award (5)

EDITORIALIZING: None

**BALLAD OF CHICAGO**

Filmed documentary of the past and present history of Chicago in honor of the 125th Anniversary of the city. Sponsor: Chicago Title and Trust Co. 60 minutes (10-62).

**FRIDAY'S CHILDREN\***

Documentary of Dixon School for mentally retarded revealing the plight of retarded people, the public apathy, lack of funds, etc. Sponsor: Sears, Roebuck. 60 minutes (8-9-63).

**THE OTHER GUY**

A quiz-type program on highway safety with high school team participation to encourage safe driving habits in teenagers. Sponsor: Seven-Up Bottling Co. 30 minutes (9-62 to 5-63).

**CHICAGOLAND CHURCH HOUR**

Live color telecast direct from Chicago area churches, representing all faiths and denominations. Not available for sponsorship. 60 minutes (weekly).

**AUDITIONS OF THE AIR**

\* Made available to other stations.

Finals of a year-long audition process to seek out young operatic talent in a five state area. Produced in cooperation with the Illinois Opera Guild. Not available for sponsorship. 30 minutes (2-63).

**CHICAGO****WNBQ**

CHANNEL 5

LICENSEE: National Broadcasting Company

NETWORK: NBC TV

GROUP: NBC Owned TV Stations

REPRESENTATIVE: NBC Spot Sales

GENERAL MANAGER: Lloyd E. Yoder

AWARDS: Ohio State Award (1); Chicago Emmy (2)

EDITORIALIZING: None

**ONE PALACE, F.O.B., CHICAGO\***

Colorcast featuring great art works of France then on display at the Art Institute of Chicago's "Treasures of Versailles" exhibit. Sponsor: Home Federal Saving and Loan Association. 30 minutes (11-12-62).

**IT'S ACADEMIC**

Quiz programs with outstanding students from Chicago area schools competing as three teams per program. Sponsor: Dean Milk Company. 30 minutes.

**THE PAST IS PRESENT**

The history of the Ecumenical Councils of the Catholic Church recreated in a modern newsroom setting and dress. Not available for sponsorship. 30 minutes (9-62 to 12-62).

**RELIGION AND RACE\***

Discussion by religious leaders of the historic National Religion and Race Conference held in Chicago. Not available for sponsorship. 60 minutes (1-14-63).

**CITY DESK**

\* Made available to other stations.

Local edition of "Meet the Press," with station newsmen questioning personalities in local and state news. 30 minutes (Weekly).

**DECATUR****WTVP**

CHANNEL 17

LICENSEE: Metromedia

GROUP: Metropolitan Broadcasting

NETWORK: ABC TV

REPRESENTATIVE: Metra TV Sales

GENERAL MANAGER: John H. Bane

EDITORIALIZING: None

**MAN OF AGES**

Story of Abraham Lincoln as young man in Illinois, commemorating Lincoln's birthday. Not available for sponsorship. 30 minutes. (2-5-63).

**UNITED FUND AWARD DINNER**

Annual dinner meeting of the United Fund of Decatur & Macon Counties. Not available for sponsorship. 60 minutes. (2-14-63).

**REMOTIVATION TECHNIQUES**

Demonstration of remotivation techniques implemented by nursing service aids working with chronically regressed patients. Not available for sponsorship. 30 minutes. (9-15-63).

**PANORAMA SHOWCASE**

Cross-section of local citizens in a program consisting of informative, educational and discussion-type programming. Not available for sponsorship. 10 minutes (daily).

**INTER-FAITH RELIGIOUS WORKSHOP**

Ministers representing local churches appeared to provide listeners with a better understanding of religion broadcasting. Not available for sponsorship. 30 minutes.

**THE  
MOST  
RESPECTED  
CALL LETTERS  
IN BROADCASTING**



**WGN IS CHICAGO**



**IN BROADCASTING**

**WGN** *radio* — **CHICAGO**  
*television*

**ILLINOIS**

**PEORIA**

**WMBD-TV**

CHANNEL 31

LICENSEE: *Midwest Television, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *PGW*

GENERAL MANAGER: *William L. Brown*

EDITORIALIZING: *Weekly*

**CONVERSATION WITH R. SARGENT SHRIVER\***

Panel of newsmen in an informative and stimulating interview with R. Sargent Shriver, Director of the Peace Corps. Not available for sponsorship. 30 minutes (9-10-63).

**SPOON RIVER ANTHOLOGY\***

Documentary showing the area which inspired Edgar Lee Masters' work, with original musical score and readings. Sponsor: Commercial Travelers Savings and Loan Association. 30 minutes (1-30 and 7-17-63).

**SPECTRUM — LOU GAETA\***

Two discussions by Lou Gaeta on ornithology and on zoology. Not available for sponsorship. 30 minutes (3-24 & 3-31-63).

**CONVERSATION WITH DR. ALBERT E. BURKE\***

Panel of newsmen interview Dr. Albert E. Burke, noted lecturer and author. Not available for sponsorship. 30 minutes (6-18-63).

**THESE ARE YOUR PROBLEMS**

Interviews and films concerning the Fire Bond Issue which was being placed before the voters of Peoria. Not available for sponsorship. 30 minutes (3-26-63).

*\* Made available to other stations.*

**PEORIA**

**WTVH**

CHANNEL 19

LICENSEE: *Metromedia*

GROUP: *Metropolitan Broadcasting*

NETWORK: *ABC TV*

REPRESENTATIVE: *Metro TV Sales*

GENERAL MANAGER: *John H. Bone*

EDITORIALIZING: *None*

**REBIRTH OF JONNY\***

Tracing of the progress of an emotionally disturbed boy over a period of years, graphically illustrating the need for better mental health facilities. Sponsor: First Federal Savings and Loan, Peoria. 60 minutes (4-23-63).

**THE RISE OF LABDR\***

Attempt to clarify the labor movement by tracing its rise in the United States from 1917 to 1963. Sponsor: Peoria-Tazewell Illinois Labor Council. 60 minutes (9-1-63).

**THE RISE OF SOVIET POWER\***

Documentary tracing the rise of Communism from 1890 to the present day. Sponsor: Peoria Journal Star. 60 minutes (11-10-63).

**QUESTION OF LIFE — VD**

Presentation of the causes and effects of venereal disease and the problems of the increasing rate in America, with suggestions for solution. Not sponsored. 60 minutes (7-23-62).

*\* Made available to other stations.*

**QUINCY**

**KHQA**

CHANNEL 7

LICENSEE: *Lee Broadcasting, Inc.*

NETWORK: *ABC TV, CBS TV*

GROUP: *Lee Stations*

REPRESENTATIVE: *ATS*

GENERAL MANAGER: *Walter J. Rothschild*

EDITORIALIZING: *Weekly*

**FACE THE TRI-STATES**

County Judge answers questions of area newsmen about his position with regard to young people and the juvenile delinquency problem. Not available for sponsorship. 30 minutes (4-24-63).

**FACE THE TRI-STATES**

F. B. I. Director for Illinois answered questions concerning the increase of crime in the United States and in Illinois. Not available for sponsorship. 30 minutes (5-22-63).

**FACE THE TRI-STATES**

An exchange student from West Berlin, about to return to Germany, gave his impressions after a year in Quincy, Ill. Not available for sponsorship. 30 minutes (6-19-63).

**FACE THE TRI-STATES**

Athletic Director of McMurray College explained the National Collegiate Baseball Foundation and its plans of operation. Not available for sponsorship. 30 minutes (7-17-63).

**FACE THE TRI-STATES**

Director of the Joint Industrial Commission of Adams County explained the problems of securing new industry in the areas. Not available for sponsorship. 30 minutes (8-14-63).

**ILLINOIS**

**ROCKFORD**

**WREX-TV**

CHANNEL 13

LICENSEE: *WREX-TV, Inc.*

NETWORK: *ABC TV, CBS TV*

GROUP: *Gannett*

REPRESENTATIVE: *H-R*

GENERAL MANAGER: *Joe M. Busch*

EDITORIALIZING: *Occasional*

**MEMORIAL DAY PARADE**

Live remote telecast of the annual patriotic parade of area residents on Memorial Day. Sponsor: Colonial Baking. 7 1/2 minutes (5-30-63).

**ROCKFORD HIGH SCHOOL GRADUATION EXERCISES**

Four high school exercises so that friends and relatives could view, as there was seating room only for parents. Sponsors: Participating. 20 minutes (6-5 and 6-6-63).

**FRIDAY'S CHILDREN\***

Documentary of a state school for the mentally retarded to encourage public support of mental health institutions. Sponsor: Sears, Roebuck. 60 minutes (6-20-63).

**DEDICATION OF THE SWEDISH AMERICAN HOSPITAL**

A tour of the newly remodeled facilities of this hospital. Not available for sponsorship. 60 minutes (3-27-63).

**ST. ANTHONY HOSPITAL DEDICATION**

Another tour, this time of a new hospital. Sponsors: Participating. 60 minutes (4-28-63).

\* Made available to other stations.

**SPRINGFIELD**

**WICS**

CHANNEL 20

LICENSEE: *Plains Television Corp.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Young*

GENERAL MANAGER: *Milton D. Friedland*

EDITORIALIZING: *None*

**OPINION**

Roundtable discussion of local race problems presented in cooperation with the Human Relations Commission of the city. Not available for sponsorship. 30 minutes (5-12-63).

**MENTAL HEALTH REPORT**

Report on new techniques in treatment of mental patients by state hospital personnel to inform public of mental problems and methods of treatment. Not available for sponsorship. 30 minutes (4-27-63).

**THIS IS ILLINOIS**

Documentary on state government; the story of the various state offices and delineation of their functions and duties. 30 minutes (9-15-63).

**EDUCATION TODAY**

Part of a series highlighting outstanding education programs in various fields of education utilizing actual class-room situations, students and teachers. Program aim was to inform the public of the classes in various schools of Central Illinois. Not available for sponsorship. 30 minutes (3-3-63).

**YOUR VETERINARIAN REPORTS**

In a series of six programs, nationally known Dr. Rosoff discusses with guest experts different advances in veterinary medicine of interest to cattle breeders. (3-10-63).

**INDIANA**

**EVANSVILLE**

**WFIE-TV**

CHANNEL 14

LICENSEE: *WFIE, Inc.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Jack Douglas*

EDITORIALIZING: *None*

**WHEAT REFERENDUM**

Opponents and proponents of government wheat-support program, representing three states, discuss the matter shortly before referendum. Not available for sponsorship. 30 minutes (5-20-63).

**SCOUT-O-RAMA**

Boy Scout activities in the area, specifically with regard to the approaching Scout-o-rama. Not available for sponsorship. 30 minutes (5-17-63).

**VINCENNES — HISTORICAL TREASURE**

Pictorial documentary on the history of Vincennes to inform viewers of the historical value of the area. Not available for sponsorship. 30 minutes (7-22 and 8-3-63).

**YOUR NEXT MAYOR**

Six candidates for mayor in primary elections answering identical questions to give viewers basis for comparison. Not available for sponsorship. 60 minutes (5-4-63).

**HOSPITAL CAREERS**

Two-part vocational information program in which understaffed positions such as nursing and physical therapy outline typical task. Not available for sponsorship. 30 minutes (5-11 and 5-15-63).

INDIANA Not Reporting: WTVW, Evansville; WTTV, Indianapolis.

INDIANA

FORT WAYNE

WANE-TV

CHANNEL 15

LICENSEE: Indiana Broadcasting Corp.

NETWORK: CBS TV

GROUP: Corinthian

REPRESENTATIVE: H-R

GENERAL MANAGER: Reid G. Chapman

EDITORIALIZING: Daily

TEEN 15

A variety show completely produced by Junior Achievers from Fort Wayne area high schools during the school year. Sponsor: Participating. 30 minutes (10-27-62 to 5-4-63).

THE MISSING BLACKBOARD\*

Study of the classroom shortage in the Fort Wayne area and throughout the state, showing the problem of revenue for public schools. Not sponsored. 30 minutes (1-19-63).

SEARCH FOR A KILLER\*

An in-depth report on the heart and its problems with a detailed explanation of its functions and operation. Not sponsored. 30 minutes (5-22-63).

SOUNDING BOARD

Interview program dealing in controversial issues and/or community problems such as abortion, mental health, civil rights, etc. Not sponsored. 30 minutes (daily).

CHRIST CHILD FESTIVAL

A filmed documentary centered around the concept of bringing Christ and the original spirit of Christmas back to the Christmas season. Not sponsored. 30 minutes (1-2-63).

\* Made available to other stations.

FORT WAYNE

WKJG-TV

CHANNEL 33

LICENSEE: W.K.J.G., Inc.

NETWORK: ABC TV

GROUP: Communicana Group

REPRESENTATIVE: ATS

GENERAL MANAGER: Hilliard Gates

AWARDS: Certificate of Appreciation from National Veterans of Foreign Wars (65)

EDITORIALIZING: None

KILLER HIGHWAY

Film with commentary by law enforcement officials concerning driving hazards of a dangerous stretch of highway. Not available for sponsorship. 30 minutes (6-17-63).

THE PARKING GARAGE — BOON OR BUST

History and current condition of the municipally-owned parking garage through film and interviews. Not available for sponsorship. 30 minutes (3-11-63).

DOLLS FOR DEMOCRACY

Dolls of famous persons of different nationalities, races, and creeds shown to be alike in the fight for democracy. Not available for sponsorship. 30 minutes (1-27-63).

SEARCHLIGHT

Eight panel programs concerned with different aspects of a Community Services Survey report on municipal health recreational and welfare agencies. Not available for sponsorship. 30 minutes (2-10 to 3-31-63).

COMMUNISM LOOKS AT YOUTH

High school student panel discussions on the various aspects of international communism and its relation to youth. Not available for sponsorship. 30 minutes weekly (9-62 to 5-63).

FORT WAYNE

WPTA-TV

CHANNEL 21

LICENSEE: Sarkis Tarzida, Inc.

NETWORK: ABC TV

REPRESENTATIVE: Young

GENERAL MANAGER: Richard D. Morgan

EDITORIALIZING: None

SILENT WAR

Dealt with the U. S. Navy's Pacific operations, men and equipment, with emphasis on our nuclear sub fleet. Sponsor: Sears Roebuck. 30 minutes (8-29-63).

742-7125 (GENERAL TELEPHONE)

Demonstration of how the General Telephone Co. works, particularly regarding the switch to seven-digit numbers. Sponsor: General Telephone Co. 30 minutes (4-16-63).

SOVIET PRODUCTS — PRICE OR PRINCIPAL

Exploration of Communist-made goods sold at local retail outlets. Not available for sponsorship. 30 minutes (7-28-63).

COMMUNISM VS. AMERICANISM

Exploration of patriotism to provide insight into current problems confronting democracy. Not available for sponsorship. 30 minutes (10-28-63).

VOTES AND CANDIDATES

Forum discussion among candidates running for state and county office in past state election. Not available for sponsorship. 30 minutes (10-27-62).

**INDIANA****INDIANAPOLIS****WFBM-TV**

CHANNEL 6

LICENSEE: *Time-Life Broadcast*GROUP: *Time-Life Broadcast*NETWORK: *NBC TV*REPRESENTATIVE: *Katz*GENERAL MANAGER: *Eldon Campbell*AWARDS: *Best cultural program in the Dia De La Radio ONDAS Award, Barcelona (2); Special award of Merit from Internal Revenue Service (5)*EDITORIALIZING: *None***THIS LAND**Original patriotic work for the 4th of July, relating the past, present and future, and the people and places of America. Sponsor: *Stokely-Carr Camp Inc.* 30 minutes (7-4-63)**LA CLASE DE ESPANOL**

Beginning course in conversational Spanish produced in co-operation with local school system shown in class rooms and on home sets. Not available for sponsorship. 30 minutes (11-62 to 5-63)

**NUTCRACKER BALLET**

Tchaikovsky's delightful fantasy performed by students of a near-by college featuring a cast of more than 100 persons. Not sponsored. 90 minutes (12-23-62)

**OUR HOOSIER HERITAGE**Series of documentaries pointing out the history, traditions, culture and accomplishments of Indiana and its famous people. Sponsors: *Seven-Up* and *The Kroger Company*. 30 minutes each five weeks.**IS IT DEDUCTIBLE?**

Annual program designed to aid viewers in completing income tax forms. Phoned-in questions answered on air by panel of experts. Not available for sponsorship. 60 minutes (3-5-63)

**INDIANAPOLIS****WISH-TV**

CHANNEL 8

LICENSEE: *Indiana Broadcasting Corp.*NETWORK: *CBS TV*GROUP: *Corinthian*REPRESENTATIVE: *H-B*GENERAL MANAGER: *Robert B. McConnell*AWARDS: *Family Service Association (1)*EDITORIALIZING: *Three times daily***THE DANGEROUS YEARS**

Study of the marital problems that occur during the middle years of life using case histories and composite profiles. Not available for sponsorship. 30 minutes (11-11-62)

**TOMORROW IS A JOURNEY\***

Dramatization of a case of mental illness from the beginning of a person's battle with mental illness to his discharge from the hospital. Not available for sponsorship. 30 minutes (4-24-63)

**OUR HOOSIER HERITAGE\***

Series of six programs dealing with the life and works of six notable Indiana authors. Not available for sponsorship. 30 minutes (Monthly)

**CHRISTMAS ON THE CAMPUS**Attempt to capture the spirit of Christmas and the Indiana and Purdue Universities featuring singing groups at each school. Sponsors: *American Fletcher National Bank* and *Indianapolis Water Company*. 60 minutes (12-23-62)**HOOSIER HOOTENANNY**

\* Made available to other stations

Groups of outstanding high school and college folk singers on a program in the Coliseum during the Indiana State Fair. Not available for sponsorship. 30 minutes (8-26-63)

**INDIANAPOLIS****WLW-I**

CHANNEL 13

LICENSEE: *Crosley Broadcasting Corp.*NETWORK: *ABC TV*GROUP: *Crosley*REPRESENTATIVE: *Crosley, Dumar, Lawrence, Petry*GENERAL MANAGER: *John H. Babcock*AWARDS: *Indianapolis Public Schools "Recognition of Excellence" (1); Community Service Council (2); Indiana Traffic Safety Foundation, Indiana State Police and Indiana Office of Traffic Safety (4)*EDITORIALIZING: *None***EXERCISE IN KNOWLEDGE**

Four-member high school teams competing in a contest of knowledge to acknowledge and encourage scholastic excellence. Not sponsored. 30 minutes (weekly)

**CROSS EXAM\***

Person of regional or national prominence examined by a three-member panel for his (or her) motives and justifications. Not available for sponsorship. 30 minutes (series)

**TIMOTHY CHURCHMOUSE**

A hand puppet leads children through a Sunday School lesson in order to have a down to earth religious presentation for children. Not available for sponsorship. 30 minutes (series)

**ISP**

An Indiana State Trooper interprets safety rules and the activities of the Indiana State Police for children. Not available for sponsorship. 30 minutes (series)

**RED BLANKET**

\* Made available to other stations

Documentary on the emergency ward at a large hospital to demonstrate the competence of the hospital staff. Not sponsored. 30 minutes (10-16-62)

**INDIANA**

**LAFAYETTE**

**WFAM-TV**

CHANNEL 18

LICENSEE: *Sarkes Tarzian, Inc.*

GROUP: *Affiliated with WTTI, Bloomington-Indianapolis, and WPTA, Ft. Wayne*

NETWORK: *CBS TV*

REPRESENTATIVE: *Young*

GENERAL MANAGER: *Richard W. Long*

EDITORIALIZING: *None*

**SPOTLIGHT ON LEGISLATURE**

Report by the local representative to the State Legislature on the progress of new Indiana tax legislation. Not available for sponsorship. 30 minutes (3-14-63).

**SPECIAL ON CUBA**

Raoul Cabaza, a Cuban expatriate, described conditions in Cuba at the time of his departure, the characteristics of the Castro regime, and the missile situation. Not available for sponsorship. 30 minutes (10-15-62).

**MARION**

**WTAF-TV**

CHANNEL 31

LICENSEE: *Geneco Broadcasting Inc.*

REPRESENTATIVE: *Vic Piano*

GENERAL MANAGER: *Robert Flucannon*

EDITORIALIZING: *Occasional*

**MEET YOUR CANDIDATE**

A brief introduction to the seven candidates in the primary election for mayor in a very tight race. Sponsor: State Farm Mutual Insurance. 30 minutes (5-22-63).

**FOCUS ON EDUCATION**

Interview with president of a local college with regard to the expansion and new building plans of the college. Not sponsored. 15 minutes (8-10-63).

**FOCUS ON EDUCATION**

Discussion of a new state industrial university replacing Taylor University which had moved to a different location. Not sponsored. 15 minutes (8-15-63).

**SO YOU MIGHT HAVE A BED**

A report on the crowded conditions of the local hospital televised in conjunction with a hospital building fund campaign. Not sponsored. 60 minutes (1-15-63).

**REPORT ON SCHOOLS**

A half year report by the superintendent of schools on the activities and progress on the school system. Sponsor: Marion National Insurance Corporation. 30 minutes (2-22-63).

**SOUTH BEND**

**WNDU-TV**

CHANNEL 16

LICENSEE: *Michiana Telecasting Corp.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Leard, Torbett & McConnell*

GENERAL MANAGER: *William Thomas Hamilton*

AWARDS: *Junior Achievement "Company of the Year" Award (3)*

EDITORIALIZING: *None*

**INSIDE OUR SCHOOLS**

An intimate look at the services offered by the local school system so that the public be made aware of them. Not available for sponsorship. 30 minutes (1-63 to 4-63).

**CANVASS 16**

A panel discussion of the local problem of discrimination in housing for the information and education of the public. Not available for sponsorship. 30 minutes.

**IF I COULD TRADE PLACES**

Game-quiz show produced and staffed by local high school students in cooperation with the Junior Achievement program. Participating sponsorship. 30 minutes (1-63 to 4-63).



**INDIANA**

**SOUTH BEND**

**WSBT-TV**

CHANNEL 22

LICENSEE: *South Bend Tribune*

NETWORK: *CBS TV*

REPRESENTATIVE: *Paul H. Raymer*

GENERAL MANAGER: *Arthur R. O'Neil*

EDITORIALIZING: *Occasional*

**CONSECRATION OF A BISHOP\***

A remote broadcast from the Episcopal Church, showing the consecration of the Bishop Coulter for the diocese. Not available for sponsorship. 60 minutes (4-21-63).

**YOUTH LOOKS AT COMMUNISM**

A panel of high school students discuss communism. Moderated by station newsmen and a member of the school city curriculum department. Not available for sponsorship. 30 minutes (3-31-63).

**MISSILE FROM MISHAWAKA**

An inside look at the workings of the Bendix Guided Missile plant, including films of the missile in action at White Sands. Sponsor: South Bend Federal Savings and Loan. 30 minutes (6-21 and 8-14-63).

**AT YEAR'S END '62**

A summary of the big local and national news stories of 1962 produced by the station's news department. Sponsor: Ernie's Supermarket. 30 minutes (1-2-63).

**OUR NEXT MAYOR**

A closeup look at all the mayoral candidates taken from films made during the campaigns shown on election eve. Not sponsored. 60 minutes (4-8-63).

**SOUTH BEND-ELKHART**

**WSJV-TV**

CHANNEL 28

LICENSEE: *Truth Publishing Co.*

NETWORK: *ABC TV*

REPRESENTATIVE: *ATS*

GENERAL MANAGER: *Paul C. Brines*

EDITORIALIZING: *Occasionally*

**TIME AND TIME AGAIN**

Study of the split time zone between South Bend and Elkhart and a recommendation for year-round fast time. Not sponsored. 30 minutes (9-4-62).

**HISTORY OF THE INDIANA LEGISLATURE**

Traced history of Indiana General Assembly and its activities as applied to local area. Sponsor: Miles Laboratories. 30 minutes (1-6-63).

**INDIANA TAXES AND REAPPORTIONMENT**

Discussion of the tax and reapportionment problem in Indiana. Sponsor: Miles Laboratories. 30 minutes (1-27-63).

**A PLAYGROUND FOR THE PRINCESS**

Study of the run-down conditions of the city parks of Mishawaka and recommendations for changes. Not sponsored. 30 minutes (6-30-63).

**THE FOURTH R**

Traced the history of Elkhart high school and explained plans of the board of education for a new school. Sponsor: First National Bank of Elkhart. 30 minutes (8-25-63).

**TERRE HAUTE**

**WTHI-TV**

CHANNEL 10

LICENSEE: *Wabash Valley Broadcasting Corporation*

NETWORK: *ABC TV, CBS TV\**

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *Anton Hulman, Jr.*

AWARDS: *McCall Golden Mike award (1)*

EDITORIALIZING: *Occasionally*

**PATTERNS OF PROGRESS**

Series interpretation of the accomplishments of the newly reorganized county School Corporation. Not available for sponsorship. 15 minutes (Weekly).

**THE CHALLENGE OF RENEWAL AND HOUSING IN TERRE HAUTE**

Report on the controversial issue of Urban Renewal and Re-development with representatives from both sides of the issue. Sponsor: *DX Sunray*. 30 minutes (10-3-63).

**THE CHALLENGE OF COMMUNITY HEALTH**

Discussion by officials and citizens on community health and sanitation problems and the need for more health legislation. Sponsor: *DX Sunray*. 30 minutes (11-28-62).

**IT TAKES MORE THAN BRAINS\***

The presidents of the four tax-supported colleges and universities discussed the needs of colleges in the coming decade and the state's responsibility to support them. Not available for sponsorship. 30 minutes (2-27-63).

**ON THE TERRE HAUTE WATERFRONT**

Discussion of the financial aspect and the impelling reasons for a new sewage treatment plant with emphasis on water conservation and public health. Not sponsored. 30 minutes (8-31-63).

\* Made available to other stations.

**Q- What broadcast trade publication led its field in all large-scale surveys of agency and advertiser readership during 1963?**

**A. SPONSOR!\***

*\* We'd love to give you  
full details. When?*

**IOWA****AMES****WOI-TV**

CHANNEL 5

LICENSEE: *Iowa State University*NETWORK: *ABC TV*REPRESENTATIVE: *H-R*GENERAL MANAGER: *Robert C. Mulhall*EDITORIALIZING: *None***EQUALITY IN IOWA**

An examination of race relations in central Iowa in terms of possible discrimination against Negroes in housing, employment, and the purchase of real estate. Not sponsored. 30 minutes (11-15-62).

**THE PEOPLE'S VOICE**

Discussion of legislative reapportionment in anticipation of the opening of the legislative session. Not sponsored. 30 minutes (1-4-63).

**DES MOINES SCHOOL BOARD REFERENDUM**

Two separate, back-to-back discussions, one favoring and the other opposing the multi-million dollar school bond issue. Not sponsored. 60 minutes (5-28-63).

**UNREST IN RFD LAND**

Positions of the National Farm Organization, the National Farm Bureau, and an economist from Iowa State U. at the time of the N.F.O. holding action on livestock in the Midwest. Not sponsored. 30 minutes (9-14-62).

**CHILDREN IN DISTRESS**

Program was built to present various facets of Aid to Dependent Children in Iowa. Not sponsored. 30 minutes (6-21-63).

**CEDAR RAPIDS****WMT-TV**

CHANNEL 2

LICENSEE: *WMT-TV Inc.*NETWORK: *CBS TV*GROUP: *WMT Stations*REPRESENTATIVE: *Katz*GENERAL MANAGER: *William B. Querton*EDITORIALIZING: *None***THE IMAGE OF IOWA\***

Documentary based on a public opinion study conducted among Eastern industrialists to show Iowans how they look to those who can help them industrially. Not available for sponsorship. 30 minutes (4-24-63).

**IOWA'S LOONY LIQUOR LAWS**

A dramatization depicting the sometimes ludicrous consequences of strict compliance with Iowa's liquor laws. Not sponsored. 30 minutes (9-4-63).

**TWENTY-SEVEN SINGERS AND A POET**

Special Christmas broadcast featuring "Old Gold Singers" of Iowa State U., an illustrated reading of a Christmas poem by Dylan Thomas and the state's poet laureate. Sponsors: Farmers State Bank. 30 minutes (12-18-62).

**YOUR KIDS AND THE NEW MATH**

Telecast of a second grade math classroom session to acquaint the public with the new approach to teaching math in elementary school. Not available for sponsorship. 30 minutes (9-13-62).

\* Made available to other stations.

**THE DEATH PENALTY: YES OR NO?**

Discussion involving proponents and opponents of continuing capital punishment in Iowa in order to enlighten the viewers. Not available for sponsorship. 30 minutes (12-5-62).

**DES MOINES****KRNT-TV**

CHANNEL 8

LICENSEE: *Cowles Magazines and Broadcasting Inc.*GROUP: *Cowles*NETWORK: *CBS TV*REPRESENTATIVE: *Katz*GENERAL MANAGER: *Robert Dillon*EDITORIALIZING: *None***PEOPLE'S PRESS CONFERENCE**

Political, Business and Civic leaders answer questions called in by viewers during the programs. Not available for sponsorship. 30 minutes (weekly).

**STATE FAIR TALENT SEARCH**

Non-professional teen-age talent competing for opportunity to appear at the annual Iowa State Fair in a state-wide contest. Participating sponsorship. 30 minutes (weekly).

**STATE MUSIC FESTIVAL\***

Concert featuring the state's most outstanding musicians and vocalists in the All-State Orchestra, Chorus and Band. Sponsor: Iowa's Dairy Farmers' Association. 60 minutes (12-2-62).

**SPECIAL REPORT\***

Program dealing with any timely subject of major community importance. Not available for sponsorship. 30 minutes (monthly).

**ON CAMERA WITH RUSS VAN DYKE**

Daily public opinion poll of questions and issues of a timely nature. Participating sponsorship. 10 minutes (daily).

\* Made available to other stations.

IOWA Not Reporting: *KCRG-TV, KNU-TV, Cedar Rapids-Waterloo; WPIB-TV, WDC-TV, Davenport-Rock Island; WQAD-TV.*

**IOWA**

**DES MOINES**

**WHO-TV**

CHANNEL 13

LICENSEE: *Central Broadcasting Company*

NETWORK: *NBC TV*

REPRESENTATIVE: *PGW*

GENERAL MANAGER: *Paul A. Loyft*

AWARDS: *Junior Achievement Runner-Up for 1962-63 (2)*

EDITORIALIZING: *None*

**U. C. KICKOFF RALLY\***

Remote telecast of rally inaugurating the Greater Des Moines 1962-63 United Campaign. Not available for sponsorship. 90 minutes (10-2-62).

**TELECHIEVERS**

Produced by the Junior Achievement Telechievers in order to give young people an opportunity to experience broadcasting. Sponsor. Participating. 30 minutes (weekly)

**800 HIGH STREET**

\* *Made available to other stations.*

Des Moines Jr. Chamber of Commerce program reflecting the non-occupational community efforts of the young men of the community. Not available for sponsorship. 30 minutes (monthly)

**FORT DODGE**

**KQTV**

CHANNEL 21

LICENSEE: *Northwest Television Company*

NETWORK: *NBC TV*

REPRESENTATIVE: *Bernard Floinard*

GENERAL MANAGER: *Ed Breen*

EDITORIALIZING: *Occasional*

**CALLING ED BREEN**

People call and discuss problems, events and issues of timely local or national interest. Sponsors. Participating. 30 minutes (Series).

**HUMBOLDT CENTENNIAL**

Interview with the author of the history of Humboldt, celebrating its 100th year. Not available for sponsorship.

**HERBERT HOOVER MUSEUM DEDICATION\***

Dedication ceremony from West Liberty featuring addresses by President Hoover and President Truman. Sponsor. Local food company. 60 minutes (8-10-62).

**GREAT DEBATE**

Series of debates between the principal seekers of major offices in Iowa, such as Governor, Congressmen. Sponsors. Participating. 30 minutes (9-10 to 10-29-62).

**TRIAL BY JURY**

\* *Made available to other stations.*

Actual jury trial of a case which went to the Supreme Court. Sponsors: Participating. 180 minutes.

**MASON CITY**

**KGLO-TV**

CHANNEL 3

LICENSEE: *Lee Radio, Inc.*

GROUP: *Associated with KEYC-TV, Mankato, Minn., and KIQ4-TV, Quincy, Illinois*

NETWORK: *CBS TV*

REPRESENTATIVE: *Advertising Time Sales*

GENERAL MANAGER: *Walter Rothschild*

EDITORIALIZING: *None*

**AT THE CROSSROADS**

Documentary showing crowded classrooms and current conditions in the Mason City High School. Not available for sponsorship. 30 minutes (2-12-63)

**DIAL CANCER**

Public could call in directly to a panel of medical experts and receive answers to their questions about cancer. Not available for sponsorship. 60 minutes (4-9-63)

**DEVELOPMENT**

State and local development officials presented progress report on what has been accomplished and what might be expected in the future. Not available for sponsorship. 30 minutes (1-29-63).

**BAND FESTIVAL PARADE\***

Complete coverage of the 25th Anniversary Band Festival parade featuring 90 bands, plus queens and floats. Sponsor. Banks. 150 minutes (8-11-63).

**SPANISH I, II, & III\***

\* *Made available to other stations.*

Spanish at 6th, 7th and 8th grade levels taught to grade school students and adults. Sponsor. Seven of the North Iowa County Boards of Education. 45 minutes (Daily)

**IDAHO**

**OTTUMWA**

**KTVO**

CHANNEL 3

LICENSEE: *KTVO Television, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *George P. Hollingbery*

GENERAL MANAGER: *James C. Conroy*

EDITORIALIZING: *Weekly*

**SABIN ON SATURDAY\***

Sixteen doctors and nurses demonstrated the need for public vaccine and showed how it would be administered. Not available for sponsorship. 15 minutes (10-5-62).

**MOST ECONOMICAL USE OF MEAT\***

Two meat experts demonstrated the best way to cut and prepare meat. Not available for sponsorship. 15 minutes (10-5-62).

**JOSEF MEIER**

Josef Meier, star of the Passion Play, appeared for an interview and gave a history of the play from its beginning. Not sponsored. 20 minutes (10-23-62).

**FAIRFIELD CHAMBER OF COMMERCE**

A group from the Fairfield Chamber of Commerce, including chorus, told about the advantages of the area. Not available for sponsorship. 30 minutes (12-21-62).

**COMMUNICATIONS SUNDAY\***

\* *Made available to other stations.*

Reverend Stephenson, choir and officers of local Protestant church presented program concerning news media and the church. Not available for sponsorship. 30 minutes (1-18-63).

**SIOUX CITY**

**KTIV**

CHANNEL 4

LICENSEE: *KTIV Television Company*

NETWORK: *ABC TV, NBC TV*

REPRESENTATIVE: *George P. Hollingbery*

GENERAL MANAGER: *Deitrich Dirks*

EDITORIALIZING: *None*

**SIOUX CITY SYMPHONY**

In-school concert of the Sioux City Symphony Orchestra under scoring excellence and cultural contribution. Sponsor: Security National Bank, Sioux City. 60 minutes (3-12-63).

**THE MESSIAH**

Local high school chorus singing excerpts from the Messiah. Not available for sponsorship. 60 minutes (12-22-62).

**THE MAN IN BLUE**

Baseball seen by the umpire, plus an exploration of the life of an umpire. Not available for sponsorship. 30 minutes (7-20-63).

**SWORD OF HOPE**

Members of the County Medical Association discuss types of cancer common to women, reviewing case histories, and answering viewer questions. Not available for sponsorship. 30 minutes (2-12-63).

**A FEATHER IN THEIR CAP\***

\* *Made available to other stations.*

Life on a nearby Indian reservation plus documentary discussions with tribal leaders. Not available for sponsorship. 30 minutes (4-21-63).

**SIOUX CITY**

**KVTV**

CHANNEL 9

LICENSEE: *People's Broadcasting Corporation*

NETWORK: *ABC TV, CBS TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Donald D. Sullivan*

EDITORIALIZING: *None*

**U.R.**

Documentary report on blight in the city's shums and the need for urban renewal. Not sponsored. 30 minutes (9-13-62).

**PHYSICAL FITNESS IN THE SCHOOLS**

Contemporary discussion of the physical education program developed in local high schools. Not sponsored. 30 minutes (11-14-62).

**PROBE**

Syndicated films of lectures delivered by Dr. Albert Burke concerning contemporary problems. Sponsor: Home Federal Savings and Loan. 30 minutes.

**LEARN TO SWIM**

Filmed swimming lessons, with special emphasis on swimming safety, done at a local pool with a Red Cross instructor. Sponsors: Participating. 5 minutes (9-63).

**HOUSING CODE IN FACT AND FICTION**

Graphic portrayal of the existing poor housing conditions and some of the unenforced housing regulations. Not sponsored. 30 minutes (1-30-63).

**KANSAS**

**TOPEKA**

**WIBW-TV**

CHANNEL 13

LICENSEE: *Stauffer Publications, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *Avery-Knodel*

GENERAL MANAGER: *Thad M. Sandstrom*

AWARDS: *PTC (1)*

EDITORIALIZING: *Occasional*

**THE RELUCTANT WARRIORS\***

A sound-and picture description of the Armed Forces Reserve program in the area. Not available for sponsorship. 30 minutes (11-23-63)

**STEEL RAILS & DOLLAR SIGNS\***

Study of the economic impact of the railroads on Kansas where it is the leading industry. Sponsor: Merchants National Bank of Topeka. 30 minutes (6-12-63)

**ROCK SPRINGS RANCH**

In-depth report on new 4-H youth development center. Sponsor: C. G. & F. Gram Co. 30 minutes (3-2-63)

**TOPEKA: NINE YEARS LATER**

Negro situation in Topeka nine years after school segregation case came before the Supreme Court. Not sponsored. 15 minutes (6-1-63)

**THE ROAD AHEAD\***

A forecast of the upcoming session of the legislature. Not sponsored. 30 minutes (2-3-63)

\* Made available to other stations

**WICHITA**

**KAKE-TV**

CHANNEL 10

LICENSEE: *KAKE-TV and Radio Inc.*

NETWORK: *ABC TV*

REPRESENTATIVE: *Katz*

AWARDS: *Headliner award for public service (4)*

EDITORIALIZING: *Daily*

**LET'S SPEAK SPANISH**

Live program in which teacher from Wichita board of education taught conversational Spanish. Not sponsored. 30 minutes (weekly)

**A NEGRO NEIGHBOR NEXT DOOR?**

Documentary with SDF statements and silent film exploring issue of segregated housing in Wichita. Not available for sponsorship. 30 minutes (9-9-63)

**OUTLOOK '63**

A forecast of the year that lies ahead for south-central Kansas based upon the major news events of 1962. Not sponsored. 60 minutes (12-30-62)

**EDUCATION OF RETARDED CHILDREN BY DERBY PUBLIC SCHOOLS**

A report on the special program being conducted by the Derby Public Schools to train the mentally retarded. Incorporated into program with participating sponsorship. 10 minutes (12-20-62)

**WICHITA**

**KARD-TV**

CHANNEL 3

LICENSEE: *Wichita Television Corp.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *Don Shurra*

EDITORIALIZING: *Every other week*

**WICHITA FAIR HOUSING COMMITTEE\***

Professor of the U. of Wichita's political science department explored fair housing with members of the Wichita Fair Housing Committee. Not available for sponsorship. 30 minutes (1-6-63)

**CIVIL RIGHTS CASE-BOOK\***

Member of Wichita Urban League and a member of the Kansas Commission on Civil Rights interview persons denied jobs because of race or religious bias. Not available for sponsorship. 60 minutes (1-13-63)

**WICHITA HUMAN RELATIONS\***

Dean of the College of Liberal Arts and Sciences and chairman of the Wichita Human Relations Commission provide information about the commission and its members. Not available for sponsorship. 30 minutes (2-10-63)

**COLLEGE DEBATE\***

U. of Kansas and U. of Wichita debate the non-Communist nations forming an economic community. Not available for sponsorship. 30 minutes (9-18-62)

**THE TRIAL PROCESS\***

Dean of the College of Business Administration and Industry at the U. of Wichita and members of Wichita Bar Assn. enact a mock trial. Not available for sponsorship. 30 minutes (3-2-63)

\* Made available to other stations

KANSAS Not Reporting: *KTVC, En-Sign; KAY-TV, Hays.*

**KANSAS****WICHITA****KTVH**

CHANNEL 12

LICENSEE: *Wichita-Hutchinson Co., Inc.*NETWORK: *CBS*REPRESENTATIVE: *Blair*EDITORIALIZING: *None***HIGH SCHOOL DROPOUTS**

Study of high school dropouts from local and national standpoint. Why youths leave school, what problems do they face, how is their leisure time spent? Not available for sponsorship. 30 minutes (4-24-63).

**GO BACK TO SCHOOL**

Sequel to High School Dropouts. Programed to encourage youths to return to school. Not available for sponsorship. 30 minutes (8-14-63).

**TODAY'S HOSPITALS — CAREER CENTER FOR AMERICA'S YOUTHS**

Study of hospital services, personnel, programs, and opportunities. Not available for sponsorship. 30 minutes (5-14-63).

**FARM PEOPLE**

A report on one of the state's largest businesses. Covered many phases of farming and featured state agricultural experts. Not available for sponsorship. 30 minutes (6-28-62).

**THE SPIRIT OF CHRISTMAS**

Explored the religious meaning and true spirit of Christmas, featuring local opinions. Not available for sponsorship. 30 minutes (12-5-62).

**KENTUCKY****LOUISVILLE****WAVE-TV**

CHANNEL 3

LICENSEE: *WAVE, Inc.*NETWORK: *NBC TV*REPRESENTATIVE: *Katz*GENERAL MANAGER: *Nathan Lord*AWARDS: *Farm Safety awards and citations (4)*EDITORIALIZING: *None***TOMORROW'S CHAMPION**

Amateur boxing in cooperation with Louisville Parks and Recreation Department to promote youth fitness and wholesome supervised activity. Not available for sponsorship. 30 minutes (Weekly).

**KENTUCKY AFIELD**

Outdoor activities, principally hunting and fishing, with Kentucky Fish and Wild Life Resources Dept., to promote fishing and hunting facilities and conservative practices. Not available for sponsorship. 30 minutes (Weekly).

**YOUTH SPEAKS**

Four high school students discuss current issues with moderator. Not available for sponsorship. 30 minutes (Weekly).

**FARM\***

Live remote telecast from station farm, covering all aspects of agriculture. Sponsor: International Mineral & Chemical. 30 minutes (5-11; 5-25; 6-15; 6-22-63).

**LOUISVILLE'S NEEDS**

Discussion of needs, plans, accomplishments on urban renewal and industrial expansion by people involved. Not available for sponsorship. 30 minutes (5-11; 5-25; 6-15; 6-22-63).

\* Made available to other stations.

**LOUISVILLE****WHAS-TV**

CHANNEL 11

LICENSEE: *WHAS*NETWORK: *CBS TV*REPRESENTATIVE: *Harrington, Richter & Parsons*GENERAL MANAGER: *Victor A. Sholis*AWARDS: *National Conference of Christians and Jews; Headliners; Kentucky Society of Crippled Children; American War Mothers, and 6 others (1)*EDITORIALIZING: *None***WHAS CRUSADE FOR CHILDREN**

Marathon to raise funds for physically and mentally handicapped children of Kentucky and So. Indiana. Not available for sponsorship. 17 hours (9-22 and 9-23-62).

**NATIONAL MERIT SCHOLARS**

Program gives recognition to 13 high school seniors, in Louisville, chosen as recipients of merit scholarships. Not available for sponsorship. 60 minutes (5-22-63).

**P.K.U.—THE STORY OF SUSANNAH**

Documentary explaining Phenylketonuria, its detection, control, results if not treated. Not available for sponsorship. 30 minutes (5-6-63).

**CORPUS CHRISTI AND CHRISTIAN HERITAGE DAY**

Corpus Christi procession is an annual event involving some 20,000 Catholics in the march. Christian Heritage Day program involves about the same number of Protestants. Not available for sponsorship. 75 minutes Corpus Christi (6-16-63); Christian Heritage (10-28-62).

**HI VARIETIES**

Variety show featuring local teen talent. Sponsors: Participating. 1 hour (weekly).

KENTUCKY Not Reporting: WLTV, Bowling Green; WKYT-TV, WLEX-TV, Lexington; WLKY-TV, Louisville.



**KENTUCKY****PADUCAH****WPSD-TV**

CHANNEL 6

LICENSEE: *Paducah Newspapers, Inc.*NETWORK: *NBC TV*REPRESENTATIVE: *ATS*GENERAL MANAGER: *Sam Livingston*EDITORIALIZING: *None***CRIPPLED CHILDREN'S TELETHON**

Fifth Annual Variety telethon with appeal for public donations for Handicapped Center. Not available for sponsorship. 15 hours (10-17-18-62).

**CITY HALL**

Interview by station personnel with Paducah's mayor and four city commissioners. Not available for sponsorship. 15 minutes (Feb-March, 1963).

**ACCENT**

Topics of local interest, from politics to community needs. Not available for sponsorship. 30 minutes (Various).

**ATOP THE FENCEPOST**

Live discussions with local and area agriculture leaders. Not available for sponsorship. 30 minutes (weekly).

**PRESS CONFERENCE**

Area newsmen interview well-known or political figure. Not available for sponsorship. 30 minutes (Various).

**LOUISIANA****ALEXANDRIA****KALB-TV**

CHANNEL 5

LICENSEE: *Lanford Telecasting Company*GROUP: *T. B. Lanford Stations*NETWORK: *NBC TV*REPRESENTATIVE: *ATS*GENERAL MANAGER: *Willard L. Cobb*EDITORIALIZING: *None***THE TESTAMENT OF FREEDOM**

Pictorial essay on Randall Thompson's setting for orchestra and male chorus of passages from writings of Thomas Jefferson. Not available for sponsorship. 30 minutes (7-4-63).

**FOCUS: STOP POLIO**

Live demonstration and discussion of the administration of the oral polio vaccine and a film demonstration of mass inoculation. Not available for sponsorship. 30 minutes (4-6-63).

**REFLECTIONS ON ROBERT FROST**

Conversation with Robert Canzonert, American poet and Frost commentator, on the life of Frost as reflected in his poems. Not available for sponsorship. 30 minutes (1-30-63).

**MODERN HERESIES**

Conversation between a Roman Catholic priest, a Baptist chaplain and an Anglican bishop on the Church in the 20th Century. Not available for sponsorship. 30 minutes (5-11-63).

**MID-LOUISIANA 1962**

A year-end resume of the important news events of 1962 of the area. Sponsor: Winfield First Federal Savings and Loan Assoc. 60 minutes (1-6-63).

**BATON ROUGE****WAFB-TV**

CHANNEL 9

LICENSEE: *Modern Broadcasting Company of Baton Rouge, Inc.*NETWORK: *CBS TV*REPRESENTATIVE: *Blair*GENERAL MANAGER: *Tom R. Gibbens*EDITORIALIZING: *None***LOUISIANA FIREBUG\***

A study of the arsonist, one of the main causes of forest fires in Louisiana, how he starts fires and why. Sponsor: Wolf's Bakery. 30 minutes (2-15-63).

**ARCHITECTURE IN SOUTHERN LOUISIANA**

A history of architecture giving the reason for early designs and fundamentals still followed in Southern Louisiana. Not available for sponsorship. 30 minutes (6-23 and 8-15-63).

**WHEN THE SUN BEGINS TO SHINE\***

Problems inherent in a mental institution, contrasting the old concept of commitment with the new concept of rehabilitation. Not available for sponsorship. 30 minutes (8-29-63).

**TO CLIMB A TOWER**

Report on special classes offered by Louisiana State University to elementary school teachers to explain the new techniques of teaching foreign language. Not available for sponsorship. 30 minutes (8-10-63).

\* Made available to other stations.

**THE WORLD OF ARMIN SCHELER**

Sculptor and professor of art presents purpose of sculpture by showing and explaining some of his own works. Not available for sponsorship. 30 minutes (7-11-63).

LOUISIANA Not Reporting: *KATC, KLFY-TV Lafayette; KPLC-TV, Lake Charles.*

## LOUISIANA

# BATON ROUGE

## WBRZ

CHANNEL 2

LICENSEE: Louisiana Television and Broadcasting Inc.

NETWORK: ABC TV, NBC TV

REPRESENTATIVE: George P. Hollingbery

GENERAL MANAGER: Douglas L. Manship

EDITORIALIZING: Occasional

### NO BELLS AT CARVILLE\*

Origin, function and future of the U. S. Public Health Sanitarium (Leprosorium) at Carville, Louisiana. Not available for sponsorship. 60 minutes (9-17-62).

### WITH NO LANGUAGE BUT A CRY\*

Accomplishments of the Louisiana State School for the Deaf. Not available for sponsorship. 60 minutes (9-21-62).

### THERE'S A LOT TO BE SAID FOR TEENAGERS\*

Development of the positive side of the progress, personality and thoughts of the teenage population of Baton Rouge. Not available for sponsorship. 60 minutes (6-13-63).

### SOUTHERN UNIVERSITY SPECIAL\*

History and services of Southern University, the largest Negro university in the United States, located in Baton Rouge. Not available for sponsorship. 60 minutes (6-20-63).

### WITHOUT VIOLENCE\*

A documentary study of peaceful integration in Southern states. Not available for sponsorship. 60 minutes (8-29-63).

\* Made available to other stations.

## MONROE

## KNOE-TV

CHANNEL 8

LICENSEE: Noy Enterprises, Inc.

NETWORK: ABC TV, CBS TV

REPRESENTATIVE: H-R

GENERAL MANAGER: Paul H. Goldman

AWARDS: Parish and State Heart Association Citation; Local and State Medical Society Citations (3)

EDITORIALIZING: Three times weekly

### OPERATION CHLORINE\*

Preparation, precautions taken, the actual raising and disposal of a long-sunk barge loaded with deadly chlorine gas tanks, in an attempt to alleviate the fear of the community. Not available for sponsorship. 30 minutes (10-20-62).

### POLIO CLINIC PREVIEW\*

Completely manned inoculation clinic set up in studios and procedures of mass oral inoculation demonstrated, again to alleviate fear. Not sponsored. 30 minutes (2-2-63).

### CARDIOVASCULAR PROGRAM\*

One of an annual series of five programs devoted to news of new techniques and discoveries in the treatment of heart diseases. Not available for sponsorship. 30 minutes (2-17-63).

### CITY SCHOOL BOARD REPORT

Financial report and discussion by the school board on the disposition of monies spent through a recent city school bond issue. Not sponsored. 30 minutes (3-16-63).

### RULES OF THE WATER ROAD\*

An informative and official program on boat safety with explanations of new boating laws and other pertinent data. Not available for sponsorship. 30 minutes (5-19-63).

\* Made available to other stations.

## NEW ORLEANS

## WDSU-TV

CHANNEL 6

LICENSEE: Royal Street Corporation

NETWORK: NBC TV

REPRESENTATIVE: Blair

GENERAL MANAGER: A. Louis Reed

AWARDS: American Association for State and Local History and B.M.L. award; Ohio State (1); New Orleans Press Club award (1 and 2)

EDITORIALIZING: Twice daily

### THE HUEY LONG STORY\*

Events that shaped the life of Huey Long and analysis of his impact on state and national politics. Sponsor: Ward Baking Company. 60 minutes (Series).

### TARGET: MOON

The role of New Orleans in the U. S. Space effort, and progress in the race for the moon. Sponsor: Ward Baking Company. 30 minutes (5-13-63).

### CITY COUNCIL MEETING

Important New Orleans City Council meetings and votes on controversial tax and zoning proposals. Not available for sponsorship. 240 minutes (11-30-62); 180 minutes (3-14-63).

### SOUTH OF THE BORDER — COLOMBIA

Report on Alliance For Progress, the Peace Corps, and Columbia's problems in dealing with the U. S. Not sponsored. 30 minutes (2-11-63).

### REPORT ON EL SALVADOR

Report from El Salvador whose problems are typical of many other Latin American nations. Not sponsored. 30 minutes (8-3-63).

\* Made available to other stations.

**LOUISIANA**

**NEW ORLEANS**

**WWL-TV**

CHANNEL 4

LICENSEE: *Loyola University of the South*

NETWORK: *CBS TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *J. Michael Early*

AWARDS: *National Gold Bell Award of the Catholic Broadcasters Association (1)*

**VATICAN II**

Documentary on the opening of the Roman Catholic Ecumenical Council in Rome and explanation of the parts played in the Council by local bishops. Sponsor: Progresso Foods. 60 minutes (1-20-63)

**APOSTLE TO THE WORLD**

Documentary of the coronation of Pope Paul VI and a discussion of what he means to the future of the Roman Catholic Church. Sponsor: Progresso Foods. 60 minutes (8-25-63)

**SHREVEPORT**

**KSLA-TV**

CHANNEL 12

LICENSEE: *KSLA-TV Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *HRP*

GENERAL MANAGER: *Winston B. Lynam*

EDITORIALIZING: *None*

**ARK-LA-TEX SPELLING BEE FINALS**

Regional tri-state final contest between 60 students to determine which would participate in National Spelling Bee. Not available for sponsorship. 30 minutes (5-1-63)

**JUNIOR LIVESTOCK AUCTION**

Auction of the Junior Livestock championship animals at the Louisiana State Fair. Sponsor: Kansas City Southern Railroad. 30 minutes (1-27-63)

**POLITICAL PROFILE\***

Profile of the newest member of the Long "dynasty" to enter the political arena, Gillis Long. Not available for sponsorship. 30 minutes (1-27-63)

**CLASS OF '63**

An appraisal of the prospects for the graduates of the class of '63. Interviews with students, teachers, business people. Not available for sponsorship. 30 minutes (5-22-63)

**WHAT'S NEWS**

\* Made available to other stations.

Weekly series in which youngsters are tested on their knowledge of the preceding week's news. Not available for sponsorship. 30 minutes.

**SHREVEPORT**

**KTAL-TV**

CHANNEL 6

LICENSEE: *KCMC Inc.*

NETWORK: *NBC TV*

GROUP: *Palmer Media Group*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *James S. Dugan*

EDITORIALIZING: *Twice daily*

**REVOLT AT OXFORD\***

Highlights of the struggle during the enrollment of James Meredith at the University of Mississippi. Filmed on the campus. Not available for sponsorship. 45 minutes (10-1-63)

**DEATH OF A BILL**

The debate and vote on Free Electors in the state legislature of Louisiana. Not available for sponsorship. 30 minutes (6-6-63)

**THE SCHOOL BOND ISSUE**

Discussion of an important school bond election in Texarkana, Texas because of lack of community understanding of the issue. Not available for sponsorship. 30 minutes (5-20-63)

**THE STORY OF A CHURCH**

A film visit to the New First Baptist Church of Shreveport, La., which took over a complete former college campus. Not available for sponsorship. 30 minutes (1-27-63)

**POTENTIAL FOR PROGRESS**

\* Made available to other stations.

Highlights of industrial development in the three state area and projection of future potential for increased development. Not available for sponsorship. 30 minutes (8-16-63)

**LOUISIANA**

**SHREVEPORT**

**KTBS-TV**

CHANNEL 3

LICENSEE: *KTBS, Inc.*

NETWORK: *ABC TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *E. Newton Wray*

EDITORIALIZING: *None*

**RESTLESS CITY**

Documentary of the industrial activity of Bossier City, La., presenting a pattern of industrial effort and a favorable psychological approach which could be of benefit to every community in the coverage area. Sponsors: Participating. 30 minutes.

**GOODWILL TOUR REPORT**

A report on a good will tour made in Arkansas and Texas by the local Chamber of Commerce to assist it in its industrial development program. Not available for sponsorship. 15 minutes.

**MAINE**

**BANGOR**

**WABI**

CHANNEL 5

LICENSEE: *Community Telecasting Company*

NETWORK: *ABC TV, CBS TV*

GROUP: *Hildreth Radio-TV network*

REPRESENTATIVE: *George P. Hollingbery*

GENERAL MANAGER: *Richard B. Bronson*

EDITORIALIZING: *Occasional*

**CHRISTMAS DADDIES**

Annual Christmas telethon for needy children produced in cooperation with local and state aid organizations. Not available for sponsorship. 300 minutes (12-62).

**THIS IS YOUR CITY**

Annual 13 week series by the City Manager discussing problems and projects relating to local citizens. Not available for sponsorship. 30 minutes (1-63 to 3-63).

**ASK YOUR DOCTOR**

Monthly panel of M.D.'s answering telephone questions on a pre-arranged medical topic with a brief opening statement by each doctor. Not available for sponsorship. 45 minutes (10-62 to 5-63).

**THE UNIVERSITY AND YOU**

Produced by the University of Maine with a variety of formats—entertainment, panels, dramas, lectures. Sponsor: Bangor Hydro Electric, 30 minutes (9-62 to 6-63).

**QUODDY NEWS CONFERENCE**

Secretary of the Interior Udall and Maine Congressional Delegation hold news conference on the administration's Quoddy Power Project Report. 60 minutes (8-2-63).

**BANGOR**

**WLBZ-TV**

CHANNEL 2

LICENSEE: *WLBZ-TV Inc.*

NETWORK: *ABC TV, NBC TV*

GROUP: *Maine Broadcasting System*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Rudolph O. Marcoux*

EDITORIALIZING: *None*

**BREWER CENTENNIAL**

Filmed documentary of the week-long celebration of the 100th anniversary of the city of Brewer. Sponsors: Participating. 30 minutes (9-20-62).

**MAINE ELECTION REPORT**

A succession of 5-minute reports every half hour throughout election night to provide comprehensive coverage of local and state returns. Sponsors: Sleeper's Men's Store. (11-6-62).

**HANDS ACROSS THE BORDER**

Live greetings with entertainment exchanged between Maine officials and New Brunswick officials to demonstrate international goodwill. Not available for sponsorship. 30 minutes (7-22-63).

**MAINE****PORTLAND****WCSH-TV**

CHANNEL 6

LICENSEE: *Maine Radio & Television Company*NETWORK: *NBC-TV\**GROUP: *Maine Broadcasting System*REPRESENTATIVE: *Katz*GENERAL MANAGER: *Jack Yocum*EDITORIALIZING: *None***HEART CYCLE**

An explanation of the four common types of heart disorders and progress made in conquering them, featuring a heart specialist and a filmed documentary of surgical practice with special emphasis on work being done in Maine. Not available for sponsorship. 30 minutes (2-24-63).

**PROFILE OF U. OF M.\***

Series devoted to inspecting each facet of the University of Maine to educate viewers to the services provided by the University. Not available for sponsorship. 30 minutes (Saturdays).

**VALEDICTORIAN SPEAKS**

Six high school valedictorians in a round table to expose viewers to the attitudes and opinions of outstanding young people. Not available for sponsorship. 60 minutes (6-20-63).

**MAINE DAIRY INDUSTRY**

\* Made available to other stations.

A thorough look into one of Maine's leading industries from the viewpoint of the farmer, the milk dealer and the consumer. Not available for sponsorship. 60 minutes (6-25-63).

**PORTLAND****WGAN-TV**

CHANNEL 11

LICENSEE: *Guy Gannett Broadcasting Services*NETWORK: *CBS-TV*REPRESENTATIVE: *Blair*GENERAL MANAGER: *Donald S. Moeller*EDITORIALIZING: *Occasional***THE ALLAGASH**

Program sets forth reasons for retaining the Allagash region, a vast tract of natural wilderness in northwestern Maine threatened by hydro-electric development and road building. Not sponsored. 30 minutes (2-23-63).

**THE U. OF MAINE BUDGET**

Pointed out the plight of educators in their appropriation trouble with the state legislature. Not available for sponsorship. 30 minutes (1-30-63).

**THE PERSONAL TOUCH: PART I**

Group of local businessmen head westward to "sell" Maine after unsuccessful attempt at same by the state Department of Economic Development. Not sponsored. 30 minutes (5-5-63).

**THE PERSONAL TOUCH: PART II**

Showed tangible results of western trip by local businessmen and gave first tv exposure to a new state promotion film. Not sponsored. 30 minutes (5-22-63).

**THOSE BLANKETY-BLANK TAXES**

Informational discussion by civic officials and business leaders on the revamped tax structure for the city. Not available for sponsorship. 30 minutes (9-10-62).

**PORTLAND, MAINE — MT. WASHINGTON, N. H.****WMTW-TV**

CHANNEL 8

LICENSEE: *Mt. Washington Tv, Inc.*NETWORK: *ABC-TV*REPRESENTATIVE: *HRP*GENERAL MANAGER: *John W. Guider*EDITORIALIZING: *Occasional***McINTIRE-HATHAWAY DEBATE\***

Political debate between the incumbent U. S. Congressional Representative and his opponent. Not available for sponsorship. 30 minutes (9-28-62).

**JOURNEY TO THE ALLAGASH\***

The Allagash region, a possible National Park area or site of a proposed hydro-electric project. Not available for sponsorship. 30 minutes (1-13-62).

**MAINE TEACHERS ON TRIAL\***

Maine teachers answered questions posed by PTA members concerning the quality of education in public schools. Not available for sponsorship. 30 minutes (5-28-63).

**WOMEN'S CLUBS CONVENTION REPORT**

Highlights of the 71st Annual Convention of the Maine Federation of Women's Clubs. Not available for sponsorship. 15 minutes (6-11-63).

**MISSILES — DETERRENT TO DISASTER**

\* Made available to other stations.

Report tailored to Northern New England area of the posture of U. S. Army and Air Force missile defenses. Not available for sponsorship. 15 minutes (4-5-63).

**MAINE**

**PRESQUE ISLE**

**WAGM-TV**

CHANNEL 8

LICENSEE: *Brookstok Broadcasting Corp.*

NETWORK: *ABC TV, CBS TV, NBC TV*

GROUP: *Hildreth Network of Maine*

REPRESENTATIVE: *George P. Hollingbery*

GENERAL MANAGER: *Stanley A. Lyons*

EDITORIALIZING: *None*

**LORING ANNIVERSARY**

Brief program dealing with the impact which Loring Air Force Base has on the community, and has had for the previous 15 years. Not available for sponsorship. 15 minutes (9-20-63).

**CHRISTIAN YOUTH RALLY**

Remote telecast which included brief talks by local high school students, a panel discussion and talks by business and civic leaders. Sponsor: Christian Civic League. 60 minutes (10-12-62).

**ROTARY RADIO-TV AUCTION**

Televised auction of items solicited from the area presented by the local Rotary Club for the benefit of the Hospital Endowment Fund. Not available for sponsorship. 438 minutes (11-20-62 to 11-22-62).

**POTATO BALLOT — INDUSTRY**

A brief look at the sagging farming industry in the area, plus a discussion of a ballot on proposals to remedy the situation. Not available for sponsorship. 30 minutes (4-9-63 & 7-10-63).

**AWARDS NIGHT**

Annual Community Service Awards presented to persons who have given freely of time and effort for the betterment of the community. Not available for sponsorship. 30 minutes (12-24-62).

**MARYLAND**

**BALTIMORE**

**WBAL-TV**

CHANNEL 11

LICENSEE: *Hearst Corporation*

NETWORK: *NBC TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *Brent O. Guntz*

AWARDS: *Ohio State regional award (1)*

EDITORIALIZING: *None*

**THE IMPERFECT PROMISE**

Health problems of the aged and what individual families as well as the community as a whole can do about them. Sponsor: First National Bank. 60 minutes (1-21-63).

**THE CANDIDATE SPEAKS**

Live appearances by candidates for mayor, city council president and comptroller, presenting their platforms to the voters. Not available for sponsorship. Varied lengths. (April-May 1963).

**CONSECRATION OF BISHOP MILLS\***

Consecration ceremonies of the elevation of Father Cedric Mills, a Baltimore Negro, to the newly created office of Episcopal Bishop to the Virgin Islands. Not available for sponsorship. 90 minutes (4-19-63).

**GWYNN OAK PARK DEBATE**

Bringing together of two sides involved in the civil disobedience demonstrations seeking to integrate a local amusement park. Not available for sponsorship. 60 minutes (7-8-63 and 7-15-63).

**PEABODY CONCERT**

\* Made available to other stations.

Performances of the student orchestra and vocal and instrumental soloists from the Peabody Conservatory of Music in Baltimore. Sponsors: Maryland Savings and Loan League. 30 minutes (5-20-63).

**BALTIMORE**

**WMAR-TV**

CHANNEL 2

LICENSEE: *A. S. Abell Company*

NETWORK: *CBS TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *E. K. Jett*

EDITORIALIZING: *Monthly*

**FAITH TO FAITH\***

Program explores differences and similarities of Christian beliefs of the Catholic and the Protestant faiths. Not available for sponsorship. 30 minutes (weekly).

**THE TOOLS OF VIOLENCE**

Documentary study of the legal and illegal weapons used in the commission of a growing number of crimes of violence. Not available for sponsorship. 30 minutes.

**IN THE SUN'S ORBIT\***

Linked seven Baltimore Sun foreign and domestic correspondents, in their respective bailiwicks, by phone and film, in a year-end discussion of the state of the world. Sponsor: Sunpapers of Baltimore. 60 minutes (1-2-63).

**FACE TO FACE**

Series of programs preceding general elections providing face-to-face confrontation of candidates for major political offices. Not available for sponsorship. 30 minutes.

**MEDICINE '63**

\* Made available to other stations.

Members of the Baltimore City Medical Society illustrate and discuss the latest advances in medical sciences. Not available for sponsorship. 30 minutes (weekly).

THE



SUN

## WMAR Show Exhilarates

By DONALD KIRKLEY

THE best documentary study of narcotics addiction I have ever seen was presented on WMAR-TV last Wednesday. It also set a new high in every phase of production for the station, which has made some good ones in the past year.

The first of a three-part study of the subject, it dealt with the problem from the point-of-view of one victim. The second will be on the relationship between the addicts and the law and what is being done by the authorities. The final one will discuss efforts to find a cure, and more satisfactory ways of providing help for those who need it.

The staff responsible for it scored an achievement which is extremely rare in television; indeed, I can think of only a very few factual programs in which it was noted. That is, they found a way to build the opening film around a real-life person, willing to brave the stigma which is the heroin user's lot. She talked freely about herself and a period of misery which began sixteen years ago, when she was 12 years old.

### *Tremendous Impact*

This gave the story a human

quality and an impact which go beyond the power of words to describe. But this was only one of many assets. Technically, it was brilliant, an adjective which may be used only once in a while in reference to locally produced documentaries.

Everything meshed — the production by Bob Cochrane, the script by George Gipe, the photography by Charles Purcell, the direction by Janet Covington, the narration by Don Bruchey.

### *Part Of Pattern*

They were fortunate as well as enterprising in their discovery of a young woman who was able to tell her own story, largely in her own words, in an articulate but simple, sincere manner. She didn't learn to talk this way in school; she was a high school drop-out. She was taught mostly during periods of confinement in the Maryland Institute For Women. She has three children, not shown, of course, in the film. She displayed, without coaching or rehearsing, a surprisingly thorough comprehension of the nature of the drug habit and its consequences.

Her story was set off by concise statements of facts about the problem as it affects Baltimore, and the whole pattern, of which she is an individual part. Also, there was a most remarkable kind of counterpoint in Mr. Purcell's photography, which deserves special mention.

His camera, with liberal use of close-ups of inanimate objects as well as faces, told a complementary story about the various environments in which the young woman has lived—home, jail, the streets and alleys, stores. One of the most remarkable things about the film is that the sound track alone would be absorbing on radio, and the pictorial background, would be fascinating, if shown by itself with a few subtitles.

Both would profit from a fine musical score by Glenn Bunch, which stressed the changing moods without being obtrusive.

If Parts II and III, to follow on dates not yet announced, maintain this standard, Drug Addiction will be in strong contention for whatever prizes are offered in the documentary field this season.

## **"The Octopus . . . and the Addict"**

*Another in a series of documentary programs produced in the public interest by the WMAR-TV editorial projects team.*

In Maryland Most People Watch

**WMAR-TV** 

TELEVISION PARK, BALTIMORE 12, MD.

Represented Nationally by THE KATZ AGENCY, INC.

**MARYLAND****BALTIMORE****WJZ-TV**

CHANNEL 13

LICENSEE: *Westinghouse Broadcasting Company*GROUP: *Group W Stations*NETWORK: *ABC TV*REPRESENTATIVE: *TvAR*GENERAL MANAGER: *Herbert B. Cahan*AWARDS: *Ohio State Honorable Mention 1962 (2)*EDITORIALIZING: *Three times weekly***THE MARK OF MAN\***

History and current treatment of leprosy filmed in Africa and the U. S. attempt to eradicate the Biblical onus surrounding this illness. Not sponsored. 60 minutes (12-62).

**LET'S PUT BALTIMORE ON THE MAP**

Discussion aimed to break down general apathy, build a sense of pride in the community and stimulate existing civic organizations. Not sponsored. 60 minutes (4-63).

**GWYNN OAK PARK**

A confrontation of forces involved in the dispute over the desegregation of an amusement park. Not available for sponsorship. 60 minutes (7-63).

**THE BALTIMORE JEWISH HERITAGE**

History of the Jewish population and its contributions to Baltimore. Not sponsored. 30 minutes (4-63).

**THE FORT AND THE ERA\***\* *Made available to other stations.*

Commemoration of the 148th anniversary of the writing of the Star Spangled Banner by re-enactment of the Battle of Baltimore. Not sponsored. 30 minutes (10-62).

**MASSACHUSETTS****BOSTON****WBZ-TV**

CHANNEL 4

LICENSEE: *Westinghouse Broadcasting Company*GROUP: *Group W Stations*NETWORK: *NBC TV*REPRESENTATIVE: *TvAR*GENERAL MANAGER: *James E. Allen*AWARDS: *Special award from the Governor of the Commonwealth of Massachusetts (5)*EDITORIALIZING: *Four times weekly***KENNEDY — McCORMACK DEBATE\***

Televised debates between Edward M. Kennedy and Edward J. McCormack, Jr., prior to the primary election for Senator. Not available for sponsorship. 60 minutes (8-27 and 9-5-62).

**FOCAL POINT: GOVERNMENT 1963\***

Three public forums on morality, modernization and manpower in government. Not available for sponsorship. 90 minutes (11-26, 27, 28-63).

**F. SCOTT FITZGERALD: A PORTRAIT SCRAPBOOK\***

The life of this famous author hosted by Andrew Turnbull, personal friend and biographer. Not available for sponsorship. 30 minutes (11-28-62).

**ELEVATION CEREMONY OF THE VENERABLE JOHN M. BURGESS**

Ceremony in which a Negro was elevated to Bishop in the Episcopal Church for the first time in the U. S. Not available for sponsorship. 120 minutes (12-8-62).

**ASSIGNMENT: PRISON\***\* *Made available to other stations.*

Documentary about crime and the petty criminal that followed him from his apprehension to his first day in prison. Not available for sponsorship. 30 minutes (3-4 and 8-25-63).

**BOSTON****WHDH-TV**

CHANNEL 5

LICENSEE: *WHDH, Inc.*NETWORK: *CBS TV*REPRESENTATIVE: *Blair*GENERAL MANAGER: *William B. McGrath*EDITORIALIZING: *None***CHRISTIAN UNITY\***

A dialogue on prospects for Christian unity between a Roman Catholic prelate and a ranking Protestant leader. Not available for sponsorship. 60 minutes (1-30 and 4-7-63).

**FOR US THE LIVING\***

An interpretation of the turning point of the Civil War, marking the 100th anniversary of the Battle of Gettysburg. Not available for sponsorship. 60 minutes (7-4-63).

**BOSTON YOUTH SYMPHONY\***

Series of three programs highlighting high school-age musicians of the area, with emphasis on high performance quality. Not available for sponsorship. 23 minutes (May, 1963).

**ONE MORE HURRAH**

Conversation with politician Michael Ward contrasting modern politics with the days of "The Last Hurrah," broadcast on election eve. Not available for sponsorship. 30 minutes (9-13-63).

**BRAZIL EXCHANGE PROJECT\***\* *Made available to other stations.*

An exchange of documentary programs explaining American way of life for Brazilian viewers, produced in Portuguese. Return programs from Brazil aired on the station. Not available for sponsorship. 20 minutes (Series).



FOCAL FAOI LEIT DÍB-SE, MAR  
SIN, A ŠAEILŠEOIRÍ: ŠO ŠCUIRE  
DIA SONAS AŠUS RAČ ORAIB;  
AŠUS ŠUR MÓR AŠAIB TRÉITE  
TEANŠA BÚR SINSIR.\*

With this Gaelic greeting by President Eamonn De Valera of Ireland to the citizens of Boston, WHDH-TV begins its seventh year of "Dateline Boston", a unique series of daily television programs in the public interest.

"Dateline Boston" is seen each night of the week, Monday through Friday, from 6:05 to 6:30 PM on Channel 5. Produced in association with the Massachusetts Department of Education, "Dateline Boston" has presented more than fifteen hundred different programs in its long and illustrious career. The result has been an outstanding contribution to the New England community in the fields of art, science, music, medicine, theater, and education.

"The Green Roots", a new "Dateline Boston" series from which President De Valera's greeting is taken, will become part of the heritage of WHDH-TV programming. Filmed in color on location in Ireland by a WHDH-TV production unit, the five programs will be seen on successive weeks including a special program on Christmas Day. The series will explore Ireland today — its people —

its customs — its hopes for the future — and the warm personal ties that exist between Ireland and countless New England families.

"The Green Roots" has been produced in the same tradition that resulted in the WHDH-TV UNICEF series of ten programs filmed by a Channel 5 production unit in Asia and the internationally successful series of program exchanges with Brazil. The Brazilian series, a number of locally produced programs by WHDH-TV, has met with unusual response from the United States Government and is now being adapted by WHDH-TV for use in Japan.

"The Green Roots" joins a distinguished number of programs that have dramatically used the power of television to further international understanding among peoples of many lands.

WHDH-TV is proud of its ability to produce programs of this magnitude and to offer to New England viewers unusual television programs of lasting value.

*"A special word, then, for you, speakers of Irish: — May God grant you happiness and prosperity; and may you esteem the traits of the language of your forebears"*

**WHDH-TV** CHANNEL **5**

**MASSACHUSETTS**

**BOSTON**

**WNAC-TV**

CHANNEL 7

LICENSEE: *RKO General Inc.*

GROUP: *RKO General Broadcasting*

NETWORK: *ABC TV*

REPRESENTATIVE: *RKO General National Sales*

GENERAL MANAGER: *William M. McCormick*

AWARDS: *International Film Festival of N. Y. (2); General Federation of Women's Clubs (4)*

EDITORIALIZING: *None*

**CONFLICT IN THE COUNCIL**

Film documentary of city council meeting in which the commissioner of police was being questioned regarding city towing scandal. Not available for sponsorship. 60 minutes (3-26-63).

**WHY CHARLESTOWN?**

Film documentary showing both sides of the Boston Redevelopment controversy over rebuilding Charlestown. Not sponsored. 30 minutes (2-5-63).

**LIFE OR DEATH**

History of capital punishment and an airing of opposing views on this issue which was before the state legislature. Not available for sponsorship. 30 minutes (3-12-63).

**EXPERT OPINION**

Daily program in which interested groups asked questions of an expert on timely, important and/or controversial subjects. Sponsors: Participating. 25 minutes daily (3-11 to 9-7-63).

**VIEWPOINT\***

\* *Made available to other stations.*

Roundtable discussion of controversial issues presenting two people from each side. Sponsors: Participating. 30 minutes (Series).

**GREENFIELD**

**WRLP**

CHANNEL 32

LICENSEE: *Springfield Television Broadcasting Corp.*

NETWORK: *NBC TV*

REPRESENTATIVE: *George P. Hollingbery*

GENERAL MANAGER: *John A. Fergie*

EDITORIALIZING: *None*

**WARWICK BI-CENTENNIAL\***

U. S. Army old guard Colonial band, folk singers and samples of food of the colonial era. Not available for sponsorship. 30 minutes (8-30-63).

**MT. HERMON VIEWS**

Panel discussions with four students from the Mount Hermon School for boys. Not available for sponsorship. 30 minutes (6-6-63).

**EDUCATION AND YOU**

Demonstration of teaching techniques, discussion of problems of education. Not available for sponsorship. 15 minutes (7-18-63).

**TOURIST CAPTIVE DAY**

Local Chamber of Commerce "captured" tourists, presented gifts from local industries, held interviews. Not available for sponsorship. 15 minutes (7-26-63).

**BOWL-A-STRIKE FOR CANCER**

\* *Made available to other stations.*

Tournament for local bowlers with proceeds donated to the American Cancer Society. Not available for sponsorship. 15 minutes (6-4-63).

**SPRINGFIELD**

**WHYN-TV**

CHANNEL 10

LICENSEE: *Handem-Hampshire Corp.*

NETWORK: *ABC TV*

REPRESENTATIVE: *ATS*

GENERAL MANAGER: *Charles N. DeRose*

**THE YOUNG CRIMINALS**

Documentary dealing with the criminal element who are past juvenile delinquent stage, but short of being confirmed criminals. Not available for sponsorship. 30 minutes (9-5-62).

**ELECTION RETURNS**

Election returns of cities and towns in Western Massachusetts, plus interviews with candidates and political figures. Not available for sponsorship. 2 days (11-6-7-62).

**SPECIAL NEWS FEATURE**

Operations at the Atlas ICBM Missile Installation filmed by a civilian photographer. Not available for sponsorship. 5 minutes (12-21-62).

**MODERN MEDICINE**

Cardiologist interviewed regarding progress of treatment of heart disease and the pace maker, mechanism which takes over heart function. Not available for sponsorship. 30 minutes (2-24-63).

**YOU AND THE WEATHER**

Report of the operations of the Dept. of Commerce Weather Bureau at Bradley Field. Not available for sponsorship. 30 minutes (3-5-63).

**MASSACHUSETTS**

**SPRINGFIELD**

**WWLP**

CHANNEL 22

LICENSEE: Springfield Television Broadcasting Co.

GROUP: Springfield Television Broadcasting

NETWORK: NBC TV

REPRESENTATIVE: George P. Hollingbery

GENERAL MANAGER: William L. Putnam

AWARDS: McCall's Magazine (3)

EDITORIALIZING: Three times daily

**SCHOOLS MATCH WITS**

Panel show featuring high school students from the area in topical discussions of interest to teenagers. Not available for sponsorship. 30 minutes (weekly).

**KITTY BROMAN SHOW**

General information show. Designed to enlighten women on timely problems. Not available for sponsorship.

**MASSACHUSETTS POLITICS\***

Profiles of the Republican and Democratic parties and candidates in Massachusetts, with coverage of the state conventions. Not available for sponsorship. (6-62).

**KENNEDY-McCORMACK DEBATE\***

Live telecast of the face-to-face meeting of two nationally-known candidates for governor of Massachusetts. Not available for sponsorship. (9-5-62).

**CONCERN**

\* Made available to other stations.

Panel discussion conducted in conjunction with the Massachusetts concerned with problems of current living and possible solutions. Not available for sponsorship. 30 minutes (weekly).

**WORCESTER**

**WWOR**

CHANNEL 11

LICENSEE: Springfield Television Broadcasting Corp.

GROUP: Springfield Television Broadcasting

NETWORK: NBC TV

REPRESENTATIVE: Vic Panno

GENERAL MANAGER: William L. Putnam

**SCHOOLS MATCH WITS**

Panel show featuring high school students from the area in topical discussions of interest to teenagers. Not available for sponsorship. 30 minutes (weekly).

**KITTY BROMAN SHOW**

General information show. Designed to enlighten women on timely problems. Not available for sponsorship.

**MASSACHUSETTS POLITICS\***

Profiles of the Republican and Democratic parties and candidates in Massachusetts, with coverage of the state conventions. Not available for sponsorship. (6-62).

**KENNEDY-McCORMACK DEBATE\***

Live telecast of the face-to-face meeting of two nationally-known candidates for governor of Massachusetts. Not available for sponsorship. (9-5-62).

**CONCERN**

\* Made available to other stations.

Panel discussion conducted in conjunction with the Massachusetts concerned with problems of current living and possible solutions. Not available for sponsorship. 30 minutes (weekly).

**MICHIGAN**

**ALLEN PARK**

**WJMY-TV**

CHANNEL 20

LICENSEE: Triangle Broadcasting Co.

REPRESENTATIVE: Vic Panno

GENERAL MANAGER: Albert Kauden Bosch

EDITORIALIZING: None

**HOME TOWN RODEO**

Films of contests of all western activities, including roping, bulldogging, brone riding, etc. Sponsors. Participating 15 minutes (9-62).

**TOM TRESH DAY**

Homecoming celebration and parade, with interviews and a brief history of Tom Tresh, New York Yankee rookie of the year. Sponsors. Participating 15 minutes (10-62).

MICHIGAN Not Reporting: WKNX-TV, Saginaw; WPBN-TV, Traverse City

**MICHIGAN**

**CADILLAC AND SAULT STE. MARIE**

**WWTV and  
WWUP-TV**

CHANNEL 9 and 10 (satellite)  
LICENSEE: Fetzer Television Inc.  
GROUP: Fetzer Stations  
NETWORK: CBS TV  
REPRESENTATIVE: Avery-Knodel  
GENERAL MANAGER: Gene Ellerman  
EDITORIALIZING: None

**EYE ON MICHIGAN**

Series devoted to the presentation of experts or authorities on subjects, events or issues of particular interest to the northern Michigan area. Sponsors: Participating. 30 minutes (Series).

**ACCENT**

Interviews with persons who have accomplished or are doing something of exceptional interest in the area. Sponsors: Participating. 15 minutes (Series).

**DETROIT**

**WJBK-TV**

CHANNEL 2  
LICENSEE: Storer Broadcasting Co.  
NETWORK: CBS TV  
GROUP: Storer Stations  
REPRESENTATIVE: Storer Television Sales  
GENERAL MANAGER: Laurence M. Carino  
EDITORIALIZING: Three times daily

**THE MIRACLE AT  
650 FREDERICK STREET**

Intimate view of the Children's Hospital, the only facility of its kind between Rochester and Chicago, during its fundraising campaign. Not available for sponsorship. 30 minutes (4-24-63).

**WATER WONDERLAND —  
OR WASTELAND?**

Explores the water pollution problem in Detroit via films of affected areas and interviews with industrial and government officials. Not available for sponsorship. 30 minutes (7-17-63).

**BEHIND THE SIRENS**

Story of the Detroit Fire Department in action. One of a series of programs showing key city activities. Sponsors: Participating. 30 minutes (3-27-63).

**DETROIT SPEAKS: WILL  
OUR CHILDREN GET A  
SECOND-CLASS EDUCATION?**

Citizens' groups and studio audience question school officials concerning a plan to cut three grades to half-day sessions. Not available for sponsorship. 30 minutes (8-14-63).

**GORDIE HOWE: HOCKEY'S  
LIVING LEGEND**

Biography of Detroit Red Wing star, Gordie Howe, giving insight into his character and sportsmanship. Not available for sponsorship. 30 minutes (2-63).

**DETROIT**

**WWJ-TV**

CHANNEL 4  
LICENSEE: The Evening News Association  
NETWORK: NBC TV  
REPRESENTATIVE: PGW  
GENERAL MANAGER: James Schiavone  
EDITORIALIZING: None

**JOBS IN THE INNER CITY**

Local experts explored problem of job availabilities in the inner city, particularly for minority groups. Not available for sponsorship. 30 minutes (8-5-63).

**HENRY FORD, THE MAN**

Story of the automotive mass production genius with previously undiscovered film clips and an interview with Allen Nevins, official Ford biographer. Sponsor: Automobile Club of Michigan. 60 minutes (7-30-63).

**A CAR IS BORN**

Comprehensive study of modern automobile production, from the initial conception of a new car to its life on the freeway. Sponsor: Automobile Club of Michigan. 60 minutes (2-26-63).

**VANGUARD PLAYHOUSE**

The struggle of a resident playhouse to establish itself in a major city was told with actual scenes from auditions, rehearsals and performances. Sponsor: The Detroit Bank and Trust Co. 60 minutes (4-16-63).

**STATE OF THE FREEWAYS**

The complete story of Michigan's freeway system, including a film tour from Detroit to Lake Michigan and return. Sponsor: Automobile Club of Michigan. 60 minutes (5-21-63).



*Courtesy of The Detroit Institute of Arts*

**"SELF PORTRAIT"**  
by VINCENT  
VAN GOGH

uniquely reveals the artist's character despite its lack of both detail and definition. The intense vitality and tortured expression vividly demonstrate Van Gogh's spiritual and emotional loneliness, as well as the abnormal sensitivity which dogged him all his life.

*in a class by itself*

Masterpiece — *exceptional skill, far-reaching values.* This is the quality of WWJ radio-television service—in entertainment, news, sports, information, and public affairs programming. The results are impressive—in audience loyalty and community stature, and in sales impact for the advertiser on WWJ Radio and Television.

**WWJ and WWJ-TV**  
THE NEWS STATIONS

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.

## MICHIGAN

# DETROIT

## WXYZ-TV

CHANNEL 7

LICENSEE: WXYZ-TV

NETWORK: ABC TV

GROUP: ABC Owned TV Stations

REPRESENTATIVE: ABC TV Spot Sales

GENERAL MANAGER: John F. Pival

AWARDS: Detroit Life Underwriters Association Citation (3)

EDITORIALIZING: Four times weekly

### EMERGENCY ROOM #1\*

Dramatized documentary at Detroit's Receiving Hospital. Case history of an automobile accident victim. Sponsor: Fellows-Testagar Co. 30 minutes (1-8- and 7-9-63).

### THE CHURCH AND THE SCHOOLS

Three prominent Detroit churchmen, Roman Catholic, Protestant, and Jewish, discuss the issue of prayer in public schools. Not available for sponsorship. 30 minutes (6-16-63).

### LIVE, DIE, OR QUIT?

A panel of life insurance experts answered telephoned questions about life insurance from viewers to help families plan adequate insurance protection. Not available for sponsorship. 60 minutes (3-3-63).

### AT HOME WITH THE ROMNEYS

Informal interview with Governor and Mrs. George Romney at their home in the Capital. Not available for sponsorship. 30 minutes (3-31-63).

### RIGHT NOW... THE WORLD OF THE SKID ROW BUM

\* Made available to other stations.

In-depth study of Detroit's skid row—its inhabitants, its social and economic effects on the community, and its human and physical rehabilitation. Sponsors: Participating. 60 minutes (6-22-63).

# DETROIT

## CKLW-TV

CHANNEL 9

LICENSEE: Essex Broadcasters, Inc.

GROUP: RKO General Broadcasting

NETWORK: CBC

REPRESENTATIVE: RKO General National Sales

GENERAL MANAGER: S. C. Ritchie

EDITORIALIZING: none

### FREEDOM FESTIVAL

Detroit-Windsor Freedom Festival program depicting bands, drill teams, color guards, Army, Navy, Air Force, Coast Guard and Royal Canadian Mounted Police. Program promoted international Freedom Festival, a United States-Canada cooperative venture. Not available for sponsorship. 120 minutes (7-1-63).

# FLINT

## WJRT

CHANNEL 12

LICENSEE: The Goodwill Stations, Inc.

GROUP: The Goodwill Stations

NETWORK: ABC TV

REPRESENTATIVE: HRP

GENERAL MANAGER: A. Donovan Faust

AWARDS: National Brotherhood Award (2); Associated Press Best Documentary Award (1)

EDITORIALIZING: Daily

### MICHIGAN!\*

Pointed out the advantages of living and working in the State, in part due to the natural beauty therein, as well as its capability in scientific research for business and industry. Not available for sponsorship. 30 minutes (5-19 and 8-25-63).

### THE BRIDGE\*

The story of Passover and the story of Easter presented in dramatic narrative form utilizing paintings and sculpture or great master artists. Not available for sponsorship. 30 minutes (5-19-63).

### THE TRIUMPH AND THE DESTINY\*

Presentation of America's trials and triumphs and ultimate destiny to commemorate July 4th and bring a keener awareness of our heritage. Not available for sponsorship. 30 minutes (6-30-63).

### OPERATION AMIGO

Reported the events leading to the successful conclusion of a project that saw 30 or 40 students from Brazil living and attending school in Flint. Not available for sponsorship. 30 minutes (12-29-62).

### THE CHALLENGE OF THE FUTURE

\* Made available to other stations.

Examination of Flint's economic future underlining the potential employment problems in the graduation of the "war babies" and the decrease in unskilled jobs. Not available for sponsorship. 30 minutes (6-9 and 8-4-63).

# HOW MANY OF THESE WXYZ-TV SPECIALS DID YOU SEE IN 1963?

(Space doesn't permit listing them all)



ROBERT FROST: A TRIBUTE

VINCENT

KOREAN ORPHANS CHOIR

POPE JOHN XXIII



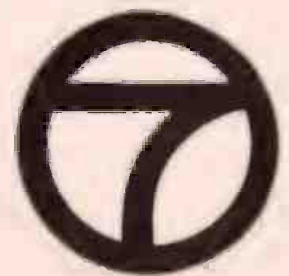
CHURCH & SCHOOLS

KING TUT

DETROIT IN TRANSITION

MICHIGAN UNLIMITED

These are eight of more than fifty "Specials" produced by WXYZ-TV during 1963. Few television stations can even begin to equal this record of creative, imaginative production, geared to the public good. There will be more in '64 on WXYZ-TV.



**WXYZ-TV**  
AN ABC OWNED STATION

**MICHIGAN**

**FLINT-SAGINAW-BAY CITY**

**WNEM-TV**

CHANNEL 5

LICENSEE: *Gerity Broadcasting Company*

GROUP: *Gerity Broadcasting*

NETWORK: *NBC TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *James Gerity, Jr.*

EDITORIALIZING: *None*

**PEOPLE TO PEOPLE**

Films of Ausbach, Germany, sister city to Bay City, illustrating how a German town of comparable size lives day-to-day. Sponsors: Bay Refining Division, Dow Chemical Co. 30 minutes (1-63).

**EYNON'S ASIAN TRIP**

Series of programs made by station's news director illustrating life in Asia, Japan, Hawaii and Alaska. Sponsors: Bay Refining Division of Dow Chemical Co. and Dow Corning. 30 minutes (10-1963).

**KALAMAZOO**

**WKZO-TV**

CHANNEL 3

LICENSEE: *Fetzer Broadcasting Company*

GROUP: *Fetzer Stations*

NETWORK: *CBS TV*

REPRESENTATIVE: *Avery-Knodel*

GENERAL MANAGER: *Carl E. Lee*

EDITORIALIZING: *Occasional*

**BLOSSOMTIME 1963**

Description and highlights of all activities in connection with the annual Southwestern Michigan Blossom Festival. Sponsor: Theisen-Clemens (oil distributor). 60 minutes (5-15-63).

**KALAMAZOO COMMUNITY IMPROVEMENT PROGRAM**

Discussion of the major civic issue soon to be balloted on by the citizens of the community. Sponsor: Kalamazoo Committee for Progress. 5 minutes (7-26 and 8-2-63).

**MICHIGAN'S CONSTITUTIONAL CONVENTION\***

Debate on the merits of the state's proposed new constitution to enlighten the voters on the issues involved. Sponsor: First Federal Savings & Loan Association. 30 minutes (3-27-63).

**SPEAKING FOR MYSELF**

A tour of the city of Kalamazoo showing famous landmarks, industries, cultural activities, etc. Not available for sponsorship. 20 minutes (4-13-63).

**SOAP BOX DERBY WORKSHOP**

Demonstration for youngsters building a soap box racer for entrance in the local station-sponsored contest. Not available for sponsorship. 30 minutes (3-17-63).

\* Made available to other stations.

**GRAND RAPIDS**

**WOOD-TV**

CHANNEL 8

LICENSEE: *Time-Life Broadcast, Inc.*

GROUP: *Time-Life Broadcast*

NETWORK: *NBC TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Willard Schroeder*

AWARDS: *Michigan Adult Education Association Award (3)*

EDITORIALIZING: *Occasionally*

**SURGEON IN SAIGON\***

Local orthopedic specialist narrates his participation in Orthopedics Overseas Project of Saigon, describing the training of Vietnamese physicians and the treatment of victims. Sponsor: Upjohn. 30 minutes (1-26 and 2-24-63).

**AT ISSUE: THE CONSTITUTION\***

Michigan's proposed new state constitution probed during series of "Town Meetings," featuring debates and an authority on constitutional law. Not available for sponsorship. 30 minutes (weekly).

**TEN O'CLOCK SCHOLAR**

Series of non-credit adult education courses for daytime viewing audience presented by faculties of local colleges. Not available for sponsorship. 30 minutes (daily).

**UNIT 8**

People, places, and events of the community covering, from the zoo to the fire department, all aspects of interest or activity. Sponsor: Participating. 30 minutes (weekly).

**GRAND RAPIDS SYMPHONY†**

Performances of the local symphony orchestra throughout its season including guest artists. Sponsor: Old Kent Bank & Trust Co. 60 minutes (monthly).

\* Made available to other stations.

† Made available through TAC.



# GRAND RAPIDS

## WZZM-TV

CHANNEL 13

LICENSEE: *Channel Thirteen Grand Rapids, Inc.*

NETWORK: *ABC TV*

REPRESENTATIVE: *PGH*

GENERAL MANAGER: *Harold G. Sundberg*

EDITORIALIZING: *Occasionally*

### ADMIRAL RICKOVER

Speech of Admiral Rickover on American education to the local Chamber of Commerce. Not available for sponsorship. 30 minutes (1-18-63).

### PROJECT '63

Presentation of people representing Grand Valley College to show the progress in the building of the college. Not available for sponsorship. 15 minutes.

### SENATOR HART

Discussion between Senator Hart and local Colson relatives on their problems. Not available for sponsorship. 15 minutes.

### CROSS EXAMINATION

Panel of attorneys asking questions concerning important issues of the day, such as re-appointment of various guests in their respective fields. 30 minutes.

### CONGRESSIONAL REPORT

Discussion between congressmen and various distinguished guests of current problems affecting the area. Not available for sponsorship. 30 minutes (7-21-63).

# LANSING

## WILX-TV

CHANNEL 10

LICENSEE: *Television Corporation of Michigan*

NETWORK: *NBC TV*

REPRESENTATIVE: *Young*

GENERAL MANAGER: *William J. Hart*

EDITORIALIZING: *None*

### 4000 COOPER STREET

Documentary on the life of the inmates and the problems involved in the operation of the largest walled prison in the world. Not available for sponsorship. 30 minutes (10-3-62).

### SMUT

Outline of the local and national problem of obscenity and pornography and its influence on our population, especially youth. Not available for sponsorship. 30 minutes (2-12-63).

### NEWCON YES — NO

An attempt to clarify the issues on adoption or rejection of the new Constitution of the State of Michigan through debate. Not available for sponsorship. 60 minutes (3-26-63).

### THE THIRD HOUSE

A look at behind-the-scenes lobbying techniques and the pressures brought to bear on government personnel and legislators. Not available for sponsorship. 30 minutes (7-8-63).

### DAY AT THE FAIR

Description of a typical family outing at a county fair to bring light to the efforts involved in the making of a fair. Sponsor: Eckrich. 30 minutes (8-6-63).

# LANSING

## WJIM-TV

CHANNEL 6

LICENSEE: *Gross Telecasting*

NETWORK: *CBS TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *Harold F. Gross*

EDITORIALIZING: *Three times daily*

### INAUGURATION OF GEORGE W. ROMNEY\*

Inauguration ceremonies from the steps of the State Capitol. Sponsor: American National Bank and Trust. 70 minutes (1-1-63).

### LANSING SYMPHONY

Concert of the Lansing Symphony Orchestra to help strengthen interest in the organization. Sponsors: Michigan National Bank and Trust, Board of Water and Light. 60 minutes (4-24-63).

### SALUTE TO SPRING

Michigan State University Women's Glee Club, folk singing, concert band and water ballet group in a program of music and dance. Sponsor: Peter Eckrich and Sons. 30 minutes (5-29-63).

### THE DAY DEATH STAYED HOME

Memorial Day traffic safety program featuring important state and local officials in an effort to help curtail traffic accidents. Not available for sponsorship. 30 minutes (5-30-63).

### HELPING HANDS\*

Observance of the 50th Anniversary at Starr Commonwealth for Boys. Founder and director of school acted as host through the boys' correctional institution. Not available for sponsorship. 30 minutes (4-3-63).

\* Made available to other stations.

**MICHIGAN**  
**MARQUETTE**

**WLUC-TV**

CHANNEL 6  
LICENSEE: North Central Broadcasting Co.  
NETWORK: ABC TV, CBS TV, NBC TV  
GROUP: Morgan Murphy Enterprises  
REPRESENTATIVE: PCW  
GENERAL MANAGER: James L. Tomlin

**THE GOVERNOR REPORTS\***

\* Made available to other stations.

Governor George Romney interviewed "off-the-air" by representatives of tv, press and radio. Not available for sponsorship. 30 minutes (6-22-63).

**MINNESOTA**  
**ALEXANDRIA**

**KCMT-TV**

CHANNEL 7  
LICENSEE: Central Minnesota Television Company  
GROUP: Sioux Empire  
NETWORK: NBC TV  
REPRESENTATIVE: Avery-Knodel  
GENERAL MANAGER: Glenn Flint  
EDITORIALIZING: Twice monthly

**SAUK CENTRE HOME**

Probe of the conditions at an antiquated state girls' reformatory and the need for reforms and new buildings. Not sponsored. 30 minutes (9-10-62).

**THE RAINMAKERS**

Explanation of the methods of inducing rain such as cloud seeding and ground-furnace rainmakers during period of drought in the area. Not sponsored, 15 minutes (5-63).

**DOLLARS FOR SCHOLARS**

Telethon-talent type effort to raise money for scholarship fund for nearby branch of the University of Minnesota. Not available for sponsorship. 60 minutes (5-63).

**ST. CLOUD STATE COLLEGE**

Various courses offered for credit by the respective departments of St. Cloud State College. Not available for sponsorship. 60 minutes (weekly).

**SCHOOL BELLS AND BONDS**

Documentary concerning the worth of a local school bond issuance; the cost to the taxpayer, need, etc. Not available for sponsorship. 30 minutes (10-62).

**DULUTH**

**KDAL-TV**

CHANNEL 3  
LICENSEE: KDAL, Inc.  
GROUP: Subsidiary of IFGN, Inc., Chicago  
NETWORK: ABC TV, CBS TV  
REPRESENTATIVE: Peiry  
GENERAL MANAGER: Odin S. Ramslund  
AWARDS: State of Minnesota Schoolbell awards (3)  
EDITORIALIZING: Daily

**MR. TOLLIVER VISITS THE SCIENCE FAIR**

Visited the U. of Minnesota Science Fair and questioned the students on scientific subjects. Sponsor: Minnesota Power & Light Company. 30 minutes (3-23 and 3-27-63).

**FIRE AND ICE**

An "anthology" of poetry and music on the theme of interracial understanding produced for Brotherhood Week. Not available for sponsorship. 30 minutes (2-17-63).

**PROJECT SCHOOLERAMA**

Report on Franklin School which has an overcrowded, underprivileged student body. Not available for sponsorship. 30 minutes (6-5-63).

**THE GATE, AND THE GLORY OF GOD**

History of rapidly-growing but little understood Bahai religion with a historical survey supplied by the local congregation. Not available for sponsorship. 30 minutes (6-5-63).

**ROCHESTER REPORT\***

\* Made available to other stations.

Collection of community reactions to the arena-auditorium recently built in Rochester, Minn., in anticipation of a bond issue for an arena-auditorium for Duluth. Not available for sponsorship. 30 minutes (1-28-63).

MINNESOTA Not Reporting: KMMT, Austin; KEYC-TV, Mankato; KROC-TV, Rochester.

MINNESOTA

DULUTH

WDSM-TV

CHANNEL 6

LICENSEE: Northwest Publications, Inc.

NETWORK: ABC TV, NBC TV

REPRESENTATIVE: PGW

GENERAL MANAGER: Robert J. Rich

EDITORIALIZING: Weekly

THE MESABI RANGE

Discussion of the future of the great Mesabi Iron Range upon which the present and future economy of the area depends. Not sponsored. 30 minutes (10-20-62)

THE ECUMENICAL CONFERENCE\*

Reports by two Roman Catholic Bishops returned from the Ecumenical Council in Rome, followed by a panel interview. Not available for sponsorship. 30 minutes (12-14-62)

DEATH RIDES THE HILLS

First of several programs occasioned by tragic traffic accidents in the hilly area of the city with suggestion for solution. Not sponsored. 30 minutes (9-14-63)

A CITY'S FUTURE

Roundtable discussion by city officials of the long term plans for Superior and introduction of the new city planning director. Not sponsored. 30 minutes (10-1-62)

POWER OF A POTROAST

\* Made available to other stations.

Films and discussion by local State Employment officials of the serious economic and social problems in the current local high rate of unemployment. Not available for sponsorship. 30 minutes (8-20-63)

MINNEAPOLIS-ST. PAUL

WCCO-TV

CHANNEL 4

LICENSEE: Midwest Radio and Television, Inc.

NETWORK: CBS TV

REPRESENTATIVE: PGW

GENERAL MANAGER: F. Van Konyenburg

AWARDS: Minnesota Cancer Society (3); Minnesota School Bell Award (4)

EDITORIALIZING: Daily

CANON 35

Discussion of the pros and cons of Canon 35, a ban of cameras and microphones in court. A mock trial featured. Not sponsored. 30 minutes (8-14-63)

ETHICS IN OUR TIME

Highlights of eight Symposium lectures given by leaders in business, labor, education, literature and government. Not sponsored. 30 minutes (2-27-63)

A DAY BEYOND TOMORROW

Story of a three-year-old victim of leukemia, the reaction of her family and research at the University of Minnesota Hospitals. Sponsor: Culligan. 30 minutes (3-27-63)

PROJECT DROPOUT

Report on the future prospects for employment of those who leave high school before graduation and case studies on dropouts. Not sponsored. 30 minutes (4-24 and 5-31-63)

POPULATION EXPANSION

A look into how this phenomenon will affect transportation, the labor market and other aspects of the Twin Cities and their suburbs. Not sponsored. 30 minutes (7-17-63)

MINNEAPOLIS-ST. PAUL

WTCN-TV

CHANNEL 11

GROUP: Time-Life Broadcast

LICENSEE: Time-Life Broadcast

REPRESENTATIVE: Katz

GENERAL MANAGER: Arthur M. Swift

SEVEN STEPS TO SAFETY

Spearheaded campaign to induce state legislature to make automobile safety belts mandatory. Not available for sponsorship. 30 minutes (2-26 and 3-10-63)

LAND OF THE DAILY WATERS

Plea for safety and common sense in water sports. Not available for sponsorship. 30 minutes (7-3-63)

A MATTER OF LIFE OR DEATH

Spearheaded campaign to gain necessary legislation to convert to support of Minneapolis General Hospital by Hennepin County. Not available for sponsorship. 30 minutes (4-25-63)

THE SCHOOL DROPOUT PROBLEM

Panel discussion of local school dropouts and its effect in the cause of "unemployables." Not available for sponsorship. 30 minutes (8-17-63)

THE GOVERNORSHIP AT STAKE

Debates with the incumbent Gov. Elmer L. Andersen and challenger Lt. Gov. Karl Rolvaag. Not available for sponsorship. 30 minutes (10-4-16/30-62)

MINNESOTA

MINNEAPOLIS

KMSP-TV

CHANNEL 9

LICENSEE: United Television, Inc.

NETWORK: ABC TV

REPRESENTATIVE: Blair

GENERAL MANAGER: Donald Swartz

EDITORIALIZING: Daily

A LONELY PLACE

A look into the problems of men in state prisons with the hope that that knowledge would help reduce the recidivism in crime. Not available for sponsorship. 30 minutes (2-27-62).

WHY?

Sequel to above delving into the "why" of crime and the efficacy of rehabilitative attempts in Minnesota penal institutions. Not available for sponsorship. 30 minutes (3-20-62).

RED RECRUITERS

A former communist party member told of the inside workings and aims of the Communist Party in Minnesota especially with regard to state educational institutions. 30 minutes. (1-6-63).

THE BRAINPICKERS

An examination into the controversy of the administration of personal inventory tests on grade and high school students. 30 minutes (3-10-63).

THE HOODS IN OUR MIDST

An exploration into the *modus operandi* of modern organized crime and police attempts to cope with these new methods. 30 minutes (6-16-63)

ST. PAUL-MINNEAPOLIS

KSTP-TV

CHANNEL 5

LICENSEE: Hubbard Broadcasting, Inc.

GROUP: Hubbard Broadcasting

NETWORK: NBC TV

REPRESENTATIVE: Petry

GENERAL MANAGER: Stanley S. Hubbard

EDITORIALIZING: None

FREEDOM IMPRISONED

Films of the Berlin Wall with commentary by local people who are familiar with the Wall. Sponsor: Minneapolis Federal Savings & Loan. 30 minutes (8-19-63).

AQUATENNIAL PARADE

Color telecast of the Aquatennial Parade during the largest summer festival in the nation. Sponsor: Hennepin Federal Savings and Loan. 165 minutes (7-20-63).

MAYORALTY DEBATE

Debate between the candidates for the office of mayor of Minneapolis concerning the issues of the campaigns. Not available for sponsorship. 30 minutes (6-9-63).

SOUTHWEST HIGH SCHOOL CHOIR

Color telecast of the choir in performance of religious music and traditional Christmas songs. Not available for sponsorship. 30 minutes (12-23-62).

AMENDMENT #2 DEBATE

Debate between those who support and those who oppose the controversial Charter Reform Amendment in Minneapolis. Not available for sponsorship. 30 minutes (11-4-62).

MISSISSIPPI

JACKSON

WJTV

CHANNEL 12

LICENSEE: Capitol Broadcasting Company

NETWORK: ABC TV, CBS TV

REPRESENTATIVE: Katz

GENERAL MANAGER: L. M. Sepough, Sr.

EDITORIALIZING: None

UGF KICKOFF\*

Participating agencies on the United Givers Fund, with a statement from the campaign chairmen. Not available for sponsorship. 30 minutes (9-24-62).

UNIVERSITY OF MISSISSIPPI FIRST FEDERAL AWARDS

Annual awards banquet at which awards are given to three of the state's outstanding citizens of the past year. Sponsor: First Federal Savings & Loan Assn. 60 minutes (1-3-63).

PROGRESS REPORT — 1962\*

Report of the progress of the Agricultural and Industrial Board in securing new industry for the State of Mississippi. Not available for sponsorship. 30 minutes (1-7-63).

PANEL DISCUSSION: LT. GOVERNOR

All candidates for election to the office of lieutenant governor were invited to participate in a discussion. Not available for sponsorship. 60 minutes (7-31-63).

ELECTION RETURNS

First primary election returns including results of every political race from Constable to Governor. Sponsors: Blue Cross-Blue Shield; Deposit Guaranty Bank. 390 minutes (8-6- and 8-27-63).

\* Made available to other stations.

# How often have you seen Variety talk like this about a local TV series?

- *"highly commendable . . . engrossing as well as timely, reflected much credit on KMSP-TV staffers . . .*
- *"skillfully handled in all respects . . . disseminated valuable information . . . a worthwhile 30 minutes . . .*
- *"provided much human interest in a commendable manner . . . profound and extremely interesting and attention riveting . . .*
- *"a meritorious presentation on par with more pretentious and costly TV networks' specials . . .*
- *"a milestone in TV reporting . . . a laudable effort, carried out with smashing impact."*

All these comments were made about a local series on KMSP Channel 9—Pursuit. This locally produced program deals directly with important problems in the upper midwest area—and does it with gloves off. As one advertising man put it: "There isn't another local program in our area that's got so many people talking and thinking."

Pursuit is just one representative part of our regular local programming. Just one of many reasons why KMSP is the favorite station of thoughtful people in the upper midwest.

Isn't this the kind of open-minded climate where your products would get a good showing?

REPRESENTED NATIONALLY BY BLAIR TV



**KMSP 9**  
MINNEAPOLIS-ST. PAUL

**MISSISSIPPI**

**LAUREL-HATTIESBURG**

**WDAM-TV**

CHANNEL 7

LICENSEE: *South Mississippi Television Co.*

NETWORK: *ABC TV, NBC TV*

REPRESENTATIVE: *W'erd*

GENERAL MANAGER: *Marvin Reuben*

EDITORIALIZING: *Twice weekly*

**ELECTION PARTY '63**

Returns of the Mississippi second primary election covering races in 13 counties and the state. Sponsors: Local participating. 300 minutes (8-27-63).

**POLITICAL PRESS CONFERENCE**

Press conferences with two of three candidates for the office of governor of Mississippi. Not available for sponsorship. 30 minutes (6-30 and 7-21-63).

**CAPITOL CLOSEUP**

Rotating panel of three state legislators and a moderator present a picture of weekly legislative activities. Not available for sponsorship. 30 minutes (weekly).

**LAUREL CIVIC BOND ISSUE**

Presentation of the reasons in favor of approving a multi-million dollar bond issue in Laurel. Sponsor: City of Laurel. 30 minutes (5-63).

**CONTROVERSY**

Panel discussion presenting both sides of controversial issues to the community. Not available for sponsorship. 30 minutes.

**MISSOURI**

**COLUMBIA**

**KOMU-TV**

CHANNEL 8

LICENSEE: *University of Missouri*

NETWORK: *NBC TV, ABC TV*

GROUP: *Missouri Broadcasters' Association*

REPRESENTATIVE: *Avery-Knodel*

GENERAL MANAGER: *Edward C. Lambert*

EDITORIALIZING: *None*

**MISSOURI FORUM: PESTICIDE OR SUICIDE\***

Panel presented differing views on the controversy over the possible dangers of insecticides. Not sponsored. 30 minutes (12-9-62).

**MANAGED NEWS?\***

*\* Made available to other stations.*

Panel of journalists discussed the use of news as a political weapon and importance of subject in our society. Not sponsored. 30 minutes (5-28-63).

**JOPLIN**

**KODE-TV**

CHANNEL 12

LICENSEE: *Gilmore Broadcasting Corporation*

NETWORK: *CBS TV*

REPRESENTATIVE: *Avery-Knodel*

GENERAL MANAGER: *D. T. Knight*

EDITORIALIZING: *None*

**PROFILE: PHYSICAL FITNESS IN JOPLIN SCHOOLS**

Documentary on the present status and the future plans of the physical fitness program in Joplin schools. Students activities shown. Sponsor: First National Bank of Joplin. 15 minutes (11-23-62).

MISSOURI Not Reporting: KEYS-TV, Cape Girardeau; KRCG-TV, Jefferson City; KOAM-TV, Pittsburgh; KMOX-TV, St. Louis; KFTS-TV, Springfield.

MISSOURI

KANSAS CITY

KCMO-TV

CHANNEL 5

LICENSEE: Meredith Broadcasting Co.

GROUP: Meredith Owned Stations

NETWORK: CBS TV

REPRESENTATIVE: Katz

GENERAL MANAGER: E. K. Hartenbouwer

EDITORIALIZING: Four times daily

CANDIDATE FOR MAYOR

Interview with each of five candidates for mayor of Kansas City. Not available for sponsorship. 30 minutes (February 1963).

PRAIRIE PARSON

Documentary of the earliest Protestant west of the Mississippi in observation of a local religious community. Not available for sponsorship. 30 minutes (11-11-62).

THE GLASS NOOSE

Documentary study of alcoholism and the effects it has upon its victims and the community in general. Not available for sponsorship. 30 minutes (2-27-63).

FLIGHT 1963

Study of airport facilities of Kansas City, need to reduce the current limitations and investigate the potentials for necessary expansion. Not available for sponsorship. 30 minutes (9-1-63).

THE QUALITY HORIZONS

Study of the progress of downtown Urban Renewal in Kansas City pinpointing achievement to date and future goals. Not available for sponsorship. 30 minutes (5-14-63).

KANSAS CITY

KMBC-TV

CHANNEL 9

LICENSEE: Metromedia, Inc.

GROUP: Metropolitan Broadcasting

NETWORK: ABC TV

REPRESENTATIVE: Metro TV Sales

GENERAL MANAGER: Mark L. Wollinger

EDITORIALIZING: None

FOOTBALL SELLATHON

1962 American Football League Championship game with interviews of team members and manager. Not available for sponsorship. 240 minutes (1-21-63).

REBIRTH OF JONNY\*

Study of the mental problems of an artistic, schizophrenic child and the work of his therapist. Not available for sponsorship. 60 minutes (4-27-63).

THE COURT, THE CHURCH, AND THE CLASSROOM

Discussion by clergymen, lawyers and educators of the Supreme Court ruling on Bible readings in the classroom. Not available for sponsorship. 30 minutes (6-20-63).

IN THESE STREETS, FOR THESE REASONS

Study of the causes and objectives of Kansas City's first protest march by Negroes. Not available for sponsorship. 30 minutes (7-1-63).

IN THIS CORNER JOE LOUIS\*

Character study and portrait of the life and circumstances influencing the life of the great boxing champion. Sponsors participating. 120 minutes (5-21-63).

\* Made available to other stations.

KANSAS CITY

WDAF-TV

CHANNEL 7

LICENSEE: Transcontinent Television Corporation

GROUP: Transcontinent

NETWORK: NBC TV

REPRESENTATIVE: Petry

GENERAL MANAGER: William A. Bates

EDITORIALIZING: Occasionally

REHABILITATION OF A PRISONER

Description of the efforts to help prisoners in Leavenworth Penitentiary and the progressive changes in penal thinking. Not available for sponsorship. 30 minutes (3-12-63).

HOW TO LOOK AT A TORNADO

Collection of fact and fancy about tornadoes with "do's and don'ts" in the event of this type of storm. Sponsor: Senter Printing. 30 minutes (8-23-63).

INSIGHT

Series of interview-in-depth programs handled by two news men featuring local and national news personalities. Not available for sponsorship. 30 minutes (weekly).

OPERATION ALPHABET

Series to teach illiterate adults to read and write. Work Books, Texts, other material distributed. Working with board of education. Not available for sponsorship. 30 minutes daily.

THE NATIVITY\*

A look at the famous Alexander Girard collection of Christmas scenes and Christmas music by the Kansas City University. 4-hour. Not available for sponsorship. 30 minutes (12-23 and 12-24-62).

\* Made available to other stations.

MISSOURI

ST. JOSEPH

KFEQ

CHANNEL 2

LICENSEE: Mid-States Broadcasting Corporation

NETWORK: NBC TV, CBS TV

REPRESENTATIVE: Bolling

GENERAL MANAGER: Tom Matthews

EDITORIALIZING: None

DOWNTOWN ST. JOSEPH TRAFFIC PATTERN

St. Joseph city traffic engineer and his assistant on the effect the proposed downtown traffic pattern would have on the city. Not available for sponsorship. 30 minutes (9-13-63).

INTERSTATE 4-H SHOW

Interviews with 4-H livestock winners and home economics winners plus displays by area 4-H groups. Sponsors: Dannen Mills and Green Hills Supermarkets. 60 minutes (9-20-62).

FLOURIDATION — YES OR NO?

Due to upcoming flouridation vote, station presented leaders and experts from both sides of the issue. Not available for sponsorship. 30 minutes (10-17-62).

SERTOMA AUCTION

Auctioning of articles donated to the Sertoma International (service club) as a means to raise funds for its many charities. Sponsors: Participating. 210 minutes (2-23-63).

AMELIA EARHART — THE AIRBORNE

Photographs tracing the early history of Amelia Earhart's life, interviews with friends and description of the Amelia Earhart Commemorative Stamp. Not available for sponsorship, 30 minutes (7-17-63).

ST. LOUIS

KPLR-TV

CHANNEL 11

LICENSEE: 220 Television, Inc.

REPRESENTATIVE: PCW

GENERAL MANAGER: Saul Rosenzweig

EDITORIALIZING: Occasional

WHAT PRICE EXCELLENCE\*

Greater St. Louis Fund for Arts and Education, to inform people of the need for funds. Not available for sponsorship. 30 minutes (4-30-63).

ARE PEOPLE REALLY FREE?

New program at Washington University in which students are invited to examine problems and conflicts of the world. Not available for sponsorship. 30 minutes (6-23-63).

YOUTH APPRECIATION WEEK

Program devoted to the youth of St. Louis and the contributions they are making to the community. Not available for sponsorship. 30 minutes (11-18-62).

S. LOUIS DECOY SQUAD

Documentary on the duties of the St. Louis decoy squad and the function it performs in the city. Not available for sponsorship. 30 minutes (12-9-62).

AIR AND WATER POLLUTION

Discussion on the current problems of air and water pollution in the city. Not available for sponsorship. 30 minutes (12-30-63).

\* Made available to other stations.

ST. LOUIS

KSD-TV

CHANNEL 5

LICENSEE: The Pulitzer Publishing Co.

NETWORK: NBC TV

REPRESENTATIVE: Katz

GENERAL MANAGER: Harold Grams

EDITORIALIZING: None

THE TRIUMPH AND THE PROMISE

Portrayal of the three-fold mission—teaching, research, and patient care—of Barnes Hospital and Washington University School of Medicine. Not available for sponsorship. 30 minutes (6-29-63).

THE TEST BAN TREATY

Series of discussions by a distinguished panel of the Test Ban Treaty. Not sponsored. 30 minutes (8-25-63).

THE EASTER MASS

His Eminence, Cardinal Joseph E. Ritter, Archbishop of St. Louis, celebrated the Mass and delivered the Easter sermon. Not available for sponsorship. 90 minutes (4-14-63).

FESTIVAL OF ARTS\*

Dramatization of the student planning and effort behind Washington University's annual musical and theatrical "Festival of Arts." Not sponsored. 30 minutes (4-14-63).

LACLEDE CHRISTMAS SPECIAL

Christmas production featuring the talent of Raymond Massey, Grace Bumbry, and choirs from Notre Dame and Concordia Seminary. Sponsor: Laclede Gas Company. 30 minutes (12-23-62).

\* Made available to other stations.



**MISSOURI**

**ST. LOUIS**

**KTVI-TV**

CHANNEL 2

LICENSEE: *Signal Hill Telecasting Corp.*

NETWORK: *ABC TV*

REPRESENTATIVE: *H-R*

GENERAL MANAGER: *Paul E. Peterson*

EDITORIALIZING: *None*

**ST. LOUIS STORY**

Documentary of St. Louis and its citizens designed to develop a better understanding of the community. Sponsor: Anheuser-Busch. 30 minutes (monthly)

**UNWED MOTHER**

A sympathetic study of the unwed mother and the work done in handling this common social problem by the Booth Memorial Hospital. Not available for sponsorship. 30 minutes (2-5-63)

**THE CONFESSION**

Documentary study of a crime recently committed in St. Louis relating to causes of many social problems of the city. Not available for sponsorship. 30 minutes (1-9-63)

**SEDALIA**

**KMOS-TV**

CHANNEL 6

LICENSEE: *Jefferson Television Company*

NETWORK: *ABC TV, CBS TV*

GROUP: *Satellite to KRCG-TV, Jefferson City, Missouri*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *Robert Blosser*

EDITORIALIZING: *None*

**MISSOURI ON PARADE**

Missouri State Fair Parade prior to the opening of the 1962 fair. Sponsor: Radio & TV Supply. 60 minutes (9-5-62)

**THE SEWER BOND ISSUE**

Discussion of the sewage contamination problem facing the citizens of the community. Not available for sponsorship. 30 minutes (8-28-63)

**A A<sup>TM</sup>**

Discussion by several members of Alcoholics Anonymous about preventative measures and the everyday life of an alcoholic. Not available for sponsorship. 30 minutes (7-15-63)

**THE POLICE MERIT SYSTEM**

Newsmen questioning members of the Citizens' Police Merit System Committee, prior to voter's decision to adopt this system. Not available for sponsorship. 30 minutes (3-16-63)

\* Made available to other stations

**SPRINGFIELD**

**KYTV-TV**

CHANNEL 3

LICENSEE: *Springfield Television, Inc.*

NETWORK: *ABC TV, NBC TV*

REPRESENTATIVE: *Hollingbery*

GENERAL MANAGERS: *Carl Fox and R. L. Stufflebam*

**THE WIND THAT KILLS**

Dan Maguire, chief of Springfield office of U. S. Weather Bureau explained tornadoes. Not available for sponsorship. 30 minutes (1-2-63)

**THE POLICE**

Policeman's typical tour of duty, officer training, departmental tour, interview with police chief. Not available for sponsorship. 30 minutes (5-26-63)

**CAMPUS MUSIC**

College band traced history of modern U. S. band, and showed its functions. Not available for sponsorship. 30 minutes (6-9-63)

**TENT THEATRE**

College erected tent on campus and presented entertainment. Not available for sponsorship. 30 minutes (7-14-63)

**MODERN MINUTEMEN**

Two-week active duty training of National Guard, filmed by station members who are part of the unit. Not available for sponsorship. 30 minutes (7-28-63)

**MISSOURI**

**BILLINGS**

**KOOK-TV**

CHANNEL 2

LICENSEE: *The Montana Network*

GROUP: *Skyline*

NETWORK: *ABC TV, CBS TV*

REPRESENTATIVE: *George P. Hollingbery*

GENERAL MANAGER: *Cliff Ewing*

EDITORIALIZING: *Monthly, or as warranted*

**YELLOWSTONE COUNTY MUSEUM**

Introduction of a new museum showing some of the historic Montana items that are on display. Sponsors: IGA, Ideal Bread, Westwood Appliance. 30 minutes (9-3-62).

**CONSTITUTION DAY**

Background for the observance of Constitution Day. Sponsors: IGA, Ideal, Hart Albin Dept. Store. 30 minutes (9-14-62).

**MEDICAL PROGRAM**

Doctors' discussion of heart disease, cancer, new local hospital facilities, The Poison Center for child safety, Nurses Aid Service. Sponsors: IGA, Ideal, Bennett Drug. 30 minutes (3-4-63).

**BILLINGS CULTURE**

Interview with the directors of the Billings Symphony and Community Concert Association. Sponsors: IGA, Ideal, Hart Albin. 30 minutes (8-21-63).

**GOVERNOR'S SAFETY COMMITTEE\***

Governor of Montana and his Safety Committee urge Labor Day highway safety and explain the functions and goals of the Committee. Not available for sponsorship. 30 minutes (8-26-63).

\* *Made available to other stations.*

**MONTANA**

**BUTTE**

**KXLF-TV**

CHANNEL 4

LICENSEE: *Garryowen Butte TV, Inc.*

GROUP: *Skyline*

NETWORK: *ABC TV, CBS TV, NBC TV*

REPRESENTATIVE: *Hollingbery*

GENERAL MANAGER: *Edmund L. Peisa*

EDITORIALIZING: *Occasionally*

**MENTAL HEALTH\***

Panel program with laymen, medical people, institution director, and clergymen to detail the problem as relates to the state of Montana and delineate care and methods available in state institutions. Not available for sponsorship. 30 minutes (10-3-63).

**HIGHWAY FATALITIES\***

Discussion of the highway fatality problem in Montana by the governor and highway officials pointing out methods that could be used to prevent the deaths and costs to the taxpayers. Not available for sponsorship. 30 minutes (8-28-63).

\* *Made available to other stations.*

**HELENA**

**KBLL-TV**

CHANNEL 12

LICENSEE: *Capital City Television Inc.*

NETWORK: *CBS TV, ABC TV, NBC TV*

REPRESENTATIVE: *Breen & Ward, Feltus Dove/Cannon*

GENERAL MANAGER: *Douglas C. Sutherland*

EDITORIALIZING: *None*

**OPENING OF 1963 LEGISLATURE\***

Live telecast of the opening of the state legislature. A first in Montana history. Sponsors: Local merchants. 60 minutes (1-7-63).

**GOVERNOR'S STATE OF THE STATE MESSAGE\***

Governor's "State of the State" message to the legislature in Montana. Sponsors: Local merchants. 60 minutes (1-8-63).

**VIGILANTE PARADE**

Telecast of the 30th Annual Vigilante Parade, local equivalent of the Rose Parade, in which many groups from the city are represented. Sponsors: Local merchants. 60 minutes (5-3-63).

**EMPHASIS HELENA**

Film followed by a panel of townspeople and city-county health department personnel concerning the teenage venereal disease problem. Not available for sponsorship. 60 minutes (3-7-63).

**EMPHASIS HELENA**

Panel of tax experts conducted three programs in which viewers could phone in questions on income tax and have them answered on the air. Not available for sponsorship. 30 minutes (3-14, 3-21, and 3-28-63).

\* *Made available to other stations.*

MONTANA (Not Reporting): KLER-TV, Billings; KXGN-TV, Glendive; KFBB-TV, KRTV, Great Falls; KMSO-TV, Missoula.

**NEBRASKA**

**HASTINGS**

**KHAS-TV**

CHANNELS 9

LICENSEE: *Nebraska Television Corp.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Leonard, Torbet & McConnell*

GENERAL MANAGER: *Dunne L. Watts*

EDITORIALIZING: *None*

**ADAMS COUNTY FAIR**

Interviews with James Drury (*The Virginian*) and encourage to promote Adams County Fair. Not available for sponsorship. 30 minutes (5-63).

**THIS IS THE CHURCH**

Discussions with local ministers and presentation of speakers, musicians, etc. from their churches. Sponsor: Hastings and Grand Island Ministerial Association. 15 minutes (weekly).

**NEBRASKA-OKLAHOMA FOOTBALL GAME**

Sound on film presentation of game played at Nebraska-Oklahoma, brought game to many who could not travel. Participating sponsorship. 120 minutes (11-25-62).

**DAME JUDITH ANDERSON**

Interview with Dame Anderson discussing her personal history and an upcoming appearance. Not available for sponsorship. 10 minutes (9-11-62).

**HOUSE OF YESTERDAY**

Curator and staff of local museum discuss nature, antiques, oddities, astronomy. Sponsors: Jack & Jill Food Store, Kansas-Nebraska Gas Co. 30 minutes (weekly).

**KEARNEY**

**KHOL-TV**

**KHPL-TV**

CHANNELS 13 and 6

LICENSEE: *Bi States Company*

NETWORK: *ABC TV*

REPRESENTATIVE: *Meeker*

GENERAL MANAGER: *F. Wayne Breuster*

EDITORIALIZING: *When need arises*

**A RIBBON OF LIFE**

Documentary on Interstate Highway opening and recreational use of chain of lakes along it. Sponsor: Rockwell Manufacturing. 15 minutes (8-20-63).

**STORY OF DR. BREWSTER**

Biography of world's first flying doctor who founded area hospital and practiced medicine until his death at 90. Not available for sponsorship. 30 minutes (5-19-63).

**FORT KEARNEY 1963**

Past, present, and future of fort, the "iron guard of the trail which won the West." Not available for sponsorship. 30 minutes (7-19-63).

**BOY SCOUT TV JUBILEE**

Importance of Scout activities and development as well as the need for improving a scout camp to give impetus to a fund-raising campaign. Not available for sponsorship. 30 minutes (10-2-62).

**LINCOLN AND GRAND ISLAND**

**KOLN-TV**

**KGIN-TV**

CHANNELS 10 and 11

LICENSEE: *Cornhusker Television Corp.*

GROUP: *Fetzer Broadcasting Corp.*

NETWORK: *CBS TV*

REPRESENTATIVE: *Avery-Kaodel*

GENERAL MANAGER: *A. James Ebel*

EDITORIALIZING: *None*

**CIRCLE OF SERVICE**

Pictorial resume of Lincoln's United Fund agencies combining with an interview of Fund's president. Not available for sponsorship. 30 minutes (10-9-62).

**CHRISTMAS IN LINCOLNLAND**

Four-part series devoted to recording mood, tempo, and spiritual feeling of citizenry during the Holiday season. All set to music. Not available for sponsorship. 30 and 60 minutes (12-62).

**XMAS EVE IN LINCOLNLAND**

Midnight Mass at Holy Trinity Episcopal Church for Christmas Eve, presented for the first time on tv. Not available for sponsorship. 75 minutes (12-24-62).

**CHAMBER OF COMMERCE ANNUAL REPORT**

Report to members and citizens of Lincoln on Chamber's progress during previous 12 months. Not available for sponsorship. 75 minutes (1-30-60).

**A DAY OF JUBILEE**

Program honoring 75th anniversary of Lincoln Catholic Diocese. Ceremonies included celebration of 1000 adults into Catholic faith. Not available for sponsorship. 60 minutes (3-31-63).

NEBRASKA Not Reporting: *KNOP-TV, Norfolk Platte.*

**NEBRASKA**

**OMAHA**

**KETV**

CHANNEL 7

LICENSEE: *Herald Corporation*

NETWORK: *NBC TV*

REPRESENTATIVE: *HRP*

GENERAL MANAGER: *Eugene S. Thomas*

EDITORIALIZING: *None*

**THE BIG DROPOUT**

In-depth probe of school dropout problem analyzing factors leading to dropouts, social and economic effects. Participating sponsorship. 30 minutes (8-18-63).

**BRING BACK THE CITY**

Urban renewal problem, what other cities are doing, with an approach to Omaha. Officials' opinions, objectors' viewpoints. Sponsor: Wray M. Scott Co. 60 minutes (7-21-63).

**EMANCIPATION PROCLAMATION**

Story of the Negro in the past, present and future to celebrate 100th anniversary of Proclamation. Not available for sponsorship. 30 minutes (2-10-63).

**BEWARE THE STRANGER**

Problem of child molestation in Omaha; polite detective, Junior League member, psychiatrist included on panel. Not available for sponsorship. 30 minutes (1-13-63).

**REAPPORTIONMENT QUESTION**

Nebraska Legislature reapportionment discussed. During statewide disagreement, station invited both sides to present views. Not available for sponsorship. 30 minutes (10-14-62).

**OMAHA**

**KMTV**

CHANNEL 3

LICENSEE: *May Broadcasting Company*

GROUP: *May Stations*

NETWORK: *NBC TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *Owen L. Saddler*

AWARDS: *Omaha Radio/TV Council Gold Frame (1, 3, 4); State American Legion (2)*

EDITORIALIZING: *None*

**OPERATION S.O.S.\***

Series of programs, including seven-hour telcast, in behalf of Sabin Oral Polio Vaccine. More than 85% of population took vaccine. Not available for sponsorship. Various lengths (June-Sept. 1962).

**TEEN KALEIDOSCOPE**

Series of programs giving teen-agers opportunity to see how business functions. Written, produced, directed by teen-agers. Sponsors: local, sold by students. 30 minutes (1962-63).

**YOUR NEIGHBOR'S FAITH\***

Discussions of 57 different religious faiths represented in Omaha area. Not available for sponsorship. 25 minutes (weekly).

**PLAYGROUND CHAMPIONS**

Program produced in cooperation with Omaha Parks and Recreation Department, to aid organized playground participation. Sponsors: participating. 30 to 60 minutes (weekly).

**KMTV AWARD DINNER**

\* Made available to other stations.

An about-face of normal award routine, recognizing individuals who have performed outstanding public service through television. Not available for sponsorship. 60 minutes.

**OMAHA**

**WOW-TV**

CHANNEL 6

LICENSEE: *Meredith W O W , Inc.*

GROUP: *Meredith*

NETWORK: *CBS TV*

REPRESENTATIVE: *Hlair*

GENERAL MANAGER: *Howard Stalunker*

EDITORIALIZING: *Twice weekly*

**SAC: A CHANGING FORCE FOR PEACE**

Strategic Air Command story, including weapons development, evolution, operational philosophy of deterrence. Sponsor: Omaha Public Power District. 60 minutes (5-24-63).

**OMAHA YOUTH BASEBALL**

Ten programs showing activities of various major boys' baseball programs. Not sponsored. 15 minutes (5-25 through 7-27-63).

**WOW-TV FARM SHORT COURSE**

Ten-program course to present new developments that help farmers to manage profitable operation, featuring leading agricultural experts. Sponsor: International Harvester. 30 minutes (1-28 through 2-8-63).

**ORDINATION OF PRIESTS**

Telcast of Celebration of the Mass and Sacrament of Holy Orders at Ordination of 13 men into Roman Catholic Priesthood. Not available for sponsorship. 90 minutes (5-25-63).

**YOUR QUESTION, PLEASE**

Monthly program featuring senators, congressmen, mayors, etc. answering questions telephoned by viewers. Sponsors: participating. 30 minutes.

**NEVADA**

**LAS VEGAS**

**KLAS-TV**

CHANNEL 8

LICENSEE: *Las Vegas Television, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *Avvry-Knodel*

GENERAL MANAGER: *William D. Stiles*

EDITORIALIZING: *Occasionally*

**SHALL WE PICKET**

Panel of NAACP and newsmen on the question of demonstrations at local hotels. Sponsor: First Western Savings & Loan. 60 minutes (7-17-63)

**SCHOOL CRISIS**

Panel of legislators and school board discuss school fund shortage, bringing to light political maneuvering. Sponsor: First Western Savings & Loan. 30 minutes (6-5-63)

**CENSORSHIP**

Local city Censorship Committee questioned by increasing awareness of individual responsibility in controlling indecent literature. Sponsor: First Western Savings & Loan. 30 minutes (1-14-63)

**ROVER**

Explanation of how the Rover Project can give the public better understanding of what is done at the Nevada Test Site. Sponsor: First Western Savings & Loan. 30 minutes (11-20-62)

**RENO**

**KCRL**

CHANNEL 4

LICENSEE: *Circle L, Inc.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Hollingbery*

GENERAL MANAGER: *Charles E. Cord*

EDITORIALIZING: *Frequently*

**LEGISLATIVE REPORT**

Recap of State Legislature meetings, interviews with legislators during session to inform public on Nevada State Legislature events. Not available for sponsorship. 15 minutes (Monday through Friday)

**TOWARD TOMORROW**

Religious services featuring all faiths from Washoe County Ministerial Alliance. Not available for sponsorship. 30 minutes (weekly)

**YOUTH CONCERTS**

Music appreciation concerts developed by various high schools and junior highs in Northern Nevada. Not available for sponsorship. 30 minutes (weekly)

**SAFETY CORNER**

Police officials present safety programs with guest interviews of children from Reno Public School System. Not available for sponsorship. 30 minutes (weekly)

**OUTDOOR REPORT**

All phases of fishing, hunting, conservation, and laws governing same presented by State of Nevada Department of Fish and Game. Sponsor: Cal-Nada Automobile. 15 minutes (weekly)

**NEW HAMPSHIRE**

**MANCHESTER**

**WMUR-TV**

CHANNEL 9

LICENSEE: *United Television Co. of N. H.*

GROUP: *United Broadcasting Co.*

NETWORK: *ABC TV*

REPRESENTATIVE: *Young TV*

GENERAL MANAGER: *Sam Phillips*

EDITORIALIZING: *Twice monthly*

**UNITED FUND**

Ann. goals and achievements of N. H. Red Feather program in the state which supports some 20 agencies. Not available for sponsorship. 30 minutes (9-21-62)

**BACKGROUND**

Interview program spotlighting New Hampshire newsmakers and topical and controversial state issues. Participating sponsorship. 30 minutes (9-20-62)

**INAUGURATION OF A GOVERNOR**

Inaugural ceremonies and address of New Hampshire's first democratic governor in 40 years. Sponsor: Merchants Bank of Manchester. 30 minutes (1-3-63)

**NEWPORT WINTER CARNIVAL**

History and coverage of the oldest winter carnival in the Northeast. Participating sponsorship. 30 minutes (2-1-64)

**YOUR LEAGUE IN ACTION**

State, local and civic questions are covered in this report covering the League's approach. Not available for sponsorship. 30 minutes (2-10-63)

NEVADA Not Reporting: KORK-TV, KSHO-TV, Las Vegas; KOLQ-TV, Reno

**NEW MEXICO**

**ALBUQUERQUE**

**KGGM-TV**

**TOMORROW'S LEADERS**

Interview-participation program spotlighting activities and objectives of youth groups in the city, including Boy Scouts, Girl Scouts, Boys' Club, YMCA. Sponsor: Driver-Miller Plumbing Company. 15 minutes (Saturdays).

CHANNEL 13

LICENSEE: *New Mexico Broadcasting Co.*

NETWORK: *CBS TV*

REPRESENTATIVE: *ATS*

GENERAL MANAGER: *A. R. Hehenstroit*

EDITORIALIZING: *None*

**ARTESIA H. S. ORCHESTRA**

Musical program by 60-piece high school orchestra from Artesia, New Mexico, taking part in state teachers' convention, demonstrating accomplishments of state's schools and students in this field. Not available for sponsorship. 30 minutes (10-27-62).

**ALBUQUERQUE**

**KOB-TV**

**LEAGUE OF WOMEN VOTERS**

Each of five candidates were given time to discuss their views, an additional two minutes to answer questions. Not available for sponsorship. 30 minutes (10-14-62).

CHANNEL 4

LICENSEE: *Albuquerque Broadcasting, Division of Hubbard Broadcasting*

NETWORK: *NBC TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *George Johnson*

EDITORIALIZING: *Daily*

**GREAT DECISIONS 1963**

Eight half-hour programs on world topics in cooperation with Foreign Policy Association, Univ. of New Mexico educational channel, and Albuquerque Greater Decisions Committee. Not available for sponsorship. 30 minutes (Feb.-March 1963).

**HAPPY CHRISTMAS TREE**

Original play written and produced by Sisters and orphans from St. Anthony's Orphanage for Boys. Sponsor: Albuquerque Bus Company. 30 minutes (12-21-62).

**THE HOPEFUL SIDE**

A discussion on the optimistic outlook for cancer research, cures, etc. Not available for sponsorship. 30 minutes (8-4-63).

**SOCIAL SECURITY IN ACTION**

Topics included federal old age survivors, disability insurance, importance of checking records every three years, etc. Not available for sponsorship. 15 minutes (March-Sept. 1963).

**ROSWELL**

**KSWS-TV**

**THE TAMING OF THE WATER**

Telecast in connection with dedication of saline water conversion plant. Technical aspects of plant presented on vital water problem. Not available for sponsorship. 30 minutes (7-1-63).

CHANNEL 8

LICENSEE: *John A. Barnett*

NETWORKS: *NBC TV, CBS TV, ABC TV*

REPRESENTATIVE: *Meeker*

GENERAL MANAGER: *John A. Barnett*

EDITORIALIZING: *None*

**YOUR LEGISLATURE, POLITICS AND YOU, 1963**

General review of action taken by New Mexico Legislature provided by newspaper editors, KSWS-TV news editor, and New Mexico legislators. Not available for sponsorship. 30 minutes (3-31-63).

**MAYOR'S REPORT TO THE PEOPLE**

Mayor's report on action taken by city council at its meetings to keep public informed on a continuing basis. Not available for sponsorship. 10 minutes (monthly).

**1963 CANCER VARIETY SHOW**

Program to stimulate interest in cancer crusade, inform public of latest cancer research developments. Not available for sponsorship. 150 minutes (4-26-63).

**1962 ELECTION COVERAGE**

Complete state, local, and area coverage of election in New Mexico. Sponsor: Malesco Oil and Gas Company. 210 minutes (11-6-63).

NEW MEXICO Not Reporting: KOAT-TV, Albuquerque; KAVE-TV, Carlsbad; KICA-TV, Clovis.

**NEW YORK****ALBANY****WAST-TV**

CHANNEL 13

LICENSEE: *Fou Curler Broadcasting Corp.*NETWORK: *ABC TV*REPRESENTATIVE: *PCW*GENERAL MANAGER: *William A. Riple*EDITORIALIZING: *None***CONSECRATION OF THE VEN. CHAS. P. PERSELL\***

A remote broadcast of the consecration of the Suffragan Episcopal Bishop of Albany. Not available for sponsorship. 150 minutes (2-9-63)

**CHRISTMAS EVE MASS**

Broadcast of Christmas Eve Mass from Roman Catholic Cathedral of the Immaculate Conception. Not available for sponsorship. 120 minutes (12-24-62)

**RPI HOCKEY**

Collegiate ice hockey from RPI Field House in Troy, N. Y. Sponsors: local bank and auto dealer. 150 minutes (12-20-62 and 3-2-63)

**1962 ELECTIONS**

Election coverage from City Room of the Albany Times-Union. Sponsors: local party groups. 30 minutes (11-6-62)

**100 YEARS — AMERICA'S CHALLENGE**

History of the American Negro in the capital district on 100th anniversary of Emancipation Proclamation. Not available for sponsorship. 30 minutes (3-25-63)

*\* Made available to other stations.***BINGHAMTON****WNBF**

CHANNEL 12

LICENSEE: *Triangle Publications, Radio & Television Division*OWNER: *Triangle*NETWORK: *CBS TV*REPRESENTATIVE: *Blair*GENERAL MANAGER: *George W. Dunham*EDITORIALIZING: *Monthly***VALIANT OF SUSQUEHANNA**

Dramatization of part taken by men of Broome County, New York State, during Civil War, using local photographs. Not sponsored. 60 minutes (3-23-63)

**EXPERIMENT**

A look in depth at local problems—traffic safety, water purification, new citizens, etc. Not sponsored. 30-minute series (6-10 to 7-19-63)

**GREAT DECISIONS**

Six programs dealing with different world problems, in cooperation with local World Affairs Council. Sponsors: IBM, Marine Midland, Binghamton Savings Bank. 60 minutes (2-2 to 3-9-63)

**THE SCHOOL DROPOUT**

Documentary of high school dropouts in cooperation with Binghamton City Schools and N. Y. State Unemployment. Not sponsored. 60 minutes (5-4-63)

**STORM IN THE VALLEY**

Film and live presentation of overnight storm which took the lives of five area teenagers. Not available for sponsorship. 30 minutes (10-12-62)

*\* Made available to other stations.***BUFFALO****WBEN-TV**

CHANNEL 4

LICENSEE: *WBEN, Inc.*NETWORK: *CBS TV*REPRESENTATIVE: *HRP*GENERAL MANAGER: *C. Robert Thompson*AWARD: *N. Y. State Bar Association (3)*EDITORIALIZING: *None***UNIVERSITY OF BUFFALO ROUNDTABLE**

Local, national, and international personalities discuss problems of community interest. Not available for sponsorship. 30 minutes (weekly)

**YOU AND YOUR FAMILY**

Home demonstration series presented in cooperation with Erie County Extension Service. Not available for sponsorship. 30 minutes (weekly)

**THE LAW AND YOU**

The need for and use of law in our lives is pointed up in this series. Not available for sponsorship. 30 minutes (monthly)

**CANCER — TODAY AND TOMORROW**

Cancer diagnosis, treatment, and research were covered in depth in this five-part series. Not available for sponsorship. 30 minutes (monthly)

**PROJECT OPPORTUNITY**

Showcase for outstanding area talent with interviews to discuss aspirations. Not available for sponsorship. 30 minutes (monthly)

NEW YORK Not Reporting: W-TEN, Albany; WBJA-TV, WIXR-TV, Binghamton; WPTZ-TV, Plattsburgh; WROC-TV, Rochester; WNYL-TV, Syracuse.

**NEW YORK**  
**BUFFALO**

**WGR-TV**

CHANNEL 2

LICENSEE: *Transcontinent Television*

GROUP: *Transcontinent*

NETWORK: *NBC TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *Van Beuren  
W. De Vries*

**ASSAULT ON CANCER\***

Program helped to break down the fear barrier and demonstrate that most cancers can be cured. Not available for sponsorship. 30 minutes (11-2-62).

**ALCOHOLISM†**

Alcoholics need help and can be helped demonstrated in this program. Study of causes and effects of alcoholism. Not available for sponsorship. 30 minutes (1-27-63).

**THIS IS OUR MUSIC**

Seldom-heard Negro spirituals performed by local talent were presented. Research and illustrations of Negro religious music. Not available for sponsorship. 30 minutes (2-24-63).

**CHANGING PATTERNS†**

How automation has effected employment in Buffalo, stressing the need for specialized job training. Not available for sponsorship. 30 minutes (2-25-63).

**THE PROFESSIONAL NURSE†**

View of the important position of the nurse, her training, and why she chose this career. Problems of service in local hospitals. Not available for sponsorship. 30 minutes (3-25-63).

\* *Made available to other stations.*

† *Made available through TAC.*

**BUFFALO**

**WKBW-TV**

CHANNEL 7

LICENSEE: *Capital Cities Broadcasting*

GROUP: *Capital Cities*

NETWORK: *ABC TV*

REPRESENTATIVE: *Blair TV*

GENERAL MANAGER: *Robert K. King*

EDITORIALIZING: *None*

**DON JUAN IN HEEL\***

Local live drama, including local artists, featured in Shaw's memorable work. First 90-minute live drama in Buffalo. Not available for sponsorship. (12-2-62).

**LOCAL BOY MAKES GOOD**

Instant special on the capture and life of a Buffalo-born FBI fugitive. Not sponsored. 30 minutes (11-7-62).

**THE BEST OF EVERYTHING\***

Off-Broadway hit adapted to television. Station had exclusive rights for Buffalo market. 30 minutes (3-5-63).

**CONVERSATION WITH  
CHRISTIAN HERTER**

Discussion with former Secretary of State and local educators. Not available for sponsorship. 30 minutes (11-11-62).

**THE HOLY MASS**

Re-enactment of the Holy Sacrifice of the Mass, live from station's studios. Series now in third year. Not available for sponsorship. 30 minutes (weekly).

\* *Made available to other stations.*

**NEW YORK**

**WABC-TV**

CHANNEL 7

LICENSEE: *American Broadcasting  
Paramount Theaters*

GROUP: *ABC, owned to stations*

NETWORK: *ABC TV*

REPRESENTATIVE: *ABC TV Spot Sales*

GENERAL MANAGER: *John O. Gilbert*

EDITORIALIZING: *Once weekly*

**BLOWUP AT BREEZY POINT**

Assessment of dispute on whether to reserve city's last remaining beachfront for future public park. Not available for sponsorship. 30 minutes (6-21-63).

**BABE RUTH: A LOOK BEHIND  
THE LEGEND**

Myth and reality of Babe Ruth as a ball player-hero and as a man, through the words of people who knew him. Sponsor: Shell Oil. 30 minutes (8-15-63).

**DIARY OF A FAILURE: THE  
PAPERS & THE PEOPLE**

Analysis of the failure of collective bargaining in New York newspaper strike, ways of avoiding recurrence. Not available for sponsorship. 30 minutes (3-5-63).

**ACTION IN  
STRYCKER'S BAY**

Picture and narrative of a pilot project area undergoing urban redevelopment on upper West Side of Manhattan. Sponsors: participating. 30 minutes (2-5-63).

**FOCUS ON THE NEWS**

In-depth consideration of public and community issues arising out of the news of the day using interviews, debates, film, commentary. Sponsors: participating. 15 minutes (various).





**Don't just sit there.**

***Do something!***

*The ABC Owned Television Stations do!  
We provoke. We challenge. We arouse the  
people of the five great cities we serve.*

*On the next two pages you'll read how  
one of the ABC Owned Television Stations  
urged the viewing public in its city to  
do something for the common good.*



## Why station WABC-TV took a stormy stand

**I**N AUGUST, 1962, a movement started to have New York City acquire Breezy Point, a beachfront area on the tip of Rockaway Peninsula.

The ultimate plan was to convert this privately owned area into a 1,400-acre park for all the people of New York. Its proponents foresaw it as the Central Park of this age.

Opposition to the plan was bitter and immediate. The residents of Breezy Point decried the proposal vigorously. Builders, with private contracts at stake, strenuously voiced their disapproval. Even some of the Mayor's advisors suggested abandonment of the idea.

Nobody, it seemed, saw a need for the park except the people of New York.

On June 4, 1963, despite the vocal and influential opposition, Mayor Wagner publicly announced his decision to

lead the fight for the creation of a Breezy Point Park  
First editorial aired

Three days later WABC-TV, New York, went on the air with its first editorial. The subject, Breezy Point. Like the Mayor, the station took a seemingly unpopular stance. It supported Mayor Wagner's position in a series of eight editorials in three days.

On June 21, WABC-TV ran a half-hour documentary film, presenting the many viewpoints on the Breezy Point controversy.

The response to the editorials and the film was instantaneous. Letters and telegrams poured in. Phone calls flooded the station's switchboard. Bouquets and brickbats were tossed at us with equal passion. Detractors characterized our editorials as "...irresponsible journalism..."

*In this continuing series, you will read how the ABC Owned Television Station... of the issues, express their views in the best interests of the communities they serve.*



## over Breezy Point, New York



"...shocking that a TV station take a stand..." "...some pretty wild statements..."

When a station, after analyzing a problem, expresses its honest beliefs, it must be prepared to take bitter criticism with sweet praise. The reaction to our Breezy Point editorials gave us our share of each.

### Editorial mission accomplished

But the responses, regardless of their attitudes, proved that our editorials accomplished what they set out to do. They provoked, they challenged, they aroused the public into doing something in their own interests.

In September of 1963, WABC-TV began to pursue in earnest its policy of editorializing. In a ten-week period, John O. Gilbert, Vice President and General Manager of WABC-TV, addressed the station's audience a total of 103 times, expressing the station's views on twelve significant community subjects.

It is just one example of how the ABC Owned Television Stations participate in helping to solve the problems of people they live with and serve.

WABC-TV  
NEW YORK



NEW YORK

# NEW YORK

## WCBS-TV

CHANNEL 2

LICENSEE: CBS, Inc.

GROUP: CBS Owned Stations

NETWORK: CBS TV

REPRESENTATIVE: CBS TV National Sales

GENERAL MANAGER: Norman E. Walt, Jr.

EDITORIALIZING: Intermittent

AWARDS: Emmy (1, 5)

### HOMELESS CHILDREN

13-part series, part of *Eye on New York*, on care and placement of homeless children. Racial and religious barriers to placement uncovered and reported. Sponsor: Chock Full O' Nuts. 30 minutes (8-19- to 11-18-62).

### WHAT'S GOING ON HERE: PRO FOOTBALL MADNESS

Popularity of pro football and resultant madness of fans analyzed with satire and tongue-in-cheek. Sponsors: Marlboro, Hertz, Manhattan Hanover Bank. 60 minutes (12-28-62).

### WHY CAN'T THEY SETTLE THE NEWSPAPER STRIKE

Both sides in controversy brought together to analyze the issues, contributing to public knowledge, and hopefully to earlier solution. Not available for sponsorship. 30 minutes (1-13-63).

### THE HOUSE THAT JACK BUILT

Suburban architecture and developments in mass-constructed dwellings explored in metropolitan area and Cape Cod. Sponsor: Chock Full O' Nuts. 30 minutes (4-24-63).

### ANTONY AND CLEOPATRA

Complete N. Y. Shakespeare Festival production as produced for station and broadcast on opening night in Central Park. Not available for sponsorship. 165 minutes (6-20-63).

# NEW YORK

## WNBC-TV

CHANNEL 4

LICENSEE: National Broadcasting Co.

GROUP: NBC owned tv stations

NETWORK: NBC TV

REPRESENTATIVE: NBC Spot Sales

GENERAL MANAGER: Theodore H. Walworth, Jr.

EDITORIALIZING: None

### SEARCHLIGHT

On crucial final day of negotiations between United Federation of Teachers and Board of Education, a status report. Not sponsored. 30 minutes (9-8-63).

### DIRECT LINE

Major gubernatorial candidates questioned by viewers by phone, sometimes by League of Women Voters. Not sponsored. 60 minutes (11-4-62).

### V. D. TEENAGE TROUBLE

Report on venereal disease among teenagers showing the increase and exploring reasons, and possible solution. Not sponsored. 30 minutes (4-22-63).

### THE AMERICAN FUNERAL

Startling discussion of burial customs preceding by many months the much publicized network presentation. Sponsors: Mobil Oil, P. Lorillard, Bowery Savings Bank. 60 minutes (6-9-63).

### LEGISLATIVE REPORT

Roundup from state capital on record of N. Y. State Legislature which had just ended its session. Not available for sponsorship. 30 minutes (4-9-63).

# NEW YORK

## WNEW-TV

CHANNEL 5

LICENSEE: Metromedia, Inc.

GROUP: Metropolitan Broadcasting

REPRESENTATIVE: Metro TV Sales

GENERAL MANAGER: John E. McArdle

EDITORIALIZING: None

### WHAT'S GOING ON HERE\*

Satire of world politics, government officials, socialized medicine, situation in Laos, forerunner of trend in topical humor. Sponsors: participating. 30 minutes (7-11 and 12-63).

### THE REBIRTH OF JONNY\*

True story concerning the love of a therapist for a schizophrenic child. Problems faced by mentally disturbed children. Narrated by David Wayne. Not available for sponsorship. 60 minutes (4-7-63).

### IN THIS CORNER: JOE LOUIS\*

Documentary of fighter's life and times, featuring films of great fights, interviews of friends, and narrated by Louis. Sponsors: participating. 120 minutes (7-21 & 22-63).

### RACE RELATIONS IN CRISIS\*

Divergent viewpoints from Negro spokesmen examined. Malcolm X, James Farmer, Wyatt Tee Walker, joined in program with Richard Heffner. Sponsors: participating. 120 minutes (6-16 & 7-14-63).

### VNR: THE TRUE STORY OF LOWELL SKINNER\*

Interview with Korean War veteran who refused to return to the U. S. Non-repatriation discussed with Allen Dulles, Senator Keating, others. Sponsors: participating. 120 minutes (8-18 & 19-63).

\* Made available to other stations.



## Key to the City

New York's achievements are tremendous. Inevitably, many of its problems are king-size too. By consistently delineating achievements and problems in proper perspective, a television station of stature and perception performs a vital service, creating greater appreciation of the city's advantages and understanding of its needs.

This is the role WCBS-TV fills. On the one hand, highlighting achievements with precedential broadcasts of Shakespeare from Central Park; of the All-City High School Chorus and Orchestra concert from Philharmonic Hall; of hour-long specials designed to introduce children to the arts. With weekly high-school workshop programs on the history of the musical theatre, and workshop programs to encourage new talent. With college courses broadcast in

cooperation with NYU, Rutgers and Princeton; with biographical portraits of worth-knowing members of the New York-New Jersey-Connecticut community; with in-depth coverage of legislative hearings.

And on the other hand, underscoring problems with bold pictorial investigations of legalized gambling, arrest and seizure laws, the suburban building boom, transportation, the financial needs of our schools, taxes, the plight of working girls in the big city, and the question of individual rights in cases of demolition for public improvements.

The record of significant broadcasts is as varied as the New York community itself. This sensitivity *and respect* to the pulsebeat of the nation's greatest city has made CBS Owned WCBS-TV its most respected (and most popular) station.

**NEW YORK**

**NEW YORK**

**WOR-TV**

CHANNEL 9

LICENSEE: RKO General

GROUP: RKO General Broadcasting

REPRESENTATIVE: RKO Genl. Nath. Sales

GENERAL MANAGER: Robert J. Leder

EDITORIALIZING: None

**THE SOUNDS OF SILENCE\***

Study of the research on the causes of nerve deafness conducted by Dr. Samuel Rosen in the Republic of The Sudan. Not available for sponsorship. 30 minutes (3-10-63).

**TAKE HIS HAND & LEAD HIM\***

Documentary on educational and personal plight of New York's mentally ill children and their families. Not available for sponsorship. 60 minutes (5-26-63).

**CORONATION FOR THE WORLD\***

Coronation of Pope Paul VI, featuring exclusive commentary of Most Rev. Fulton J. Sheen. Not available for sponsorship. 30 minutes (6-30-63).

**DAY ON THE MOON\***

Entertaining, semi-historical, and scientific delineation of man's fascination with the moon from time of caveman to project Apollo. Sponsors: Local and national participating. 60 minutes (7-2-63).

**BREATH AT YOUR OWN RISK\***

\* Made available to other stations.

Documentary on air pollution in New York, its adverse effects on life, health, and its control. Sponsors: Local and national participating. 60 minutes (12-11-62).

**NEW YORK**

**WPIX**

CHANNEL 11

LICENSEE: WPIX, Inc.

REPRESENTATIVE: PGB

GENERAL MANAGER: Fred M. Thrower

EDITORIALIZING: None

**CASTRO, CUBA & COMMUNISM\***

An informative report and definitive expose of the Red takeover in Cuba. Sponsor: Thermo-Fax Sales. 60 minutes.

**SECRET LIFE OF ADOLF HITLER\***

A personality profile of the former Nazi dictator in his social life, using film footage obtained from Hitler's sister. Sponsor: Rootes Motors. 60 minutes.

**MOST POWERFUL WOMAN OF THE CENTURY\***

A historical first on America's first political demagogue using exclusive footage on the life of Eve Peron. Sponsors: Bayuk, Best Foods, Corn Products, W. A. Sheaffer. 60 minutes.

**THE WAR THAT CREEPS\***

The war in Vietnam as shot by a Japanese production team who lived with anti-guerilla forces and went on patrol. Sponsors: Bayuk, Manufacturers Trust, Lever. 60 minutes.

**RISE AND FALL OF BENITO MUSSOLINI\***

\* Made available to other stations.

An historical primer on the life and times of the Italian dictator including footage on his home life. Sponsors: Bayuk, Colgate-Palmolive, Manufacturers Trust. 60 minutes.

**ROCHESTER**

**WHEC-TV**

CHANNEL 10

LICENSEE: WHEC, Inc.

GROUP: Gannett

NETWORK: CBS TV

REPRESENTATIVE: H-R

GENERAL MANAGER: C. Glover De Lamey

EDITORIALIZING: None

**ONE WAY?**

Documentary on the city's one-way street controversy. Program demonstrated the effectiveness of tv reporting techniques, and ability of station to analyze important public questions. Not sponsored. 30 minutes (3-63).

**75 FROM SCHOOL NUMBER FIVE**

Means by which Rochester Public Schools handle orthopedic and other handicapped children, presenting insight into their activities. Not sponsored. 30 minutes (5-63).

**MEETING OF THE WORLD COUNCIL OF CHURCHES**

Discussion with Archbishop of Canterbury, Pastor Martin Niemöller of Germany and Dr. Charles Parlin of New York, three of six presidents of the World Council. Not sponsored. 30 minutes (8-63).

## ROCHESTER

## WOKR

CHANNEL 13

LICENSEE: *Channel 13 Television of Rochester*NETWORK: *ABC-TV*REPRESENTATIVE: *Blair-TV*PRESIDENT: *Richard C. Landsman*EDITORIALIZING: *None*WHAT'S BEHIND  
BEETHOVEN

Rochester Philharmonic Orchestra from Factory Theater musical demonstration of importance of good music to community. Opened drive for funds to support Civic Music Association. Not available for sponsorship. 60 minutes (2-3-63)

NEGRO HOUSING IN  
ROCHESTER

In-depth discussion of lack of proper housing facilities for minority groups with movies, stills, etc. Provided "clue" to citizens who couldn't believe these things exist. Not available for sponsorship. 60 minutes (2-5-63)

## INTERACTION

Representatives of Jewish, Roman Catholic, and Protestant faiths discuss current issues as they relate to religion. 30 minutes (weekly)

## SCHENECTADY

## WRGB

CHANNEL 6

LICENSEE: *General Electric Company*NETWORK: *NBC-TV*REPRESENTATIVE: *Kutz*GENERAL MANAGER: *J. Milton Lang*EDITORIALIZING: *None*

## BLOOD VESSEL SURGERY

Documentary of complex surgical operation performed at Albany Medical Center Hospital. Sponsor: Schenectady General Electric. 60 minutes (9-17-62)

POLLUTION OF THE  
MOHAWK RIVER

Documented appalling pollution of a magnificent river by the towns and cities through which it passes. Topic was selected in support of various local and area efforts to clean up the river. Sponsor: Schenectady General Electric. 30 minutes (10-27-62)

## OPERATION BREAKTHROUGH

Development of world's first machine capable of reconstituting whole milk from butter, water, and milk powder. Invention has enormous potential impact on New York State's dairy industry, as well as promising nutritional help for underfed children in foreign countries. Not available for sponsorship. 30 minutes (7-8-63)

## SYRACUSE

## WHEN-TV

CHANNEL 5

LICENSEE: *Meridith Syracuse TV Corp.*GROUP: *Meridith Stations*NETWORK: *CBS-TV*REPRESENTATIVE: *Kutz*GENERAL MANAGER: *Paul Adanti*EDITORIALIZING: *As needed*

## THE TARNISHED BLAOW

Study of alleged corruption in Syracuse Police Department as reported by State Crime Commission Investigation. Not available for sponsorship. 30 minutes (1-1-63)

## COMMUNITY CURTAIN CALL

Salute to organizations which earned special Community Chest awards. Performance devoted to two-hour "thank you." Not available for sponsorship. 120 minutes (1-28-63)

## DON'T BLOW THE TRUMPET

Story of Syracuse University's first interfaith, interracial, international sorority. Organization has solved a serious problem faced by the country. Not available for sponsorship. 30 minutes (5-26 and 6-7-63)

## LIGHT IN THE DARKNESS

Documentary in cooperation with U.S. High Court on Alcoholism offering facts about a problem many don't want to face. Not available for sponsorship. 30 minutes (6-5 and 7-17-63)

## ONE O'CLOCK SCHOLAR

Salute to Syracuse University's School of Speech, the nation's first, on its 50th anniversary. Cheers for teaching techniques in field of communications studies. Not available for sponsorship. 60 minutes (3-16-63)

**NEW YORK**  
**SYRACUSE**

**WSYR-TV**

CHANNEL 3

LICENSEE: *Newhouse Broadcasting Corp.*

NETWORK: *NBC TV*

REPRESENTATIVE: *HRI*

GENERAL MANAGER: *E. R. Fodeboncoeur*

EDITORIALIZING: *Monthly*

**JAMAICA SCHOOL MARM**

Documentary filmed by station in Jamaica tells story of a Syracuse Peace Corps volunteer teacher. Sponsor: Don Elliott Fuel Service. 60 minutes (3-25 and 3-28-63).

**THE ERNIE DAVIS STORY**

Biography and tribute to Ernie Davis, including highlights of his football career, teammates, teachers, friends and family. Not available for sponsorship. 60 minutes (5-17 and 5-19-63).

**THOSE WE CAN HELP**

Local school for retarded children showing training, progress, and personnel including an appeal for funds in local drive. Not available for sponsorship. 20 minutes (3-16 and 3-17-63).

**INTERNATIONAL FLOWER SHOW**

Preview of international flower show in New York, filmed by station cameramen. Sponsor: P & C Food Market. 30 minutes (3-31 and 4-3-63).

**FREEDOM'S WEDGE**

A look at Guantanamo Naval Base and its importance to the United States, including interviews with New York servicemen and women. Sponsors: Don Elliott Fuel, Pepsi-Cola, Syracuse Savings Bank. 60 minutes (2-12 and 2-14-63).

**UTICA**

**WKTV**

CHANNEL 2

LICENSEE: *Mid New York Broadcasting Corp.*

NETWORKS: *NBC TV, ABC TV*

REPRESENTATIVE: *H-R Television*

GENERAL MANAGER: *Gordon Gray*

EDITORIALIZING: *Twice weekly*

**YOUR MAYOR SPEAKS**

City Hall events, urban renewal, public safety, city progress, airport property among subjects covered. Not available for sponsorship. 15 minutes (monthly).

**HIGH SCHOOL QUIZ**

Local high schools compete with each other for prizes in their school, encouraging scholastic competition. Not sponsored. 30 minutes (weekly).

**YOUR SOCIAL SECURITY**

General social security information including new benefits as enacted are reported by local office members. Not available for sponsorship. 15 minutes (weekly).

**COMMENT**

Important community affairs are discussed, a program of views that make the news. Not available for sponsorship. 25 minutes (weekly).

**EXPRESSION**

A presentation of works of art from the 50th anniversary showing at the Armory in New York. Sponsor: Mohawk Airlines. 30 minutes (2-17-63).

**WATERTOWN**

**WCNY-TV**

CHANNEL 7

LICENSEE: *Brockway Company*

GROUP: *Watertown Daily Times*

NETWORKS: *CBS TV, ABC TV*

REPRESENTATIVE: *Young*

GENERAL MANAGER: *James W. Higgins*

EDITORIALIZING: *None*

**URBAN RENEWAL DEBATE**

Live, unrehearsed debate between mayor and leading opponent of proposed urban renewal plan for the city. Not available for sponsorship. 60 minutes (1-2-63).

**URBAN RENEWAL HEARING**

Remote coverage of urban renewal hearing from city council chamber, including final vote by council. Sponsors: participating. 150 minutes (1-7-63).

**THE BIG SNOW JOB**

Watertown had become internationally famous for snow. Program explored snowfall, efforts to maintain normal activity, removal problem. Not available for sponsorship. 30 minutes (3-27-63).

**THE VANISHING SHAME**

Film tour of St. Lawrence State Hospital showing new open door policy. Interviews with hospital official and Mental Health Association member. Not available for sponsorship. 30 minutes (5-22-63).



**NORTH CAROLINA**

**ASHEVILLE**

**WLOS-TV**

CHANNEL 13

LICENSEE: Skyway Broadcasting Company

GROUP: Omotco

NETWORK: ABC TV

REPRESENTATIVE: PGW

GENERAL MANAGER: Martin S. Cahn

EDITORIALIZING: Twice daily

**QUESTION OF COLOR?\***

Examination of Negro Haven Gantt's attempt to enter Clemson College. Legal aspects, student's background, why Clemson among topics. Not sponsored. 30 minutes (11-27-62)

**THE PRICE OF MODERNIZATION\***

Story of modernization of Carolina Division of Champion Paper and Fibre Company. Plant laid off hundreds of workers in automation process. Not sponsored. 30 minutes (2-5-63)

**GOODBYE DONALDSON\***

Story of political football made of Donaldson Air Force Base reporting past action involving base, suggestion for future development. Sponsor: Greenville Boating. 30 minutes (3-12-63)

**SCHOOL DROPOUTS\***

Leading educators, dropouts interviewed. Subjects included why drop-outs, reasons, job prospects. Not sponsored. 30 minutes (5-11-63)

**HEALTH CAREERS\***

Investigation of need for medical personnel, not only doctors, dentists, but nurses, hygienists. Sponsor: Blue Cross-Blue Shield. 30 minutes (6-11-63)

\* Made available to other stations.

**CHARLOTTE**

**WBTV**

CHANNEL 3

LICENSEE: Jefferson Standard Life Insurance Corporation

GROUP: Jefferson Standard Broadcasting

NETWORK: CBS TV

REPRESENTATIVE: T-AR

GENERAL MANAGER: Charles H. Crutchfield

MANAGING DIRECTOR: Wallace Jorgenson

EDITORIALIZING: Three times daily

AWARDS: Faith and Freedom Forum Award 1963 (2)

**TODAY'S CHURCHES: LEADERS OR LED?†**

Interviews with leading ministers, rabbis, and pastors of Charlotte churches. Not sponsored. 30 minutes

**DUTY, HONOR, COUNTRY†**

General MacArthur's farewell address to West Point Cadets, with filmed sequences showing story of points made in address. Not sponsored. 30 minutes (7-4-63)

**GOVERNOR AND THE STATE†**

Governor's reactions to North Carolina's future in economics, racial situations. Not sponsored. 60 minutes (10-9-62)

**THE BRIGHT ONES†**

Biographical sketch and listings of intentions of a local summer school for exceptionally intelligent students. Not sponsored. 30 minutes (11-14-62)

**NEW LUNGS FOR THE VOICE†**

A look at the new Voice of America transmitter located in Greensboro, N. C. showing changing operations of the VOA. Not sponsored. 30 minutes (2-27-63)

† Made available through TAC.

**CHARLOTTE**

**WSOC-TV**

CHANNEL 9

LICENSEE: Carolina Broadcasting Co.

GROUP: Miami Valley Broadcasting

NETWORKS: NBC TV and ABC TV

REPRESENTATIVE: H-R

GENERAL MANAGER: C. George Henderson

AWARD: Edison Foundation Award as "The Television Station That Best Served Youth" for various programs

**HOOR OF OPPORTUNITY**

Series delineates opportunities, accomplishments of Charlotte Negro community and points out ways for economic improvement. Not available for sponsorship. 30 minutes (weekly)

**COLLEGE CULTURE SERIES**

Academic and cultural presentations as well as professional entertainment productions featuring four area colleges. Not available for sponsorship. 30 minutes (weekly)

**TARGET: CHARLOTTE CRIME**

Discussion between newsmen and city officials on various economic and social problems facing Charlotte citizens. Not available for sponsorship. 30 minutes (9-29-63)

**NEW DAY IN THE CAROLINAS**

Local social and professional activities and events of interest. Not sponsored. 15 minutes (daily)

**THE SPORTSMAN**

Water and boat safety promoted for junior high and high school youngsters, demonstrating hazards, points of various sports. Not sponsored. 30 minutes (weekly)

NORTH CAROLINA Not Reporting: WISE-TV, Asheville; WITN-TV, Greenville-Washington; WNBZ-TV, New Bern; WFOI, Wilmington.

**NORTH CAROLINA**

**DURHAM**

**WTVD**

CHANNEL 4

LICENSEE: *Capital Cities Broadcasting*

NETWORKS: *CBS TV, NBC TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGERS: *Harmon Murphree, Floyd Fletcher*

EDITORIALIZING: *None*

**MEET THE CANDIDATES**

Interviews of Congressional candidates from sixth N. C. district by newsmen. Not available for sponsorship. 30 minutes (9-12-63).

1969

Report on Durham area and urban renewal projects during a bond issue showing changes to take place. Not available for sponsorship. 30 minutes (9-14-62).

**NORTH CAROLINA — DIXIE DYNAMO**

Court improvement in North Carolina discussed by governor, legislators, judges and civic leaders. Not available for sponsorship. 30 minutes (9-28-63).

**90° SOUTH**

Report on trip to Antarctica by WTVD news director on a U. S. Navy training mission. Not available for sponsorship. 30 minutes (12-18-63).

**REPORT OF THE MAYOR'S INTERIM COMMITTEE ON RACIAL AFFAIRS**

Durham mayor explains appointment of community bi-racial committee to obtain voluntary desegregation of public facilities. Not available for sponsorship. 30 minutes (6-4-63).

**GREENSBORO**

**WFMY-TV**

CHANNEL 2

LICENSEE: *Greensboro News Co.*

NETWORK: *CBS TV*

REPRESENTATIVE: *HRI*

GENERAL MANAGER: *Gaires Kelley*

AWARDS: *N. C. School Bell Award (1)*

EDITORIALIZING: *Occasionally*

**SONS AND DAUGHTERS**

Teenagers, their problems, social clubs, plus mayor's report on teen-age activities. Not available for sponsorship. 60 minutes (10-10-62).

**IN WHOSE HANDS**

A searching among educational leaders concerning the condition of school system and indicating where the responsibilities lie. Sponsor: Gate City Savings and Loan. 60 minutes (5-24-63).

**GETTYSBURG\***

Centennial celebration documented. Sponsor: Gate City Savings and Loan. 60 minutes (7-17-63).

**BULL ON THE WING**

A look at what really goes on in ice hockey, particularly through the eyes of one player. Sponsor: Gate City Savings and Loan. 30 minutes (12-4-62).

**WHICH WAY TO JUSTICE**

Effort to enlighten the people on issues in court reform bill in upcoming general election. Not available for sponsorship. 30 minutes (10-17-62).

\* Made available to other stations.

**GREENVILLE**

**WNCT-TV**

CHANNEL 9

LICENSEE: *Roy H. Park Broadcasting*

NETWORK: *CBS TV*

REPRESENTATIVE: *Hollingers*

GENERAL MANAGER: *A. Hartwell Campbell*

EDITORIALIZING: *None*

**VOA DEDICATION\***

Tour of Voice of America facilities explaining work being done and remarks by VIP's. Not available for sponsorship. 30 minutes (2-10-63).

**PRESBYTERIAN SESQUICENTENNIAL\***

History of Presbyterian Church in North Carolina traced by program. Not available for sponsorship. 30 minutes (4-21, 6-15, and 5-12-63).

**ARMED FORCES DAY AT CHERRY POINT**

Coverage of open house activities at Marine base. Program of special interest to 75,000 Marines and dependents in area. Not available for sponsorship. 68 minutes (5-18-63).

**EDUCATIONAL TV**

Merits of educational tv, and station's stand on educational tv network for state explained. Not available for sponsorship. 30 minutes (5-19-63).

**LET'S GO TO COLLEGE**

News of East Carolina College—features, students, faculty, events. Not available for sponsorship. 30 minutes (weekly).

\* Made available to other stations.

**NORTH CAROLINA**

**RALEIGH**

**WRAL-TV**

CHANNEL 5

LICENSEE: Capital Broadcasting Cos.

NETWORK: ABC-TV

REPRESENTATIVE: H-R

GENERAL MANAGER: Fred Fletcher

EDITORIALIZING: Daily

**LITTLE PEOPLE\***

Mental retardation problem traced through history of care from diagnosis to institution and home care. Not available for sponsorship. 60 minutes (9-15-62)

**NO MOMENT TO SPARE\***

Defense and offense capabilities of Air Force to deliver nuclear weapons or defend against attack. Tour of air command post at Goldsboro, N. C. Not available for sponsorship. 30 minutes (4-27-63)

**N. C. LEGISLATURE BUILDING\***

Tour of \$7 million legislative building prior to opening to the general public. Not available for sponsorship. 30 minutes (1-5-63)

**IN MY OPINION\***

Discussion of Constitution and Declaration of Independence with Sen. Sam Ervin and historian Dr. Hugh Lefler. Not available for sponsorship. 60 minutes (9-19-63)

\* Made available to other stations

Second program in this series, debated N. C. Constitutional amendment calling for reorganization of state's court system. 60 minutes (11-4-62)

**WASHINGTON**

**WITN-TV**

CHANNEL 7

LICENSEE: North Carolina Television

NETWORK: NBC-TV

REPRESENTATIVE: Venard, Torbet & McConnell

GENERAL MANAGER: W. R. Roberson, Jr.

EDITORIALIZING: None

**N. C. CHARTER STAMP CELEBRATION\***

North Carolina tercentenary celebration featuring unveiling of stamp by Postmaster General Day. Not available for sponsorship. 60 minutes (4-7-63)

**DEDICATION OF VOICE OF AMERICA\***

Dedication of VOA installations at Greenville, S. C. by Edward R. Murrow. Not available for sponsorship. 30 minutes (2-8-63)

**300th ANNIVERSARY CHURCH SERVICE\***

Bath, oldest town in North Carolina, and first Episcopal church in state held services in commemoration of tercentenary. Not available for sponsorship. 60 minutes (3-31-63)

**CASWELL OPEN HOUSE**

Open house at Caswell Training School, state-operated institution for retarded children in Kinston, N. C. Not available for sponsorship. 30 minutes (5-12-63)

**DOUBLE CHANGE OF COMMAND AT CHERRY POINT**

Exercise at world's largest Marine Air Station when change of command involving four generals took place. Not available for sponsorship. 60 minutes (8-7 & 8-11-63)

\* Made available to other stations.

**WINSTON-SALEM**

**WSJS-TV**

CHANNEL 12

LICENSEE: Triangle Broadcasting Corp.

NETWORK: NBC-TV

REPRESENTATIVE: ITCW

GENERAL MANAGER: Harold Essex

EDITORIALIZING: None

**THE QUITTERS\***

Analysis of school dropout problem, interviewing actual dropouts, students, educators, employers. Not available for sponsorship. 30 minutes (4-7 and 2-9-63)

**WINSTON-SALEM BUSINESS DISTRICT PLAN**

Program outlined \$60 million downtown redevelopment plan. Program focused on efforts to improve downtown. Not available for sponsorship. 30 minutes (2-18-63)

**GOVERNOR'S SCHOOL\***

Story of experimental Governor's School for gifted children from inception of idea to raising of money, to instruction. Not available for sponsorship. 30 minutes (6-10-63)

**MASHOKO STORY**

Missionary work in the African Bush country, relating story of building and operation of hospital in Southern Rhodesia. 60 minutes (6-17-63)

**NO STRANGER IN THE HOUSE**

Visit of 37 foreign students to Winston-Salem provided exchange of ideas between them and audience. Not available for sponsorship. 30 minutes (7-1 and 7-7-63)

\* Made available to other stations.

**NORTH DAKOTA**

**FARGO**

**KXJB-TV**

CHANNEL 4

LICENSEE: *North Dakota Broadcasting Co.*

GROUP: *KX Network*

NETWORK: *CBS TV*

REPRESENTATIVE: *Young*

GENERAL MANAGER: *John W. Boler*

EDITORIALIZING: *Three times daily*

**THE 164th INFANTRY**

Reunion of 164th Infantry which served in Guadalcanal during World War II. Not available for sponsorship. 60 minutes (10-14-62).

**REPORT ON ECUMENICAL COUNCIL**

Report by Bishop of Fargo Diocese on proceeding of first Ecumenical Council in Rome. Not available for sponsorship. 30 minutes (12-16-62).

**FARGO-MOORHEAD SYMPHONY**

Four concerts by symphony orchestra to stimulate interest and support. Not available for sponsorship. 30 minutes (monthly).

**ELLENDALE STORY**

Story of Ellendale State Teachers' College; problems of student recruitment, budget allocations at time when closing was under consideration. Not available for sponsorship. 60 minutes (1-4-63).

**PROGRESS, NORTH DAKOTA\***

*\* Made available to other stations.*

Report on North Dakotans at work, industry in the state, development of natural resources. Sponsor: Greater North Dakota Association. 30 minutes (weekly).

**FARGO**

**WDAY-TV**

CHANNEL 6

LICENSEE: *WDAY, Inc.*

NETWORK: *NBC TV*

REPRESENTATIVE: *PGW*

GENERAL MANAGER: *Jack Dunn*

EDITORIALIZING: *occasionally*

**BIG STEP FORWARD**

Documentary of the development of a rehabilitation home, by local capital and effort in McVille, N. D. Not sponsored. 30 minutes (4-28-63).

**THE GOLDEN YEARS\***

A report on activity at a nursing home, how the elderly were helped and given a chance to enjoy their golden years through recreational programs. Not available for sponsorship. 30 minutes (11-12-62).

**THE FARMER & THE WEATHER**

The effect on the farmer of alternate years of drought and flooding, how weather extremes affect the economy of the area. Not available for sponsorship. 30 minutes (6-22-62).

**URBAN RENEWAL**

The reasons for and against an urban renewal project examined to clarify information on the project for the voters. Not available for sponsorship. 30 minutes.

**AN ETV CARNIVAL**

*\* Made available to other stations.*

Film of a school carnival at Halsted, Minn., and report on desires of citizenry to have educational tv. Not available for sponsorship. 20 minutes (2-3-63).

**OHIO**

**AKRON**

**WAKR-TV**

CHANNEL 19

LICENSEE: *Summit Radio Corp.*

NETWORK: *ABC TV*

REPRESENTATIVE: *Raymer*

GENERAL MANAGER: *Roger G. Beck*

EDITORIALIZING: *None*

**NEIGHBORHOOD FORUMS**

Eight groups in various parts of the city participate in discussion, followed by questions phoned in by viewers, which participants answer. Not available for sponsorship. 60 minutes (series).

NORTH DAKOTA Not Reporting: KEFR-TV, KXMB-TV, Bismarck; WDAY-TV, Fargo; KNOX-TV, Grand Forks; KXMC-TV, Minot; KCND-TV, Pembina; KXJB-TV, Valley City.

OHIO Not Reporting: WKRC-TV, Cincinnati; WPMJ-TV, WKBN-TV, Youngstown; WHIZ-TV, Zanesville.

**OHIO****CINCINNATI****WCPO-TV**

CHANNEL 9

LICENSEE: *Scripps-Howard Broadcasting*GROUP: *Scripps-Howard*NETWORK: *CBS TV*REPRESENTATIVE: *Blair*GENERAL MANAGER: *M. C. Hottel***NEWPORT—A YEAR OF TURMOIL**

Study and analysis of the efforts of reform groups to rid the community of vice and corruption. Not available for sponsorship. 30 minutes (10-23-62)

**OPERATION ELECTION**

Demonstration of the proper way for precinct workers to handle ballots and count and tabulate votes at election time. Not available for sponsorship. 30 minutes (10-10-63)

**HE NEVER QUILTS**

Story of Maurice Stokes, paralyzed by encephalitis at the peak of his career as star of the Cincinnati Royals. Not available for sponsorship. 30 minutes (3-27-63)

**TARGET—CINCINNATI**Explanation of the use of Cincinnati as a practice target by B-58 Hustler Bombers with resultant *missile damage*. Not available for sponsorship. 30 minutes (5-5-64)**IMPACT**

A panel representing various political and sociological viewpoints in the community. Not available for sponsorship. 30 minutes (weekly)

**CINCINNATI****WLW-TV**

CHANNEL 5

LICENSEE: *Crosley Broadcasting Corp.*GROUP: *Crosley*NETWORK: *NBC TV*REPRESENTATIVE: *Crosley, Bonar Lawrence; Peirs*GENERAL MANAGER: *James H. Burgess*AWARDS: *International Association of Advertising Agencies Gold Medal Award (1); Runner-up on Columbus, Ohio, Film Festival in Documentary Category (2); Alfred P. Sloan Award for Highway Safety (4)*EDITORIALIZING: *None***DECISION FOR A CITY\***

In support of a bond issue, depicted conditions of downtown core and river front areas and compared what other cities had done to revitalize theirs. Not available for sponsorship. 30 minutes (10-29 and 10-31-62)

**THE LAST PROM\***Folly of reckless driving with teenagers during what is usually a pleasantly memorable evening dramatized. Sponsors: *Ohio Appliances, RCA Products*. 30 minutes (5-26-63)**TWO FACES OF GAMBLING\***Principals discuss pro and con of gambling and the effects in a city when largely eliminated, as illustrated in Newport, Kentucky. Sponsors: *Ohio Appliances, RCA Products*. 30 minutes (8-27-63)**SIGNAL 3**Series of quiz programs concerning highway safety education for young people. Sponsor: *H. H. Meyer Packing*. 30 minutes (weekly)**TV IN EDUCATION**

Special program telecast from aircraft to ground to demonstrate use of ETV in Cincinnati. Not available for sponsorship. 30 minutes (3-21-63)

\* Made available to Crosley stations.

**CLEVELAND****KYW-TV**

CHANNEL 3

LICENSEE: *Westinghouse Broadcasting Co.*GROUP: *Group W Stations*NETWORK: *NBC TV*REPRESENTATIVE: *T. W. R.*GENERAL MANAGER: *George Mathieson*AWARDS: *Ohio State Award (2)*EDITORIALIZING: *Doils***OPEN CIRCUIT**

Direct phone contact with people in the news with a moderating host asking questions. Participating sponsorship. 20 minutes (weekly)

**BARNABY GOES TO PLYMOUTH\***Barnaby, a children's show character, visited Plymouth, Massachusetts and celebrated a historical Thanksgiving. Sponsor: *McDonald's Hamburgers Shops*. 60 minutes (11-21-62)**CHILDREN'S CONCERT\***Robert Shaw conducted the Cleveland Orchestra in a program of good music designed to appeal to children. Sponsor: *Central National Bank*. 90 minutes (3-19-62)**ARMS AND THE MAN\***Classic comedy by George Bernard Shaw produced in cooperation with the Cleveland Playhouse. Sponsors: *participating*. 90 minutes (5-6-62)**DISCUSSION WITH WILL IRWIN\***Malcolm X, leader of the Black Muslims, and Mr. Irwin debated and discussed the Black Muslims on regular discussion program. Sponsors: *participating*. 60 minutes (7-6 and 7-13-63)

\* Made available to other stations.

**OHIO**  
**CLEVELAND**

**WEWS-TV**

CHANNEL 5

LICENSEE: *Scripps-Howard Broadcasting Corp.*

GROUP: *Scripps-Howard*

NETWORK: *ABC TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *James C. Hanrahan*

AWARD: *Nationalities Services Center (1); Gold Bell Award (2); Twylla M. Conway award (2)*

EDITORIALIZING: *None*

**ALL-NATIONS FESTIVAL**

1,000 participants from 41 nationality-groups; dancing and singing and re-enactment of the swearing-in of 300 citizens. Sponsors: Participating. 90 minutes (9-27-62).

**CONSECRATION OF A BISHOP**

Ceremony consecrating Monsignor Clarence E. Elwell, Cleveland diocesan school superintendent since 1946, as auxiliary bishop. Not available for sponsorship. 170 minutes (12-21-62).

**TOWN MEETING**

Debate on subject of proposed amendment which would permit Sunday sale of specified merchandise. Not available for sponsorship. 60 minutes (10-25-62).

**A DAY IN JAIL**

Procedures of admittance and conditions existing in Cuyahoga County Jail were revealed to viewers by newsman posing as a new prisoner. Not available for sponsorship. 30 minutes (7-21-63).

**RABBI SILVER**

The 70th birthday of the Jewish leader, Rabbi Abba Hillel Silver, was marked by a special telecast of festivities from the temple. Not available for sponsorship. 30 minutes (1-20-63).

**CLEVELAND**

**WJW-TV**

CHANNEL 8

LICENSEE: *Storer Broadcasting Co.*

GROUP: *Storer*

NETWORK: *CBS TV*

REPRESENTATIVE: *Storer TV Sales*

GENERAL MANAGER: *Robert S. Buchanan*

AWARDS: *American Legion Golden Mike (1); Radio-4 Council of Cleveland (1, 2); 1962 AFTRA award (1)*

**JUNIOR OLYMPICS**

Summer playground activity conducted jointly by Cleveland Board of Education and city of Cleveland Recreation Dept. Not available for sponsorship. 30 minutes (series).

**ADVENTURE ROAD\***

Travel-adventure series featuring world travelers, explorers, photographers. Sponsors: participating. 60 minutes (series).

**THE FREEWAY DILEMMA**

Local documentary based on editorial research into local freeway jurisdictional problems. Not available for sponsorship. 30 minutes (series).

**CLEVELAND CAUCUS**

\* Made available to other stations.

Discussion series based on interview with local dignitaries, hosted by Sidney Andorn. Not available for sponsorship. 30 minutes (series).

**COLUMBUS**

**WLW-C**

CHANNEL 1

LICENSEE: *Crosley Broadcasting Corp.*

GROUP: *Crosley*

NETWORK: *NBC TV*

REPRESENTATIVE: *Crosley and Petry*

GENERAL MANAGER: *Walter E. Bartlett*

AWARD: *Ohio State (1)*

EDITORIALIZING: *None*

**CHRISTMAS IN THE AIR**

Film of the increasing tempo of Christmas activities in the city. Music of the voices of Walter Schumann. Sponsor: State Automobile Mutual Insurance Co. 30 minutes (12-23-62).

**SPECIAL REPORT; KRABACH\***

First major tv appearance of Richard L. Krabach, controversial Ohio State Finance Director, interviewed by members of the Ohio Legislative Correspondents Assn. Sponsors: participating. 30 minutes (5-6-63).

**VIEWPOINT: BLUE LAWS**

Debate between a leading opponent and proponent of the Ohio Blue Law Amendment on the November ballot. Sponsor: Nationwide Insurance. 30 minutes (10-29-63).

**PROBE: ONE IN THREE**

Documentary of the school dropout problem in Columbus. School, welfare and government officials gave their views. Not available for sponsorship. 30 minutes (8-26-63).

**COMMUNION FOR SICK AND SHUT-IN**

\* Made available to other stations.

Members of churches help the sick and shut-in take communion in their homes on World-Wide Communion Sunday. Not available for sponsorship. 30 minutes (10-7-62).

**OHIO****COLUMBUS****WTVN-TV**

CHANNEL 9

LICENSEE: *Taft Broadcasting Company*NETWORK: *ABC TV*GROUP: *Taft*REPRESENTATIVE: *Katz*GENERAL MANAGER: *Robert C. Wiegand*AWARDS: *Boy Scouts of America Outstanding Service Award (3); Veterans of Foreign Wars Outstanding Service Award (4); City of Columbus, Ohio, Outstanding Service Award (5)*EDITORIALIZING: *Quib***TO THE MOON AND BEYOND†**

Interview with Dr. Werner von Braun concerning the current status of the U. S. in the space race followed by film of missiles and personnel in the space program. Not sponsored. 30 minutes (8-27-63)

**COLUMBUS TOMORROW\***

Interview with the City Planning Commissioner on the comprehensive master plan for the city of Columbus with illustrations. Sponsor: Buckeye Federal Savings and Loan Company. 30 minutes (10-3-63)

**BOY SCOUT SPECIAL\***

Live studio program of kick-off breakfast meeting of BSA officials outlining campaign plans to volunteer. Not available for sponsorship. 60 minutes (3-16-63)

**1963 VOICE OF DEMOCRACY CONTEST FINALISTS\***

Six finalists in essay writing contest for high school students appeared to present their winning essays. Not available for sponsorship. 30 minutes (3-3-63)

**FUN FOR EVERYONE**

Groups from various City Recreation Parks demonstrate their activities in health, fitness, sports, drawing, crafts, etc. Not available for sponsorship. 30 minutes (weekly)

\* Made available to other stations.  
† Made available through PAC.**DAYTON****WHIO-TV**

CHANNEL 7

LICENSEE: *Miami Valley Broadcasting Corp.*GROUP: *Cox Broadcasting*NETWORK: *CBS TV*REPRESENTATIVE: *Hollingers*GENERAL MANAGER: *Robert H. Moody*EDITORIALIZING: *None***WHIO-TV REPORTS**

Debate on "Strong mayor" form of government vs. present city manager form, to be voted on the following day. Not available for sponsorship. 30 minutes (8-5-63)

**NEWS IMPACT**

Exclusive film on the landing of the C-141 in Marietta, Ga. including interview with Senator B. Goldwater. Sponsor: Dayton Power and Light Co. 30 minutes (8-26-63)

**TECHNOLOGY FOR TOMORROW**

Exclusive film and interview on the development and research of the B-70, with officers and civilians from Wright-Patterson Air Force Base. Not available for sponsorship. 30 minutes (3-15-63)

**DAYTON****WLW-D**

CHANNEL 2

LICENSEE: *Crosley Broadcasting Corp.*GROUP: *Crosley*NETWORK: *ABC TV, NBC TV*REPRESENTATIVE: *Crosley Sales*GENERAL MANAGER: *George Gray*EDITORIALIZING: *None***JOE LONGSTRETH CHRISTMAS PROGRAM**

Imaginative presentation of the Christmas idea with Mr. Longstreth portraying a clown and original carols played on a harp. Not available for sponsorship. 30 minutes (12-23-62)

**KINDER CONCERT**

Live coverage of a concert specially oriented for kindergarten children by the Dayton Philharmonic Young People's Concert Orchestra. Sponsors: Dayton Divisions, General Motors, Dayton Power and Light. 90 minutes (12-25-62)

**A CONVERSATION WITH S. C. ALLYN**

News director talked informally with the retiring president of the National Cash Register Company. Not available for sponsorship. 30 minutes (12-2-62)

**THE CITY MANAGER ANSWERS**

Dayton City Manager answered criticisms directed at the city government and reported on the problems of the city government. Not available for sponsorship. 30 minutes (3-11-63)

**OHIO**

**LIMA**

**WIMA-TV**

CHANNEL 35

LICENSEE: *WLOK, Inc.*

NETWORK: *ABC TV, NBC TV*

REPRESENTATIVE: *Meeker*

GENERAL MANAGER: *Jack Spring*

EDITORIALIZING: *None*

**WIMA FORUM**

Debate on Ohio's Blue Law Amendments followed by question and answer period via telephone. Not available for sponsorship. 60 minutes (10-21-62).

**1962 ELECTION BALLOT**

League of Women Voters presented the candidates and ballot, showing the correct use of election voting machines. Not available for sponsorship. 40 minutes (11-4-63).

**LIMA-LAND REPORT**

Interviews between college students and faculty concerning questions of interest to both. Sponsor: Metropolitan Bank. 30 minutes (3-17, 3-24-63).

**LET'S LEARN SPANISH**

Part of a series in educational television giving instruction in Spanish to all schools in Allen County. Not available for sponsorship. 30 minutes (10-2-62).

**KNOW YOUR SCHOOLS**

Members of the Board of Education introduced new teachers to the students and parents of the area. Not available for sponsorship. 30 minutes (10-5-62).

**STEUBENVILLE**

**WSTV-TV**

CHANNEL 9

LICENSEE: *Rust Craft Broadcasting Company*

NETWORK: *ABC TV, CBS TV*

GROUP: *Rust Craft Stations*

REPRESENTATIVE: *PGW*

GENERAL MANAGER: *Theodore Eiland*

EDITORIALIZING: *Bi-weekly*

**FALLOUT IN THE OHIO VALLEY\***

Documentary featuring industry representatives and municipal officers regarding progress made in air pollution control. Not sponsored. 30 minutes (8-9-63).

**INDUSTRY LOOKS AHEAD**

\* Made available to other stations.

Forum type program involving executive officers of area steel mills and manufacturing plants with discussion of business forecast for 1963. Not available for sponsorship. 30 minutes (12-30-62).

**TOLEDO**

**WSPD-TV**

CHANNEL 13

LICENSEE: *Storer Broadcasting Corp.*

GROUP: *Storer*

NETWORK: *ABC TV*

REPRESENTATIVE: *Storer TV Sales*

GENERAL MANAGER: *Keith McKinney*

EDITORIALIZING: *Daily*

**MIDNIGHT SERVICES\***

Remote telecast of Episcopalian midnight Christmas services at Holy Trinity Church. Sponsor: Page Dairy Co. 30 minutes (12-24-63).

**OPERATION RAD\***

In-depth study of potential private enterprise's use of Rossford Army Depot when vacated by U. S. Army. Not available for sponsorship. 30 minutes (4-21-63).

**PORT OF TOLEDO\***

Special film documentary on the growth and future potential of Toledo Port facilities. Sponsor: Toledo Edison Co. 30 minutes (11-11-62).

**LANDMARK AT LAGOONA\***

\* Made available to Storer stations.

Documentary on the development of the nuclear reactor under construction at Monroe, Michigan. Sponsor: Toledo Edison Co. 30 minutes (7-9-63).



**OHIO****TOLEDO****WTOL-TV**

CHANNEL 21

LICENSEE: *Community Broadcasting Co.*NETWORK: *CBS TV*REPRESENTATIVE: *H-R Television*GENERAL MANAGER: *Thomas S. Bretherton*EDITORIALIZING: *Weeks***RESCUE**

On the scene coverage of Rescue Squad operations in Toledo, plus an examination of training and background of squad members. Sponsor: People's Savings and Loan Assn. 30 minutes (2-12-63).

**CHILDREN OF SATURDAY**

A report on Lucas County's effort to provide training facilities for retarded children. Not available for sponsorship. 30 minutes (3-27-63).

**DEFEAT FOR DECAY**

Report of self help efforts of Toledoans to rehabilitate their homes and neighborhoods. Not available for sponsorship. 30 minutes (5-22-63).

**IMAGE INDUSTRY**

Behind the scenes tour of Toledo's major manufacturing plants, plus interviews with top management in each facility. Not available for sponsorship. 15 minutes weekly.

**MR. CONGRESSMAN**

An examination of the U. S. Congress, filmed in Washington and featuring Ohio's congressmen. Sponsor: People's Savings and Loan Assn. 30 minutes (6-20-63).

**YOUNGSTOWN****WYTV**

(formerly WKST-TV)

CHANNEL 33

LICENSEE: *WKST-TV, Inc.*GROUP: *Communications Industries, Inc.*NETWORK: *ABC TV*REPRESENTATIVE: *Young*GENERAL MANAGER: *Harry W. Reith*EDITORIALIZING: *None***RELIGION IN PUBLIC SCHOOLS**

Group of religious leaders, lay and clergical, discussed Supreme Court School Prayer decision. Not available for sponsorship. 105 minutes (9-12-62).

**IS COST OF MEDICAL CARE TOO HIGH**

Representatives of County Medical Society, local hospital, Blue Cross, drug wholesaler, answer and discuss viewers' telephoned questions. Not available for sponsorship. 15 minutes (9-26-62).

**ALCOHOLISM**

Head of local alcoholic clinic, Episcopal minister, psychiatrist, answer viewers' questions. Not available for sponsorship. 122 minutes (10-17-63).

**JOHN BIRCH-ADA**

Area members of the John Birch Society and Americans for Democratic Action, answered viewers' questions on aims and attitudes. Not available for sponsorship. Birch show 191 minutes, ADA 126 (11-14 and 11-21-63).

**CENSORSHIP**

Local theater manager, Playhouse director, librarian, and newspaper drama critic discuss effects of censorship. Not available for sponsorship. 90 minutes (1-16-63).

**OKLAHOMA****OKLAHOMA CITY****KOCO-TV**

CHANNEL 5

LICENSEE: *Cimarron Television Corporation*NETWORK: *ABC TV*REPRESENTATIVE: *Blair*GENERAL MANAGER: *Ben West*EDITORIALIZING: *None***LAND, WOOD, WATER\***

Senator Robert S. Kerr discussed his plans for the conservation of land, wood and water in Oklahoma. Not available for sponsorship. 30 minutes (1-1-63).

**FLIGHT TO YESTERDAY**

A study of role played by Oklahoma in the aviation industry and the contributions made to progress in this area. Sponsor: Consumers Co-op. 30 minutes (9-10-62).

**HORSE IN OKLAHOMA**

A study of the history of the horse in the Southwest using old films and photos as well as current films of horses. Sponsor: Consumers Co-op. 30 minutes (3-63).

**TO SAVE THIS LAND**

Discussion of the methods Oklahoma conservationists used to save the soil in the state following the "Dust Bowl." 30 minutes (8-1-63).

\* Made available to other stations

OKLAHOMA Not Reporting: K TEN, Ada; KXII, Ardmore; KSWB-TV, Elk City; KAUZ-TV, KSWO-TV, KFDX-TV, Lawton; KTUL-TV, Tulsa.

## OKLAHOMA CITY

## KWTV

CHANNEL 9

LICENSEE: Oklahoma Television Corp.

NETWORK: CBS TV

REPRESENTATIVE: Petry

GENERAL MANAGER: Edgar T. Bell

AWARDS: Sigma Delta Chi award (1);  
United Press International Broad-  
casters of Oklahoma award (1);  
Marshall Gregory award sponsored  
by Oklahoma Education Assn. (5)

EDITORIALIZING: Daily

## WAR AT OXFORD\*

Rioting, in a six-day period, that followed James Meredith's admission to Ole Miss. KWTV reporters were only tv representatives in Lyceum during night of riots. Not available for sponsorship. 30 minutes (2 and 7-10-62).

## FRANKLY SPEAKING

Weekly discussion program by news director Bruce Palmer on public affairs. Interviews with important government officials. Not available for sponsorship. 30 minutes (Series).

## THE ARMS RACE

Analysis of arms control on the U. S. and Russia, economic factors, security problems, etc., by Dr. Waldo Stephens, authority on international affairs. Not available for sponsorship. 30 minutes (Series).

## DAY IN A TROUBLED CITY

Two KWTV reporters who produced *The War at Oxford* returned to Jackson following the murder of Medgar Evers and talked with officials and local citizens. Not available for sponsorship. 30 minutes (6-16-63).

## SCHOOL DAYS: AN EVOLUTION AND REVOLUTION

Program about the new trend in curriculum within schools in metropolitan Oklahoma City area. Why the change came about. Not available for sponsorship. 30 minutes (4-24-63).

\* Made available to other stations.

## OKLAHOMA CITY

## WKY-TV

CHANNEL 4

LICENSEE: WKY Television System

GROUP: WKY Television System

NETWORK: NBC TV

REPRESENTATIVE: Katz

GENERAL MANAGER: Norman P. Bagwell

EDITORIALIZING: Occasionally

## THE RIDE TO RED INK

Problems of American railroads in American economy with particular emphasis on Oklahoma. Not available for sponsorship. 30 minutes (9-21-62).

## SYMPHONY REHEARSAL

Telecast of Oklahoma City Symphony Orchestra in color from WKY studios. Not available for sponsorship. 30 minutes (2-11-63).

## SENIOR SENATOR

Film documentary of the life of the late Senator Robert A. Kerr. Not sponsored. 30 minutes (1-8-63).

## THE WILEY POST STORY

Documentary of the life of Wiley Post, one of Oklahoma's most famous citizens. Sponsor: Champlin Oil and Refining. 30 minutes (2-25-63).

## COOPER COMES HOME

Live coverage of the astronaut Cooper homecoming parade and Science Symposium from Shawnee Oklahoma. Sponsor: Oklahoma Gas and Electric Co. 210 minutes (6-29-63).

## TULSA

## KOTV

CHANNEL 6

LICENSEE: Corinthian Broadcasting Corporation

GROUP: Corinthian

NETWORK: CBS TV

REPRESENTATIVE: H-R

GENERAL MANAGER: George A. Steyens

EDITORIALIZING: Daily

## 3 FEET OF BRICK

The progress of the "John Zink Tulsa Trackburner," the Tulsa entry in the Indianapolis 500. Sponsor: National Bank of Tulsa. 60 minutes (5-29-63).

## HIDDEN WORLD OF OPERA\*

An opera production from the initial rehearsals to dress rehearsal and opening night. Not available for sponsorship. 30 minutes (2-27-63).

## EDUCATIONAL TELEVISION — SPECIAL

Film and videotape excerpts of educational TV programs seen in this area to bring public attention to the contributions of ETV. Not available for sponsorship. 30 minutes (11-14-62).

## THIS DIRECTION, THIS COUNT, THE LITANY OF A LINE COACH

Program concentrating of the work of football rather than the glamour, showing regular practice sessions of local team. Not available for sponsorship. 30 minutes (9-22-62).

## THE TOLERABLE LIMIT

Documentary on existing road and traffic conditions in the city of Tulsa with recommendations for improvement of same. Not available for sponsorship.

\* Made available to other stations.

# TULSA

## KVOO-TV

CHANNEL 2

LICENSEE: *Central Plains Enterprises*

NETWORK: *NBC TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *John Devine*

EDITORIALIZING: *Occasionally*

### TULSA MEETS THE PRESS

Local press interview of state highway director. Not sponsored. 30 minutes (10-21-62)

### ROBERT S. KERR 1896-1963

Obituary of the Late Senator. Not available for sponsorship. 30 minutes (1-6-63)

### OPERATION SUGARCUBE\*

President of Tulsa County Medical Association explains new Sabin Oral Vaccine. Not available for sponsorship. 15 minutes (1-20-63)

### BOND ISSUE — PROGRESS

Panel discussion on improving bond issue for expressway construction. Not available for sponsorship. 30 minutes (5-1-64 and 5-8-63)

### CONSECRATION OF A BISHOP

Consecration ceremony of Episcopal Bishop of Oklahoma Diocese. Not available for sponsorship. 60 minutes (5-25-63)

\* Made available to other stations.

# OREGON

## MEDFORD

### KMED-TV

CHANNEL 10

LICENSEE: *Radio Medford, Inc.*

NETWORK: *ABC TV, NBC TV*

REPRESENTATIVE: *Hollingbery*

GENERAL MANAGER: *Ray Johnson*

EDITORIALIZING: *None*

### MERCY FLIGHTS

Local commentary on the history and community service of the nation's only air ambulance service. Sponsor: Security Insurance Company. 30 minutes (9-29-62)

### FEAST OF LIGHTS

Tableau accompanied by poetry and music, telling the stirring story of Christmas. Not sponsored. 30 minutes (12-20-62)

### WHAT YOU DON'T KNOW ABOUT CANCER

Doctor's panel and phone-in questions on cancer to educate and inform. Not sponsored. 30 minutes (1-7-63)

### SOUTHERN OREGON CULTURAL UPSWING

Discussion report on the summer cultural activities including the Shakespearean Festival and the new Peter Britt Music & Arts Festival. Not sponsored. 30 minutes (6-13-63)

### PROGRESS: MENTAL HEALTH IN OREGON

Discussion between new Oregon director of Mental Health, his assistant, a state senator, and local public health officer on strikes in state hospitals. Not sponsored. 30 minutes (6-17-63)

# PORTLAND

## KATU

CHANNEL 2

LICENSEE: *Fisher Broadcasting Company*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *William J. Hulbach*

EDITORIALIZING: *None*

### THE FESTIVAL OF THE NINE LESSONS AND CAROLS

Patterned on the service presented annually on Christmas Eve at Kings College Chapel in Cambridge, England. Not available for sponsorship. 60 minutes (12-21-62)

### M.D. NORTHWEST

Complete coverage of a Caesarian delivery from Emanuel Hospital to educate the public on this type of birth. Not available for sponsorship. 30 minutes (4-19-63)

### FIRE DANGER

Station representative and a member of the board of Keep Oregon Green provide a timely message on fire care in the forests. Not available for sponsorship. 30 minutes (5-26-63)

### CHALLENGE

A Roman Catholic priest, and Jewish rabbi and a Lutheran pastor give their opinions and recommendations on our everyday challenges. Not basically concerned with religious subjects. Not available for sponsorship. 30 minutes (weekly)

### DATELINE-STATEHOUSE

Oregon legislators report the legislature's activities that week. Not available for sponsorship. 30 minutes (weekly)

OREGON Not Reporting: KCBY-TV, Coos Bay; KFZI-TV, KVAL-TV, Eugene; KOTI-TV, Klamath Falls; KBESTV, Medford; KPTV, Portland; KPIC-TV, Roseburg.

**OREGON**

**PORTLAND**

**KGW-TV**

CHANNEL 8

LICENSE: Pioneer Broadcasting Company

NETWORK: NBC TV

GROUP: Crown Stations

REPRESENTATIVE: Blair

GENERAL MANAGER: Walter E. Wagstaff

AWARDS: Sigma Delta Chi award for Public Service in Television (1); 1963 Mental Health Association of Oregon award (3)

EDITORIALIZING: Occasionally

**POLLUTION IN PARADISE\***

Presentation of the problems of air and water pollution from the point of view of Oregon, the Northwest and the nation. Sponsors: participating. 60 minutes (11-21-62).

**WEDNESDAY'S CHILD\***

Documentary of the problems of Oregon State's aid to dependent children welfare program, because of controversy and criticism of the program. 60 minutes (5-17-63).

**ONE-TWO-THREE OF MENTAL HEALTH**

Ramifications of mental health under auspices of Ohio State Mental Health Assn. 30 minutes (series).

**VIEWPOINT**

All candidates in the House and Senate elections were invited and appeared on two special programs in an equal-time discussion. Not available for sponsorship. 30 minutes (11-62).

**AMERICAN POLICY OF THE FAR EAST**

History of the Far East to give understanding of changes in political and economic conditions which have a basis in foreign policy. Not available for sponsorship. 30 minutes (1-27 to 4-21-63).

\* Made available to other stations.

**PORTLAND**

**KOIN-TV**

CHANNEL 6

LICENSE: Mount Hood Radio and Television Corp.

NETWORK: CBS TV

REPRESENTATIVE: HRP

GENERAL MANAGER: C. Howard Lane

EDITORIALIZING: Occasionally

**THE SOUNDS OF LEARNING**

Documentary about the educational job Portland Public schools are doing, climaxed with an editorial statement supporting passage of the special bond election. Not available for sponsorship. 30 minutes (4-23-63).

**THE LONGEST SUMMER**

Analysis, via interview technique, of the question of youth employment. Not available for sponsorship. 30 minutes (5-13-63).

**WORLD ACCENT**

Discussion of international affairs by Dr. Frank Munk, former advisor for Radio Free Europe. Not available for sponsorship. 30 minutes (series).

**REPORT TO THE PEOPLE\***

Governor Mark C. Hatfield's report to the citizens of Oregon on the legislative process and activity during biennial legislative session. Not available for sponsorship. 30 minutes (bi-weekly).

**LET'S FACE IT**

Panel interviewed distinguished people on important public issues, moderated by ex-governor Robert Holmes. Not available for sponsorship. 30 minutes (weekly).

\* Made available to other stations.

**PENNSYLVANIA**

**ALTOONA**

**WFBG-TV**

CHANNEL 10

LICENSE: Triangle Publications

GROUP: Triangle

GENERAL MANAGER: John Stilli

EDITORIALIZING: Daily

**ALTOONA-JOHNSTON EDUCATIONAL BROADCAST COUNCIL\***

28 county superintendents of schools and representatives of parochial schools program a daily segment with educational films produced and furnished by the Dept. of Public Instruction. Not available for sponsorship. 30 minutes.

**FARM HOME & GARDEN\***

Program produced by Penn State University presenting new ideas in farming, for the home and garden. Not available for sponsorship. 30 minutes (daily).

**FRONTIERS OF KNOWLEDGE\***

Series produced with leading universities and laboratories on learned subjects. Sponsor: Colgate. (monthly).

**SECOND CHAIR**

Interview program originating from the Penn State University. 15 minutes (daily).

**YOUR COMMUNITY IN ACTION\***

Discussion program in which four outstanding community leaders question one or more special guests on a given subject. Not available for sponsorship. (series).

\* Made available to other stations.

PENNSYLVANIA Not Reporting: WGAL-TV, Lancaster; WHP-TV, Harrisburg; WLYH-TV, Lebanon-Lancaster; WSBA-TV, York; WJAC-TV, WARD-TV, Johnstown.

**PENNSYLVANIA**

**ERIE**

**WSEE-TV**

CHANNEL 35

LICENSEE: *Great Lakes Television Co.*

NETWORK: *ABC TV, CBS TV*

REPRESENTATIVE: *Meeker*

GENERAL MANAGER: *Edward G. Zellefrow*

EDITORIALIZING: *None*

**PROBE**

Panel program with staff newsmen as moderator, with great emphasis on local matters. 30 minutes (weekly)

**KOREAN ORPHAN'S CHOIR**

Special program to present the story of Korean orphans. Selections by the choir and interviews with representatives traveling with choir. Sponsor: Security Peoples Trust Co. 30 minutes (2-20-63)

**CAROLS OF CHRISTMAS**

Program featured St. Boniface Academy girls choir presenting Christmas carols and other Christmas tunes. Not available for sponsorship. 30 minutes (12-20-62)

**SOS-STORM ORGANIZING SERVICE**

Erie and area suffered extremely heavy snowstorm. SOS provided periodic reports on snow warnings, traffic control, highway conditions, emergency messages, public service announcements. Sponsor: First National Bank (12-10 & 12-11-63)

**ERIE ZOOLOGICAL SOCIETY**

Variety show with show business personalities to raise funds for newly-founded Zoological Society to add new facilities and new animals for the Erie Zoo. Not available for sponsorship. 60 minutes (3-31-63)

**HARRISBURG**

**WTPA-TV**

CHANNEL 27

LICENSEE: *Neichouse Broadcasting Corporation*

GROUP: *Neichouse*

NETWORK: *ABC TV*

REPRESENTATIVE: *HRP*

GENERAL MANAGER: *Paul S. Abbott*

EDITORIALIZING: *None*

**CAPITOL CORRESPONDENTS**

Newsman interview top figures on the Commonwealth political scene. Sponsor: Holiday Motor Hotel. 30 minutes (series)

**GOVERNOR'S INAUGURATION**

Coverage of Governor Scranton's Inauguration and Inaugural Parade. Sponsor: Pomeroy's Department Store. 150 minutes (1-15-63)

**CHRISTMAS EVE SERVICES**

Presentation of the Candle Light Services on Christmas Eve. Sponsor: Masland Carpets (12-24-62)

**TREE LIGHTING SERVICES**

Coverage of the carol singing and the lighting of the tree at the state capitol building during the Christmas season. Not sponsored. 30 minutes (12-19-62)

**PHILADELPHIA**

**WFIL-TV**

CHANNEL 6

LICENSEE: *Triangle Publications, Inc.*

GROUP: *Triangle*

NETWORK: *ABC TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *Roger W. Clipp*

AWARDS: *Blakeslee Award, International Film Festival Award (3)*

EDITORIALIZING: *Weekly*

**1962 ELECTION COVERAGE**

Coverage of election results by district or ward in Philadelphia and its suburbs with interviews of party candidates. Sponsors: Schmidts of Philadelphia, General Mills, Coca Cola. 300 minutes (11-6-62)

**1963 INAUGURAL COVERAGE: PENNSYLVANIA ELECTS A GOVERNOR\***

The story of the inauguration including the oath given by Chief Justice Bell, the inaugural parade and the ball from Zumbo Mosque. Not available for sponsorship. 210 minutes (1-5-63)

**THE MAN MADE HEART\***

A summary of some of the surgical procedures made possible by the heart-lung machine and projection of possible future developments. Sponsor: Colgate Film Olive. 30 minutes (1-22-63)

**LAND OF DISTELFINK\***

Tour of the Pennsylvania Dutch Folk Festival at the Kutztown Fair featuring traditional costumes of the Moravians and the Amish. Sponsors: participating. 30 minutes (9-25-62)

**SHEPPTON MINE DISASTER**

Overall report of the mine disaster, rescue operations and the actual recovery with interviews with the rescued miners. Not available for sponsorship (8-63 and 9-63)

\* Made available to other stations

**PENNSYLVANIA**

**PHILADELPHIA**

**WCAU-TV**

CHANNEL 10

LICENSEE: *Columbia Broadcasting System, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *CBS TV National Sales*

GENERAL MANAGER: *John A. Schneider*

AWARDS: *Sidney Hillman, National Academy of Television Arts & Sciences Regional Award, American Baptist Convention Award, Ohio State (1); American Baptist Convention Television Award, Ohio State Award, McCall's Golden Mike (3); Ohio State Award (5)*

EDITORIALIZING: *Occasionally*

**CONFORMITY\***

Documentary study of ways in which conformist attitudes have crept into the life of Americans, threatening to stifle creative thinking. Sponsor: Menley & James. 60 minutes (12-26-62 & 1-30-63).

**THE DISSIDENTERS**

Host Jean Shepherd spoke each week with a representative of a minority viewpoint. Not sponsored. 30 minutes (weekly).

**TOTTLE\***

Puppets are utilized to point up emotional situations commonly occurring in the lives of young children, providing them with psychologically sound means of handling these problems. Not sponsored. 30 minutes (weekly).

**WOMEN WANT OUT\***

A frank examination of the conflicts between home and career facing American women in contemporary society. Sponsors: Philadelphia National Bank, Fels. 60 minutes (6-25-63).

**SPACE: THE NEW OCEAN\***

\* *Made available to other stations.*

A series designed to provide background for parents and their children about the complex world of space and space travel. Not sponsored. 30 minutes (weekly).

**PHILADELPHIA**

**WRCV-TV**

CHANNEL 3

LICENSEE: *National Broadcasting Company*

NETWORK: *NBC TV*

REPRESENTATIVE: *NBC Spot Sales*

GENERAL MANAGER: *Raymond W. Welpott*

AWARDS: *National Press Photographers Assn., Pa. Associated Press Broadcasters Assn., Radio/TV News Directors Assn., International Film Festival, Sydney Film Festival, (1); Ohio State; McCall's Golden Mike (3); Radio TV News Directors Assn. (4); McCall's Golden Mike (5)*

**THE SUN IS NOT FOR SALE\***

Pictorial essay of a nearly forgotten aspect of life in rural America, the farm auction. Sponsors: participating. 30 minutes (12-28-62; 3-25-63).

**STRANGER IN TOWN\***

Impressions of Swiss tv producer, Ulrich Hitzig, on America in general and Philadelphia in particular. Sponsors: participating. 30 minutes (3-11; 9-16-63).

**BRAIN DAMAGED CHILD\***

Examination of diagnostic and therapeutic procedures used in treating the brain damaged child. Sponsors: participating. 30 minutes (12-11, 12-18-62; 6-11, 6-18-63).

**DISORDER IN THE STREETS**

News documentary dealing with racial disorder in Philadelphia. Sponsors: participating. 30 minutes. (6-3-63).

**TIKAL: PLACE OF WHISPERING VOICES\***

\* *Made available to other stations.*

Examination of ancient Mayan civilization filmed on location at Tikal, Guatemala. Sponsors: participating. 30 minutes (4-2; 9-3-63).

**PITTSBURGH**

**KDKA-TV**

CHANNEL 2

LICENSEE: *Westinghouse Broadcasting Co.*

NETWORK: *CBS TV*

GROUP: *Group W stations*

REPRESENTATIVE: *TUAR*

GENERAL MANAGER: *Jernnie R. Reeves*

AWARDS: *Associated Press (1); Glenn Curtis Award (5)*

EDITORIALIZING: *Three times weekly*

**ASSIGNMENT PITTSBURGH**

Examination of many significant community-wide issues affecting and involving the public. Sponsors: participating. 30 minutes (weekly).

**WITH THESE HANDS**

Medical programs designed to acquaint viewers with ailments and show ways in which to detect and combat them. Not available for sponsorship. 30 minutes (monthly).

**WINGDING**

Children's program combining educational tidbits with light nature stories and historical events. Sponsors: participating. 60 minutes (weekly).

**BY THE SEAT OF YOUR PANTS\***

\* *Made available to other stations.*

History of aviation commemorating 35th anniversary of Lindbergh flight. Not sponsored. 60 minutes (7-12-63).



# My School

To thousands of pre-school Philadelphia youngsters, television and learning go hand in hand since WCAU-TV introduced "Love to Read"— a first-of-its-kind series offering three to five year olds basic concepts in reading, mathematics, music, science and language.

"Love to Read" combines progressive teaching methods with the latest television techniques, and calls on parents to participate in the weekly half-hour program, on the premise that children of pre-school age are not only willing and able to learn, but want to learn.

Experimental and effective—"Love to Read" is the latest example of pace-setting local children's programming (others: award-winning "Tottle," the Gene London programs and "Pixanne") which has taught Philadelphians that they can expect the new and different on their favorite station. That WCAU-TV is, in fact, in a class by itself.

 **WCAU-TV**  
Philadelphia • CBS Owned

**PENNSYLVANIA**

**PITTSBURGH**

**WIIIC**

CHANNEL 11

LICENSEE: *WIIIC, Inc.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *Robert A. Mortensen*

EDITORIALIZING: *None*

**ACCENT ON MENTAL HEALTH**

Documentary on treatment and recovery of a mental patient, filmed in a local mental institution. Not available for sponsorship. 30 minutes (5-12-63).

**DIVINE MYSTERIES**

Examination of beliefs and ceremonies of Eastern Orthodox Churches, filmed in several Pittsburgh area Orthodox churches; highlighted by ancient "Ceremony of the Holy Fire." Not available for sponsorship. 60 minutes (4-14-63).

**MEDICAL DIARY — STROKE REHABILITATION**

A descriptive and pictorial tour of St. Margaret's Memorial Hospital in Pittsburgh showing what is being done today to rehabilitate stroke victims through improved treatment and techniques. Filmed in cooperation with the Western Pa. Heart Assn. Not available for sponsorship. 30 minutes (2-24-63).

**PANTHER HOLLOW — PREVIEW OF THE 21st CENTURY**

Special program which examined the 250 million dollar Panther Hollow Project in Pittsburgh's Oakland district which is aimed at converting an empty ravine into a spectacular research center. Not available for sponsorship. 30 minutes (6-10-63).

**SHARED TIME**

Examination of the "shared time" proposal, a proposal which attempts to solve the public-parochial school dilemma. Featured interviews, pro and con, with several prominent educators. Not available for sponsorship. 30 minutes (7-7-63).

**PITTSBURGH**

**WTAE**

CHANNEL 4

LICENSEE: *Television City, Inc.*

GROUP: *Hearst*

NETWORK: *ABC TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Franklin C. Snyder*

AWARDS: *1963 Pittsburgh Golden Quill Award (2)*

EDITORIALIZING: *None*

**JR. HIGH QUIZ**

Area Junior High Schools enter team of students to compete for trophies and savings certificates. Sponsor: Pittsburgh National Bank. 30 minutes (weekly).

**TIME FOR DECISION\***

Documentary-styled program probing problems of local and national interest, with special emphasis on local questions. Not sponsored. 30 minutes (weekly).

**SPOTLIGHT ON TOMORROW**

Panel of Duquesne University journalism undergraduates ask questions of guest celebrity. Not available for sponsorship. 30 minutes (weekly).

**EASTER SEAL AMATEUR HOUR**

Area youngsters, twelve years of age or younger, performed on television while helping the 1963 Easter Seal Campaign. Not available for sponsorship. 60 minutes (3-31-63).

**SO YOU HAVE A PROBLEM**

\* Made available to other stations.

Panel from the Council of Churches of Greater Pittsburgh discuss the problems of the average family and offer advice for their solution. Not available for sponsorship. 30 minutes (weekly).

**WILKES-BARRE**

**WBRE-TV**

CHANNEL 28

LICENSEE: *WBRE-TV, Inc.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *David M. Baltimore*

EDITORIALIZING: *None*

**OPERATION JOBS: A VISIT TO EBERHARD FABER**

A capsule tour to the Eberhard Faber Pencil Co., one of the area's newer industries. 4½ minutes. Not sponsored. (9-30 & 10-6-63).

**A VISIT TO THE TRANE COMPANY**

A tour of the Trane Company. Not sponsored. 4½ minutes (2-10 & 2-16-63).

**A VISIT TO DIAMOND H**

A tour of Diamond H Brand Industries. Not sponsored. 4½ minutes. (6-23 & 6-29-63).



**PENNSYLVANIA**

**SCRANTON**

**WDAU-TV**

CHANNEL 22

LICENSEE: *Scranton Broadcasters, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *H-R*

GENERAL MANAGER: *Madge Megatger Holcomb*

AWARDS: *Associated Press for Outstanding Reporting (1)*

EDITORIALIZING: *None*

**WHAT HAPPENED TO RETRAINING IN SCRANTON?**

An expose of misloading of retraining funds to the area maintained by the Area Redevelopment Administration. Not sponsored. 30 minutes (1-12)

**BLOT ON THE RECORD**

Report on substandard housing in residential area inhabited by Negroes and how against Negroes elsewhere in Scranton. Not sponsored. 30 minutes (5-83)

**BELOW THE SALT**

Showed how Scranton and Wilkes-Barre could achieve some of their common goals by working together. Sponsors: Northeastern Pennsylvania National Bank and Trust Company. 30 minutes (1-63)

**THE CAMPAIGN TRAIL**

Comprehensive report on governorship contest including footage on tour and exclusive interviews with candidates. Not available for sponsorship. 60 minutes (10-62)

**SCRANTON BUDGET HEARINGS**

Highlights of annual budget hearing held by city council. Not sponsored. 60 minutes (12-62)

\* *Made available to CBS.*

**SCRANTON-WILKES BARRE**

**WNEP-TV**

CHANNEL 16

LICENSEE: *Northeastern Pennsylvania Broadcasting, Inc.*

NETWORK: *ABC TV*

GROUP: *Transcontinent Television*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *Thomas P. Shelburne*

AWARDS: *Several citations from regional historical societies (2)*

EDITORIALIZING: *None*

**RESCUE AT SHEPPTON**

Complete pictorial coverage, from time of contact to actual rescue, of trapped miners Dave Echin and Henry Threine. Not available for sponsorship. 30 minutes (8-25-63)

**MASSACRE AT WYOMING**

Program dealt with a famous pre-revolutionary battle between local settlers and several Indian tribes. Not available for sponsorship. 30 minutes (7-5-63)

**ALCOHOLISM**

Examined the problem of alcoholism and the only hospital in Pa. offering treatment. Contained scenes shot inside hospital and an interview with a patient who had received treatment. Not available for sponsorship. 30 minutes (11-25-62)

**ANTHRACITE STRIP MINING**

The effect of strip mining on the area's future. Program contained exclusive interviews with governor, president of largest coal company, legislators, civic leaders, and citizens interested in strong legislation. Not available for sponsorship. 30 minutes (4-5, 1-12-63)

**ROMANCE OF THE ANTHRACITE**

Authentic songs of the anthracite area. Music was gathered by Library of Congress. Video material was of ancient mining people, places and events. Not available for sponsorship. 30 minutes (3-19-63)

**RHODE ISLAND**

**PROVIDENCE**

**WJAR-TV**

CHANNEL 10

LICENSEE: *The Outlet Company*

NETWORK: *NBC TV*

GROUP: *Outlet Company*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *David J. Sturteff*

EDITORIALIZING: *Occasionally*

**NATIONAL HEART INSTITUTE**

Film and live survey of current medical research on heart disease. Moderator: R. I. Congressman John Fogarty. Not available for sponsorship. 30 minutes (8-9-63)

**NOWHERE, USA**

Film and live survey of local cultural opportunities especially for young adults. Not sponsored. 30 minutes (2-18-63)

**CANCER FACTS FORUM**

Four local cancer experts answer viewers' telephone questions and report on latest cancer research achievements. Not sponsored. 60 minutes (1-15-63)

**GOLDEN CLEF WINNERS**

Prize-winning recital of local young musicians in annual TV competition. Not available for sponsorship. 30 minutes (3-31-63)

**GUANTANAMO BAY**

Filmed report of station's news director at "Cairo" for Christmas return of Navy families following Cuban crisis. Not sponsored. 30 minutes (1-6-63)

**RHODE ISLAND**

**PROVIDENCE**

**WPRO-TV**

CHANNEL 12

LICENSEE: *Capitol Cities Broadcasting*

NETWORK: *CBS TV*

GROUP: *Capitol Cities Broadcasting*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *Joseph P. Dougherty*

AWARDS: *George Washington Honor Medal Freedoms Foundation Award (1)*

EDITORIALIZING: *None*

**CHANNEL 12 CLOSE-UP:  
A HERO NEXT DOOR**

The volunteer fireman in Rhode Island; his motives, drives and dogged adherence to principles more commonly thought of as belonging to an earlier America. Not sponsored. 30 minutes (9-20-62).

**CHANNEL 12 CLOSE-UP:  
SENIOR SENATOR**

A view of a typical day in the legislative life of Rhode Island's senior senator, John O. Pastore. Not sponsored. 30 minutes (5-22-63).

**CHANNEL 12 CLOSE-UP:  
HARRY CURVIN, A PROFILE**

Speaker of the House since 1940. A recollection of his political lifeline and actions during a session of the legislature. Not sponsored. 30 minutes (7-17-63).

**SS 346 — RIGGED FOR DIVE**

Life aboard a conventional submarine, the USS Corporal on an overnight cruise, demonstrating its mission of anti-submarine warfare. Not sponsored. 30 minutes (8-18-63).

**CHANNEL 12 CLOSE-UP:  
TO BIGOTRY NO SANCTION**

Rabbi Theodore Lewis recounts the Jewish community's early history and conducts a tour of the Touro Synagogue, oldest in the country. Not sponsored. 30 minutes (9-4-63).

**PROVIDENCE**

**WTEV**

CHANNEL 6

LICENSEE: *WTEV Television, Inc.*

NETWORK: *ABC TV*

REPRESENTATIVE: *HR*

GENERAL MANAGER: *Vance L. Eckerlesley*

EDITORIALIZING: *None*

**CATHOLIC MASS**

Full Roman Catholic Low Mass celebrated in the studios for the benefit of area shut-ins. Not available for sponsorship. 45 minutes (weekly).

**REPORT FROM U-RI\***

Reports from the University of Rhode Island featuring various projects, activities and events in which the university is interested. Not available for sponsorship. 30 minutes (monthly).

**ON CAMPUS**

Colleges in a three state area inform the public of activities, special projects and problems encountered by the schools. Sponsors: participating. (weekly).

**RELIGIOUS NEWS PROGRAM**

Representative from the Council of Churches and a station announcer give news of religious events, items and affairs. Not available for sponsorship. 15 minutes (weekly).

**THE SWORD AND THE SAIL**

\* Made available to other stations.

Historical program covering explorers from Columbus to Captain Cook, tracing the background of expeditions and leaders. Not available for sponsorship. 30 minutes (series).

**SOUTH CAROLINA**

**COLUMBIA**

**WIS-TV**

CHANNEL 10

LICENSEE: *Broadcasting Company of the South*

GROUP: *Broadcasting Company of the South*

NETWORK: *NBC TV*

REPRESENTATIVE: *PGW*

GENERAL MANAGER: *Charles A. Watson*

EDITORIALIZING: *None*

**HOUSE OF BISHOPS\***

Live coverage as the Archbishop of Canterbury conducted the Evening Prayer Service before the assembled "House of Bishops" of the Episcopal Church. Not available for sponsorship. 60 minutes (10-27-63).

**A CAROLINA CHRISTMAS**

A look at how the holiday is celebrated in South Carolina, highlighted by the Columbia Choral Society and an original ballet. Sponsor: Commercial Bank and Trust. 30 minutes (12-24-62).

**COMMUNISM IN THE CLASSROOM**

An effort to put in perspective a local controversial issue which had been distorted by extremists. Not available for sponsorship. 30 minutes (2-18-63).

**TUITION GRANTS**

Examination of the pros and cons of a bitterly controversial proposal to enact "Tuition Grant" legislation. Sponsor: Blue Cross and Blue Shield. 30 minutes (4-8-63).

**CAPITAL CLOSE-UP**

\* Made available to other stations.

Station plays host to Attorney General Robert Kennedy. Part of series of timely discussions with people in the news. Not available for sponsorship. 30 minutes (4-21-63).

**SOUTH CAROLINA**

**GREENVILLE**

**WFBC-TV**

CHANNEL 1

LICENSEE: *Southeastern Broadcasting Corporation*

NETWORK: *NBC-TV*

GROUP: *Southeastern*

REPRESENTATIVE: *Acery-Knodel*

GENERAL MANAGER: *Wilson L. Hearn*

EDITORIALIZING: *None*

**DONALDSON STORY\***

Documentary of the world-wide mission of the local air base of the Military Air Transport Service. Sponsors: Citizens and Southern National Bank, Balfour Mills. 30 minutes (1-62)

**TOPIC: THE ARTS**

Documentary discussion dealing with cultural life of city and area: community theater, local symphony, art center, etc. Not available for sponsorship. 30 minutes (5-62)

**THE FURMAN STORY**

Documentary discussion program dealing with the history and the long range development program of Furman University. Not available for sponsorship. 30 minutes (5-63)

**STORY OF TWO CITIES\***

Concerned with Greenville and its "sister city" Christchurch, New Zealand, tied together by a large detachment of locally-based Air Force men serving in New Zealand. Sponsors: Citizens & Southern National Bank. 30 minutes (1-63)

**TOPIC: THE JUVENILE**

Discussion program concerned with the problems of youth. Not available for sponsorship. 30 minutes (6-63)

\* Made available through T.A.C.

**SPARTANBURG**

**WSPA-TV**

CHANNEL 7

LICENSEE: *Spartan Broadcasting Co.*

NETWORK: *CBS-TV*

REPRESENTATIVE: *Hollingsberg*

GENERAL MANAGER: *Walter J. Brown*

EDITORIALIZING: *None*

**THE DROP-OUT**

Interviews with persons ranging in age from 14 to 28 who had dropped out of high school. Comments by the Judge of Juvenile Court. Not available for sponsorship. 30 minutes (5-22-63).

**FINANCIAL AID FOR COLLEGE**

Clemson College officials discussed the many means of financial help for those who desire higher education. Not available for sponsorship. 30 minutes (2-10-63)

**THE COMEBACK**

Interviews with persons who had dropped out of school and returned to receive state certificate in night adult classes many years later. Not available for sponsorship. 30 minutes (9-1-63)

**WHY HIGHER EDUCATION**

Officials of Wofford College discussed the importance of a college education from all aspects. Not available for sponsorship. 30 minutes (1-20-63)

**FOR CITIZENS OF TOMORROW**

Each of 11 broadcasts featured a different college or university in the viewing area which was assigned a topic for discussion. Not available for sponsorship. 30 minutes (series)

**SOUTH DAKOTA**

**STOUX FALLS**

**KELO-TV**

CHANNEL 11 (Satellites: 6 and 3)

LICENSEE: *Midcontinent Broadcasting Company*

NETWORKS: *CBS-TV, ABC-TV*

GROUP: *Keloland*

REPRESENTATIVE: *H-R*

GENERAL MANAGER: *Evans Nird*

EDITORIALIZING: *None*

**WATER CONSERVANCY**

The vital necessity of water conservation to the citizens and wild life of South Dakota and the efforts to date. Not available for sponsorship. 30 minutes (11-3-62)

**THE MAGNIFICAT**

Augustana College Chorus in their presentation of the "Magnificat." Not available for sponsorship. 30 minutes (12-21-62)

**BATTLESHIP SOUTH DAKOTA**

Documentary on the feats of the ship during World War II to interest public in reconstruction of Memorial Battleship. Not available for sponsorship. 30 minutes (4-10-63)

**SPELLING BEE**

Spelling bee with contestants from the entire area. Not sponsored. 60 minutes (4-11-63)

**INDIAN RELATIONS**

Panel discussion of Indian problems in South Dakota featuring prominent citizens from all over the state. Not available for sponsorship. 30 minutes (5-5-63)

TENNESSEE

STOUX FALLS

KSOO-TV

CHANNEL 13

LICENSEE: KSOO TV Inc.

NETWORK: NBC TV, ABC TV

GROUP: Sioux Empire Network

REPRESENTATIVE: Avry-Kuodel

GENERAL MANAGER: Norton Henkin

EDITORIALIZING: None

OPERATION SNOWBOUND\*

Information to rural and urban families regarding weather and road conditions, cancellation of schools and public meetings. Not available for sponsorship. (1-15 and 1-16-63).

CORN PICKING CONTEST

A report on the measures that must be taken in the operation of shellers and combines to insure the safety of the operator. Sponsors: participating. (10-4-62).

FARM & HOME SHOW\*

Program comprised of helpful hints for the farm and home with special stress given to safety measures in both areas. Not available for sponsorship. 15 minutes.

ELECTION\*

Background information and updating of the election recount in South Dakota and Minnesota. Not available for sponsorship. 15 minutes (11-25-62).

THE DRINKING DRIVER\*

Panel discussion by safety experts on the problem of drinking drivers followed by filmed interviews of reaction test subjects. Not available for sponsorship. 30 minutes (12-27-62).

\* Made available to other stations.

CHATTANOOGA

WDEF-TV

CHANNEL 12

LICENSEE: WDEF Broadcasting Co.

NETWORK: CBS TV

REPRESENTATIVE: ATS

GENERAL MANAGER: Carter M. Parham

EDITORIALIZING: Occasional

THANKSGIVING

Program for grade school children emphasizing music and rhythm and linked to the Thanksgiving season. Not available for sponsorship. 30 minutes (11-21-62).

THE CANDIDATES

Interview of all candidates for city office using a special interview technique which allowed the audience to concentrate fully on one speaker at a time. Not available for sponsorship. 120 minutes (1-7-63).

THE CHANGING CLASSROOM

Explanation of the changes in public school methods and goals by use of charts, diagrams, pictures and interviews. Sponsors: participating. 30 minutes (8-14-63).

THE ECLIPSE

Highlights of the history of eclipse and demonstration showing means of viewing the eclipse with safety. Sponsors: participating. 30 minutes (7-12-63).

LUNCH '8' FUN

Combination of entertainment with news and discussion and an opportunity for small community organizations to announce their activities. Sponsors: participating. 30 minutes (series).

CHATTANOOGA

WRCB-TV

CHANNEL 3

LICENSEE: Rust Craft Broadcasting Co.

GROUP: Rust Craft Broadcasting Co.

NETWORK: NBC TV

REPRESENTATIVE: H-R Television

GENERAL MANAGER: Harry D. Burke

EDITORIALIZING: None

LIVING THINGS

State game and fish commissioners exhibited live carnivorous, herbivorous, and omnivorous animals to show children interdependence of all living things. Not available for sponsorship. 30 minutes (5-27-63).

JAYCEE QUESTION OF THE WEEK

Colonel Clayton Bissell discussed the role of the United States in current affairs. Sponsors: participating. 30 minutes (1-27-63).

CHATTANOOGA INAUGURAL SPECTACULAR

Inauguration of Chattanooga's mayor and other newly elected city officials. Not sponsored. 60 minutes (4-15-63).

LOCAL ELECTION RETURNS

A local election central operated by some 100 people to bring viewers local race returns. Sponsor: Chattanooga Gas Company. 180 minutes (11-6-62).

BULLETIN

Possibility of deriving additional revenue for education from the sale of liquor by the drink discussed. Sponsors: Participating. 30 minutes (2-13-63).

TENNESSEE

JACKSON

WDXI-TV

CHANNEL 7

LICENSEE: Dixie Broadcasting Company, Inc.

GROUP: Dixie Network

NETWORKS: CBS TV, ABC TV

REPRESENTATIVE: Leonard, Torbet, McConnell

GENERAL MANAGER: John E. North

EDITORIALIZING: None

TICKET TO ACTION

Coverage of local high school football games, line of players and past games, interviews with coaches and ~~other~~ predictions. Not available for sponsorship. 30 minutes (5-2-63)

AGRICULTURE — TODAY AND TOMORROW

Farming practices and methods of today and a projection of the development which may be expected in the future. Not available for sponsorship. 30 minutes (10-2-62)

JACKSON'S INDUSTRIAL PICTURE

An account of the city's progress in the industrial ~~area~~ and explained what is being done to ~~increase~~ industry in the area. Not available for sponsorship. 30 minutes (1-6-63)

DISCUSSION

An analysis and discussion of local problems and ~~how~~. Not available for sponsorship. 30 minutes (monthly)

KNOXVILLE

WBIR-TV

CHANNEL 10

LICENSEE: Southeastern Broadcasting Corp.

GROUP: Southeastern Broadcasting

NETWORK: CBS TV

REPRESENTATIVE: Avery-Kandel

GENERAL MANAGER: John P. Hart

EDITORIALIZING: None

AREA-SCOPE

The problems of Morristown, a town in the viewing area, and a report on the Morristown Redevelopment Program. Not available for sponsorship. 30 minutes (4-21-63)

COLLEGE SERIES

Debate of the pros and cons of the United Nations. Not available for sponsorship. 30 minutes (3-31-63)

BROTHERHOOD

Discussion between white and Negro representatives of the Protestant, Catholic and Jewish faiths on the "Brotherhood of Man." Not available for sponsorship. 30 minutes (2-2-63, 2-21-63)

IS EAST TENNESSEE A DEPRESSED AREA?

Discussion with people from the Department of Commerce, the Tennessee Valley Authority and ORENS on the depression in the area and what can be done about it. Not available for sponsorship. 30 minutes (7-17-63)

CONSOLIDATED SCHOOLS

Discussion with the mayor of Knoxville and County Court Judge on the biggest problem in Knoxville and Knox County since annexation. Not available for sponsorship. 30 minutes (3-27-63)

MEMPHIS

WHBQ-TV

CHANNEL 13

LICENSEE: RKO General, Inc.

GROUP: RKO Broadcasting

NETWORK: ABC TV

REPRESENTATIVE: RKO General National Sales

GENERAL MANAGER: D. A. Noel

EDITORIALIZING: None

PRESS CONFERENCE

Station newsmen and press reporters question Mayor and City Commissioners on the current affairs of the community. Not available for sponsorship. 30 minutes (weekly)

ROUNDTABLE FORUM

Clergymen of all faiths and laymen meet to discuss specific religious themes such as "Religion and the Teenager." Not available for sponsorship. 30 minutes (weekly)

ISSUES IN ACTION

In cooperation with the Memphis Jaycees, guest speakers present both sides of controversial issues in the community. Not available for sponsorship. 30 minutes (monthly)

AN OUNCE OF PREVENTION

A study of traffic safety in school zones directed toward education of parents in improved safety measures. Not available for sponsorship. 30 minutes (1-20-63)

TOWN AND COUNTRY

Live program of talent performances, interviews and ~~in~~ ~~formation~~, stimulating cultural interests and giving exposure to ~~local~~ talent. Sponsor: Hart's Broad. 60 minutes (daily)

TENNESSEE Not Reporting: WTVC, Chattanooga; WATE-TV, Knoxville; WMT, WRFC-TV, Memphis; WSNX-TV, Nashville; WCYB-TV, WJHL-TV, Bristol-Johnson City-Kingsport.

**TENNESSEE**

**NASHVILLE**

**WLAC-TV**

CHANNEL 5

LICENSEE: *W. LAC-TV, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *T. B. Baker, Jr.*

AWARDS: *Radio and TV Council of Middle Tennessee Award (1)*

EDITORIALIZING: *None*

**SCHOOL DROPOUTS**

Distinguished panel discussed reasons, aids and effects of the high school dropout problem. Not sponsored. 30 minutes (9-16-62).

**WLAC-TV REPORTS ON COMMUNISM**

Interviews and analysis of the threat of communism with definitions of the dangers and the need for education and awareness. Not sponsored. 60 minutes (8-14-63).

**TWO FOR THE SEESAW**

Presentation of the civil rights problem from a local point-of-view, including interviews with leading national and local figures. Not sponsored. 30 minutes (8-31-63).

**THE AGE OF GREAT PROMISE**

Dealt with educational problems and opportunities facing American youth in the near and distant future regarding space advancements. Not sponsored. 30 minutes (9-63).

**THE SUPREME COURT DECISION ON BIBLE READING IN SCHOOLS**

In-depth study of the subject, including background of the decision, Tennessee trials concerning this decision, and interviews with national officials and religious leaders. Not sponsored. 30 minutes. (6-18-63).

**NASHVILLE**

**WSM-TV**

CHANNEL 4

LICENSEE: *WSM-TV, Inc.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *Irving C. Vaughn*

EDITORIALIZING: *None*

**DOCTORS MEET THE PRESS**

Three Nashville doctors discuss heart disease with three Nashville newspaper reporters, underlining Middle Tennessee Heart Association drive. Not available for sponsorship. 30 minutes (11-4-62).

**ELECTORAMA**

Gave local viewers up-to-the-moment results on city, district, and congressional races of local interest with network coverage of national races. Sponsors: Fidelity Federal Savings & Loan Co.; Royal Crown Cola. 390 minutes (11-6-62).

**SOMETHING TO GO ON**

Documentary on the interstate highway development in Tennessee and what it means to the community. Sponsor: Euclid Tractor Co. 30 minutes (5-1-63).

**TENNESSEE OPEN GOLF TOURNAMENT**

Live coverage of this local sporting event. Sponsor: Sterling Beer. 210 minutes (5-11 and 5-12-63).

**MERCURY TO APOLLO**

Highlights of the government's new space project, interviews with new astronauts and some of the original space pioneers. Not available for sponsorship. 30 minutes (4-15-63).

**TEXAS**

**ABILENE**

**KBRC-TV**

CHANNEL 9

LICENSEE: *Abilene Radio and Television Company*

NETWORK: *NBC TV*

REPRESENTATIVE: *Bolling*

GENERAL MANAGER: *Dale Akers*

EDITORIALIZING: *None*

**CRIPPLED CHILDREN APPEAL\***

Rex Allen and company entertained and called attention to the Cattleman's Roundup, major revenue source for the West Texas Rehabilitation Center. Sponsors: First National Bank, Citizens National Bank. 60 minutes (8-10-63).

**COMMENT**

\* Made available to other stations.

Interviews with four young prisoners who told how they "went wrong," presenting an appeal to young people not to fall into delinquency. Not available for sponsorship. 30 minutes (5-14-63).

TEXAS Not Reporting: KPAR-TV, Sweetwater; KALI-TV, Alpine; KVH-TV, Amarillo; KBBT-TV, Beaumont; KWAB-TV, Big Spring; KCBF-TV, Harlingen; KRIS-TV, Corpus Christi; WFAA-TV, Dallas; KELP-TV, KTSB-TV, El Paso; KGNS-TV, Laredo; KLED-TV, Lubbock; KMHD-TV, Midland; KAKM-TV, Monahans-Odessa; KLTU, Tyler; KCEN-TV, Temple-Waco; KWTX-TV, Waco.

**TEXAS**

**AMARILLO**

**KFDA-TV**

CHANNEL 10

LICENSEE: Texas State Network

NETWORK: CBS TV

REPRESENTATIVE: Blair

GENERAL MANAGER: John Tyler

EDITORIALIZING: Twice daily

**THE TWILIGHT LIFE**

The plight of the state's principal mental health facilities dramatized, and disclosure that half the patients are aged 18 or younger than mentally ill. Sponsor: Harris and H & W Pharmacy of Borger, Texas. (2-27-62).

**DEWEY HICKS TRIAL**

Live courtroom presentation of the county hearing for Dewey Hicks, a locally prominent man accused of killing two men. Not available for sponsorship. (3-6-62).

**47th DISTRICT COURT: CLEMENTS TRIAL**

Live courtroom broadcast of the trial of Robert Earl Clements, a local civic leader accused of criminal theft and involved in the Billie Sol Estes scandal. Not available for sponsorship. (8-25-62).

**THE BATTLE OF OXFORD\***

Films of the University of Mississippi at the time of James Meredith's adventures, which show riotous and moblike behavior in the town and on the campus. Sponsor: Harris and H & W Pharmacy. (11-11-62).

**PAPER HANGER\***

\* Made available to other stations

A documentary study on the illegal check passing problem in the area with information on the methods and laws to control it. Sponsor: Amarillo Clearing House. (11-11-62).

**AMARILLO**

**KGNC-TV**

CHANNEL 4

LICENSEE: Globe-News Publishing Company

NETWORK: NBC TV

REPRESENTATIVE: Fenard, Torbet & McConnell

GENERAL MANAGER: Bob Watson

EDITORIALIZING: None

**A-OK**

Explanation of the operations of Amarillo Air Force Base because of the importance of the base to the economy. Not available for sponsorship. (30 minutes) (weekly).

**ELECTION RETURNS**

Hourly coverage of up-to-the-minute local, state, and national returns. Sponsor: Amarillo National Bank. (11-6-62).

**WTSU PRESENTS THE WORKS OF ROBERT FROST**

Analysis and reading of poet Robert Frost by the president of West Texas State University. Not available for sponsorship. (30 minutes) (weekly).

**YEAR END NEWS REPORT**

Survey of the most important news stories and events of the previous year. Sponsor: Amarillo National Bank. (60 minutes) (12-31-62).

**RURAL YOUTH DAY PROGRAM**

Recognition of the outstanding accomplishments and contributions of young farmers and rural youth of the area. Sponsors: A. N. & O Supply, Collins Motor Company. (60 minutes) (9-22-62).

**AUSTIN**

**KTBC-TV**

CHANNEL 7

LICENSEE: LBJ Corporation

NETWORKS: CBS TV, NBC TV, ABC TV

REPRESENTATIVE: Raymer

GENERAL MANAGER: J. C. Kellom

AWARDS: National Civil Defense Award (1)

EDITORIALIZING: None

**TARGET, AUSTIN\***

Simulation of a nuclear attack on the city and reaction of the city, in cooperation with Civil Defense. Not available for sponsorship. (30 minutes) (9-62).

**THUNDER OVER AUSTIN\***

Documentary dealing with the local problem of noise levels over the city. Not available for sponsorship. (30 minutes) (11-62).

**OPERATION TEENAGER**

Four convicts from a state prison discussed juvenile delinquency with a teenage panel. Not available for sponsorship. (60 minutes) (1-63).

**HURRICANE CARLA**

Documentary on Hurricane Carla and the trail of damage left in her wake. Not available for sponsorship. (60 minutes) (9-62).

**ATOMIC POWER**

\* Made available to other stations

Discussion of atomic power with Dr. Edward Teller and a panel of professors from the University of Texas. Not available for sponsorship. (60 minutes) (10-62).

TEXAS

BEAUMONT

KFDM-TV

CHANNEL 6

LICENSEE: *Beaumont Television Corporation*

NETWORK: *CBS TV*

REPRESENTATIVE: *PGH*

GENERAL MANAGER: *C. B. Locke*

EDITORIALIZING: *None*

THE UNITED WAY\*

United Appeals program to acquaint the general public with the work of the 57 member agencies during the drive for support. Not available for sponsorship. 30 minutes (9-9-62).

NECHES RIVER FESTIVAL

Presentation of the Neches River Festival Princesses to the viewing audience. Not available for sponsorship. 30 minutes (4-24-63).

FAMILY COUNCIL SERVICE

Description of the functions and duties of the Family Council Service and the role it plays in the life of the community. Not available for sponsorship. 15 minutes (5-8-63).

A SALUTE

\* Made available to other stations.

A salute program to the new multi-million-dollar banking facilities in the area. Not available for sponsorship. 15 minutes (7-27-63).

CORPUS CHRISTI

KZTV

CHANNEL 10

LICENSEE: *KSTX Television, Inc.*

NETWORKS: *CBS TV, ABC TV*

REPRESENTATIVE: *ITS*

GENERAL MANAGER: *Vann M. Kennedy*

EDITORIALIZING: *None*

INGLES POCO A POCO

Basic English taught to Spanish speaking viewers, slowly building up the vocabulary of the 50% Latin American audience. Not available for sponsorship. 30 minutes (weekly).

70 MPH

Information regarding new state speed limit laws, with demonstrations by the State Highway Dept. and the Highway Patrol. Not available for sponsorship. 30 minutes (8-10-63).

4-H CLUB DRESS REVUE

Fashions designed and made by 4-H club members of the local area, modeled by club members with discussions and demonstrations. Not available for sponsorship. 30 minutes (7-22-63).

BUCCANEER DAYS CORONATION

The annual Buccaneer Days Coronation and ball with presentation of princesses, king and queen. Not available for sponsorship. 60 minutes (5-3-63).

HS CHOIR CONCERTS

Four local High School Choirs and vocal groups with programs of full choirs and soloists. Not available for sponsorship. 30 minutes (weekly).

DALLAS

KRLD-TV

CHANNEL 7

LICENSEE: *Times Herald Printing Company*

NETWORK: *CBS TV*

REPRESENTATIVE: *ITS*

GENERAL MANAGER: *Clyde H. Rembert*

AWARDS: *State Bar Association Special Award '61*

EDITORIALIZING: *Weekly*

CRIMINAL CODE: TIME FOR CHANGE?

Discussion by attorneys and legislators of the Texas Criminal Code and serious legal problems affecting the state. Not available for sponsorship. 60 minutes.

CAREERS IN MEDICINE

Developed understanding of and need for hospital nurses and medical technicians through on-the-scene observations and interviews. Not available for sponsorship. 30 minutes (5-22-63).

A CITY'S PROBLEM: PUBLIC TRANSIT

A study in depth of the local public transit conditions including interviews with transit officials and bus patrons. Not available for sponsorship. 30 minutes (2-27-63).

VOYAGE OF THE TRINITY BELLE

Filmed report of voyage made by crew in a small boat up Trinity River from Gulf of Mexico to Dallas. River not navigable for larger boats. Not available for sponsorship. 30 minutes (6-16-63).

CAB HEARINGS

On-the-scene sound films of hearings concerning two outstanding airports less than 15 miles apart—one almost devoid of business; the other one of six busiest airports in the nation. Not available for sponsorship. 30 minutes (8-4 and 8-11-63).



**TEXAS**

**DALLAS-FORT WORTH**

**KTVT**

CHANNEL 11

LICENSEE: *W.K.Y. Television System, Inc.*

GROUP: *W.K.Y. Television System*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *James B. Terrell*

EDITORIALIZING: *Occasionally*

**THE INAUGURATION OF THE GOVERNOR\***

The inauguration of the new governor from the state capital at Austin, Texas. Sponsor: Jack Williams (2-27-63) 30 minutes (1-15-63).

**CINDY**

Documentary of the devastation wrought along the Texas coast by hurricane Cindy in September 1962. Not available for sponsorship. 30 minutes (4-22-63).

**CAB HEARINGS**

Documentary of the Civil Aeronautics Board hearings on the Dallas/Fort Worth airport. Not available for sponsorship. 30 minutes (7-22-63).

**POINT OF VIEW**

Discussion program by panel of agricultural experts representing both sides of the issue on the Federal government wheat referendum. Not available for sponsorship. 30 minutes (4-14-63).

**TOWN HALL MEETING**

\* Made available to other stations.

Telecast from municipal auditorium where all citizens were invited to present to city officials their ideas for improving the community. Not available for sponsorship. 105 minutes (6-27-63).

**FORT WORTH**

**WBAP-TV**

CHANNEL 5

LICENSEE: *Carter Publications, Inc.*

NETWORK: *NBC-TV*

REPRESENTATIVE: *PCR*

GENERAL MANAGER: *Roy L. Bacus*

EDITORIALIZING: *Occasionally*

**PLANNING FOR TOMORROW**

Panel of four religious educators in discussion of International Sunday School lesson. Not available for sponsorship. 40 minutes (weekly).

**OPERATION TEENAGER**

Effort to reduce juvenile delinquency by having state prison inmates retrace their steps which resulted in imprisonment. Not available for sponsorship. 30 minutes (5-27 and 6-2-63).

**OPERATION PARENTS**

High school students from across the nation voice their opinions on causes of juvenile delinquency and urge parents to an objective self-analysis. Not available for sponsorship. 30 minutes (8-11-63).

**OPERATION DROP-OUT**

Youth speaks to youth in language he understands explaining the causes and the dire consequences of dropping out of school. Not available for sponsorship. 30 minutes (8-15-63).

**EL PASO**

**KROD-TV**

CHANNEL 4

LICENSEE: *Southwest States, Inc.*

GROUP: *Trigg-Loughn Stations*

NETWORK: *CBS-TV*

REPRESENTATIVE: *Bolling*

GENERAL MANAGER: *Larry Daniels*

EDITORIALIZING: *Occasionally*

**ALERT!\***

Report on the alert facility at Bergs Air Force Base showing the B-52 SAC aircraft in an actual "crawl". Not sponsored. 30 minutes (series).

**ART, MUSIC AND CHRISTMAS**

Christmas music presented by El Paso's Top Country Band on the newly acquired "Masters" from the Kronos art work collection. Sponsor: Northgate National Bank. 30 minutes (12-63).

**AMONG THE 30,000**

Information program detailing the work on Project Mercury done by scientists and skilled workers in the aerospace area. Not sponsored. 30 minutes (9-62).

**ADIOS CHAMIZAL**

\* Made available to other stations.

Informational program in the then proposed "border" of the age-old Chamizal dispute, a subject of long standing. Not sponsored. 30 minutes (11-62).

TEXAS

HOUSTON

KHOU-TV

CHANNEL 11

LICENSEE: Gulf Television Corp.

GROUP: Corinthian

NETWORK: CBS TV

REPRESENTATIVE: H-R Television

GENERAL MANAGER: James C. Richdale, Jr.

EDITORIALIZING: Daily

CRIME AND THE TEENAGER\*

Four convicted criminals, whose combined sentences added up to over 750 years, speak to teenagers in an effort to reduce juvenile delinquency. Not available for sponsorship. 60 minutes (5-22-63).

THE TEXAS CITY DISASTER

Documentary of the nation's greatest peacetime tragedy and the local civic and industrial efforts in rebuilding. Sponsor: Minimax Grocery Stores. 60 minutes (4-17-63).

BREAKFAST WITH THE CONNALLYS\*

Breakfast with the governor's family on their first day in the state mansion, a tour of the living quarters. Sponsor: Southwestern Savings. 60 minutes (1-20-63).

SAN JACINTO DAY SPECIAL

Outdoor event staged by station celebrating holiday which commemorates Santa Ana's defeat by Sam Houston. Not available for sponsorship. 60 minutes (4-20-63).

THE MONKEY TRIAL

Dramatic portrayal of the famous courtroom battle of Bryan and Darrow on the issue of the Bible vs. the theory of evolution. Sponsors: participating. 30 minutes (1-2-63).

\* Made available to other stations.

HOUSTON

KPRC-TV

CHANNEL 2

LICENSEE: The Houston Post Company

NETWORK: NBC TV

REPRESENTATIVE: Peiry

GENERAL MANAGER: Jack Harris

AWARDS: 1963 Texas Associated Press Competition for News

EDITORIALIZING: None

UNTIL YOU ARE DEAD†

A searching examination of the controversial capital punishment issue as it affects the people of Texas. Not sponsored. 60 minutes (8-13-63).

IDEAS IN FOCUS\*

Series presenting both sides of issues important to the area and the nation featuring persons of local or national prominence. Not available for sponsorship. 30 minutes (10-1-62 and 3-31-63).

HOSPITAL DEBATE

Houston's mayor and city and county authorities debate the financing of the City-County Charity Hospital. Not available for sponsorship. 30 minutes (2-11-63).

SUNDAY SPECIAL\*

An entertainment special produced and presented in cooperation with the Cancer Society to enlighten the public on the work of the society. Not available for sponsorship. 60 minutes (3-31-63).

† Made available through TAC.  
\* Made available to other stations.

HOUSTON

KTRK-TV

CHANNEL 13

LICENSEE: Houston Consolidated Television Company

NETWORK: ABC TV

REPRESENTATIVE: Hollingbery

GENERAL MANAGER: Willard E. Walbridge

EDITORIALIZING: Two to four times weekly

EDUCATION FOR NUCLEAR SURVIVAL

In-school training for pupils and new teachers in various techniques required in the event of nuclear attack. Not available for sponsorship. 60 minutes (10-30 to 11-15-62).

MOONSHOT METROPOLIS\*

Documentary on NASA and its impact on the world in general and the Houston area in particular. Not available for sponsorship. 60 minutes (1-18-63).

THE EFFECTS OF RELIGION ON CIVILIZATION

Cambridge University's Dr. Herbert Butterfield discussed the effects of religion on civilization with Rice University professor. Not available for sponsorship. 30 minutes (5-26-63).

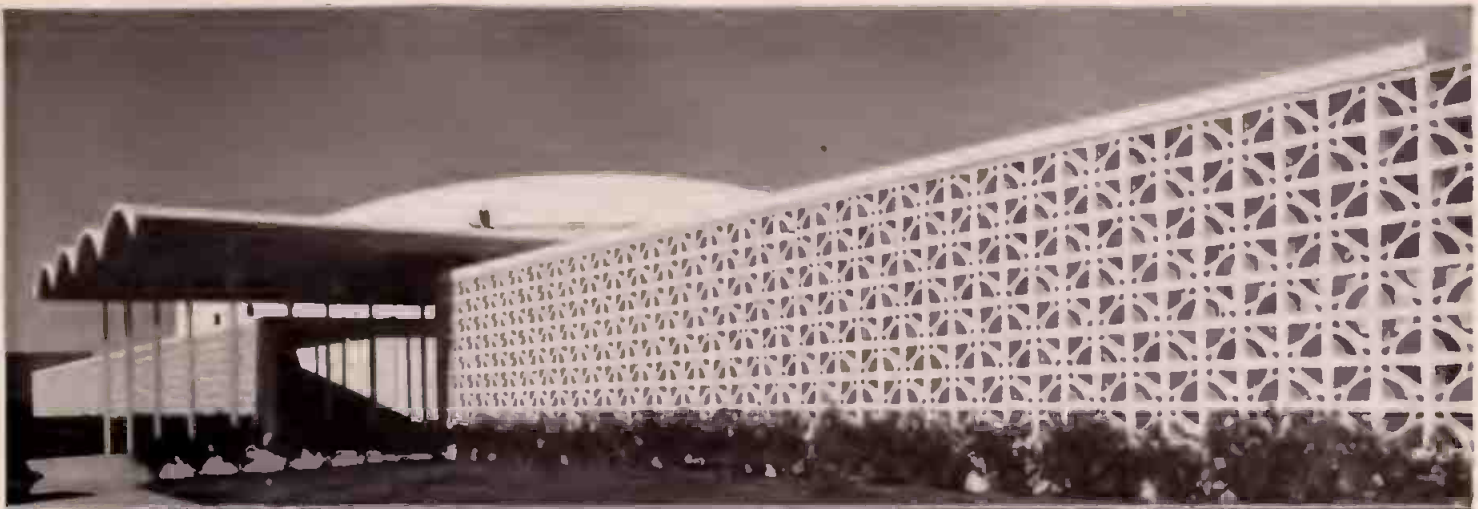
THE LONELY ONES\*

Causes and effects of juvenile delinquency documented by case histories and instructive information on meeting the problem. Not available for sponsorship. 30 minutes (2-5-63).

THE ALLEY: WHERE DOES IT GO?

Documentary tracing history, development and contribution to the cultural activities by the Alley Theater, a local repertory group. Not available for sponsorship. 30 minutes (7-31-63).

\* Made available to other stations.



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GENERAL MANAGER, WILLARD E. WALBRIDGE, COMMERCIAL MANAGER, BILL BENNETT.



# LUBBOCK

## KLBK-TV

CHANNEL 13  
 LICENSEE: Grayson Enterprises, Inc.  
 GROUP: West Texas Television Network  
 NETWORK: CBS TV, ABC TV  
 REPRESENTATIVE: AT&T  
 GENERAL MANAGER: Walter M. Windsor  
 EDITORIALIZING: None

### CENSORSHIP IN ENTERTAINMENT

Open discussion of all aspects of censorship featuring people from various walks of life and community activity. Not sponsored. 60 minutes (4-11-63).

### JUVENILE DELINQUENCY IN LUBBOCK

Interview with a juvenile officer and presentation of three actual cases from corrective files. Not sponsored. 30 minutes (5-2-63).

### TEEN MORALS IN LUBBOCK

Discussion of high school morality with teenage leaders and representatives. Not sponsored. 30 minutes (5-16-63).

### CIVIL RIGHTS

Interview with U. S. Senator Ralph Yarborough, sounding him out on proposed civil rights issues and current legislation. Not sponsored. 30 minutes (8-15-63).

# ODESSA

## KOSA-TV

CHANNEL 7  
 LICENSEE: Southwest States, Inc.  
 NETWORK: CBS TV  
 GROUP: Trigg-Laughlin Stations  
 REPRESENTATIVE: Bolling  
 GENERAL MANAGER: John Vacca  
 EDITORIALIZING: Occasionally

### FOLK MUSIC

Explanatory narration and singing of folk music featuring one man and his guitar. Not sponsored. 30 minutes (4-24-63).

### RELIGIOUS MUSIC

A Negro spiritual group and a soloist in a presentation of traditional religious music with explanation. Not sponsored. 30 minutes (5-15-63).

### GLOBE THEATER

Films and commentary on the new Globe theater in Odessa, an exact replica of the original Globe Theater in England. Not sponsored. 30 minutes (4-24-63).

### JOHN TOWER

Two featured newscasters discussing current events with Texas Senator John Tower. Not available for sponsorship. 30 minutes (9-12-63).

### WATER

Narration and interviews concerning the sources of water supply to the local area. Not sponsored. 30 minutes (4-10-63).

# PORT ARTHUR

## KPAC-TV

CHANNEL 4  
 LICENSEE: Texas Goldcoast Television, Inc.  
 NETWORK: NBC TV  
 REPRESENTATIVE: Blair  
 GENERAL MANAGER: Julius Gordon  
 EDITORIALIZING: None

### ORAL SABIN VACCINE

Discussion by six doctors answering questions submitted by the general public in the area, prior to the opening of three new clinics. Not available for sponsorship. 30 minutes (10-20-62).

### CANCER DISCUSSION

Panel of five doctors selected by the local Cancer Board discussed symptoms of cancer and answered questions from the public. Not available for sponsorship. 30 minutes (4-13-63).

### JAYCEE AUCTION

Local Junior Chamber of Commerce auctioned various pieces of donated merchandise; proceeds put to philanthropic and civic use. Not available for sponsorship. 135 minutes (8-10-63).

### SEAWALL BOND ELECTION

Five civic leaders explained the Seawall Bond Issue, delineating its area of construction, its cost to citizens and its protection for the area. Not available for sponsorship. 30 minutes (9-7-63).

### ON CAMPUS

Personnel of Lamar State College produce program dealing with such subjects as methods of teaching the mentally retarded, etc. Not available for sponsorship. 30 minutes (monthly).

TEXAS

SAN ANGELO

KCTV

CHANNEL 8

LICENSEE: Westex Television Company

NETWORK: CBS T1, ABC T1

REPRESENTATIVE: AT'S

GENERAL MANAGER: J. H. Hubbard

EDITORIALIZING: None

TOWN TOPICS

City manager discusses the city commission meeting of the day and answers questions pertaining to city problems raised in by viewers. Not available for sponsorship. (5 minutes weekly)

SAN ANTONIO

KENS-TV

CHANNEL 5

LICENSEE: Harbo Banks Newspapers, Inc.

NETWORK: CBS T1

REPRESENTATIVE: PGB

GENERAL MANAGER: Wayne Keart

EDITORIALIZING: None

MENTAL RETARDATION: HOPE ON THE HORIZON

Examination of the progress of the Southwest Foundation For Research in the study of normal prenatal development. Not available for sponsorship. 30 minutes (1-30-63)

FOLK MUSIC CONCERT

Survey of the current upsurge of interest in folk music with demonstrations of the history and changes in the field. Not available for sponsorship. 30 minutes (8-12 and 9-29-63)

58th TEXAS STATE LEGISLATIVE SESSION

Seven county legislative representatives discuss the accomplishments and the unsolved problems of the last session. Not available for sponsorship. 30 minutes (6-24-63)

CIVIL DEFENSE FOR S. A.

Explanation of the preparation and supplies necessary for survival in the event of nuclear attack. Not available for sponsorship. 30 minutes (11-14-62)

HE LOST A LONG SHADOW

A tribute to the nationally known historical author Walter Prescott Webb, describing his work and contributions to the 20th century. (3-27-63 and 5-12-63)

SAN ANTONIO

KONO-TV

CHANNEL 12

LICENSEE: Mission Telecasters Corporation

NETWORK: ABC T1

REPRESENTATIVE: Katz

GENERAL MANAGER: James Brown

EDITORIALIZING: Monthly

REPORT FROM WASHINGTON

Reports from the representative to the U. S. Congress informing the electorate of Washington activities pertinent to the area. Not available for sponsorship. 15 minutes (weekly)

IDEAS IN FOCUS

Discussion of current affairs by representatives of the Catholic, Protestant and Jewish clergy. Not available for sponsorship. 30 minutes (weekly)

A TIME TO KEEP\*

Tracing of the history of San Antonio's religious beginnings with films of historical churches, etc. Not available for sponsorship. 30 minutes (3-5 and 4-11-63)

SOUTHWEST SEMINAR

Instruction of spoken and conversational Spanish in an effort to narrow the gap between segments of the population. Not available for sponsorship. 30 minutes (weekly)

COUNTY HOME RULE

\* Made available to other stations

Discussion of the controversial county home rule issue then before the San Antonio voters, by major proponents and opponents. Not available for sponsorship. 60 minutes (1-27-63)

**TEXAS**

**SAN ANTONIO**

**KWEX-TV**

CHANNEL 11

LICENSEE: *Spanish International Broadcasting Co.*

REPRESENTATIVE: *Spanish International Network Sales*

GENERAL MANAGER: *Emilio Nicolás*

AWARDS: *Award of Merit (1); Certificate of Merit (3)*

EDITORIALIZING: *Occasionally*

**LULAC COUNCIL #379**

League of United Latin American Citizens reports on its scholarship fund and states educational purposes. Not available for sponsorship. 15 minutes (weekly).

**SOCIAL SECURITY PROGRAM\***

Explanations of the purposes and the functions of the Social Security program in the United States. Not available for sponsorship. 15 minutes (weekly).

**AMERICAN CANCER SOCIETY\***

Information concerning the seven danger signals of cancer, the new methods of treatment, methods of detection, etc. Not available for sponsorship. 45 minutes (4-28-63).

**TB ASSOCIATION**

Teaching of the precautionary measures used in the prevention of tuberculosis. Not available for sponsorship. 15 minutes (weekly).

**MEXICAN CHAMBER OF COMMERCE**

\* Made available to other stations.

Discussion of the Chamber's functions in order to create better business relations between Mexico and the United States. Not available for sponsorship. 15 minutes (weekly).

**SAN ANTONIO**

**WOAI-TV**

CHANNEL 1

LICENSEE: *Southland Industries, Inc.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *James M. Gaines*

AWARDS: *San Antonio Bar Association Journalism Competition (1 and 2)*

EDITORIALIZING: *According to need*

**EQUAL LEGAL RIGHTS FOR WOMEN\***

Report on the proposed amendment to the Texas constitution, with commentary from both proponents and opponents. Not available for sponsorship. 30 minutes (3-17-63).

**SMALL LOAN LAW**

A state senator and two attorneys "interpret" newly enacted legislation against loan sharks. Not available for sponsorship. 15 minutes (6-10-63).

**THE ART OF CHILDREN\***

One of a trilogy of reports on the cultural activities and contributions of local children. Sponsor: *Jordon-Oppenheimer Clothing Store*. 30 minutes (3-31-63).

**POPULATION EXPLOSION\***

Station newsmen discussed the problem and possible solutions with an educator who was a recognized authority on the subject. Not available for sponsorship. 30 minutes (2-26-63).

**NATO—SHIELD OF FREEDOM\***

\* Made available to other stations.

Special report on the activities of NATO in Europe with emphasis on its effects locally. Not available for sponsorship. 30 minutes (2-24-63).

**WELASCO**

**KRGV-TV**

CHANNEL 5

LICENSEE: *Kenco Enterprises, Inc.*

NETWORK: *NBC TV, ABC TV*

REPRESENTATIVE: *Raymer*

GENERAL MANAGER: *Stoddard P. Johnston*

EDITORIALIZING: *None*

**SALTY SOIL, SILENT THIEF**

Report on the devastating effects of salt from the Rio Grande used in irrigating one-half million farm acres in the area. Not available for sponsorship. 30 minutes (7-9-63).

**INTERNATIONAL CHARRO FESTIVAL\***

Presentation of the annual International Parade saluting and promoting a greater understanding of Mexican customs and heritage. Sponsors: participating. 130 minutes (2-23-63).

**HELLO WORLD, I THINK I'M GOING TO MAKE IT**

Tour of the Rio Grande Valley Crippled Children Center with emphasis on the children's progress in life. Sponsors: participating. 30 minutes (3-63).

**MR. BANDMASTER, U.S.A.\***

Films of Karl King's last public band concert as the finale of his golden anniversary in the world of band music. Not available for sponsorship. 30 minutes (2-63).

**A YEAR FROM HOME**

\* Made available to other stations.

Pictorial coverage of the U. S. Army local armored division battalions on active duty. Sponsors: local savings & loan associations. 30 minutes (9-62).

**TEXAS**

**WICHITA FALLS**

**KAUZ-TV**

CHANNEL 6

LICENSEE: *Mid-Texas Broadcasting Corp.*

NETWORK: *EBS TV*

REPRESENTATIVE: *CTS*

GENERAL MANAGER: *William Hobbs*

EDITORIALIZING: *None*

**ARMED FORCES DAY PARADE**

Thor Atlas Titan I and Titan II missiles included in a parade to celebrate the Holiday Spender First Wichita National Bank. 90 minutes (5-15-63)

**EYE ON WICHITA FALLS**

The necessity of bonds and their probable cost. Program aired two days prior to important bond election. Not available for sponsorship. 30 minutes (5-26-63)

**THE HOSPITAL ISSUE**

Pointed out the need of the Wichita County Hospital District. Program aired prior to hospital bond election. Not available for sponsorship. 30 minutes (11-1-62)

**THE ZONING ISSUE**

Pros and cons about an upcoming zoning issue, followed by interviews with citizens affected by the zoning. Not available for sponsorship. 30 minutes (9-5-63)

**SYMPHONIC EXCURSIONS**

Excerpts from concerts performed by the Wichita Falls Symphony. Not available for sponsorship. 60 minutes (11-11-62, 12-16-62, 2-10-63, 3-24-63, 4-28-63)

**UTAH**

**SALT LAKE CITY**

**KCPX-TV**

CHANNEL 4

LICENSEE: *Screen Films Broadcasting Corporation*

NETWORK: *ABC TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Douglas J. Ellison*

AWARDS: *Utah State Medical Association award (1); Robert L. Campbell Award (2)*

EDITORIALIZING: *None*

**PRIMARY CHILDREN'S HOSPITAL\***

The story of a hospital built with children's pennies serving patients from all over the world. Not available for sponsorship. 30 minutes (1-21 and 6-30-63)

**EMPHASIS ON EDUCATION**

One of a series in which panelists from the Utah Education Association and the Utah State Press discussed the broad field of education. Not available for sponsorship. 30 minutes (2-11-63).

**THE ARTIFICIAL KIDNEY MACHINE: MACHINE MIMICS MAN**

Two Utah kidney specialists discussed the many uses of the machine and its operation following a film on a related subject. Not available for sponsorship. 30 minutes (3-17-63)

**REPORT ON REPORT CARDS**

Educators discussed the grading system within the Utah schools and various other points pertaining to education within the schools. Not available for sponsorship. 30 minutes (5-26-63 and 8-11-63)

**CAPITAL PUNISHMENT**

\* Made available to other stations.

Program designed to stimulate thinking of youth by providing them with real experience in discussing real issues which confront our governments. Not available for sponsorship. 30 minutes (5-26-63).

**SALT LAKE CITY**

**KSL-TV**

CHANNEL 5

LICENSEE: *KSL Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *PGH*

GENERAL MANAGER: *Lloyd E. Conner*

EDITORIALIZING: *Twice weekly*

**STERLING SCHOLAR AWARDS**

Awards ceremony which honors all state high school seniors for their scholastic achievement. Not available for sponsorship. 60 minutes (4-17-63)

**MIA DANCE FESTIVAL\***

Remote telecast of the Mormon Church Dance Festival which involves some 3000 participants annually. Sponsor: Beneficial Life Insurance Co. 60 minutes (6-13-63)

**INTERNATIONAL JAYCEE JUNIOR TENNIS TOURNAMENT**

Remote telecast from Provo, Utah of this annual sporting event. Sponsors participating 120 minutes (7-20-63)

**RECREATION: BONANZA FOR UTAH**

Documentary on proposed winter sports area for Utah which will be an outstanding contribution to the state's economy. Not available for sponsorship. 30 minutes (1-10-63)

**A TIME TO WORSHIP**

\* Made available to other stations.

Protestant church services brought to the home each Sunday morning by a different minister with church choir. Not sponsored. 30 minutes weekly

**UTAH**

**SALT LAKE CITY**

**KUTV**

CHANNEL 2

LICENSEE: *KUTV, Inc.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *Brent Kirt*

EDITORIALIZING: *None*

**UTAH SCHOOLS IN CRISIS**

Report to the state on the impasse between the governor, the legislature and schools on appropriations and contracts. Not available for sponsorship. 30 minutes (7-16-63).

**THE MISSING LINK**

Information presented regarding the growth of the city and the lack of a civic auditorium. Discussion of need for same. Not available for sponsorship. 30 minutes. (6-11-63).

**POWER FOR PEOPLE**

Designed to give viewers an idea of how their power is supplied to their homes and how it is used in industries. Not available for sponsorship. 30 minutes (7-30-63).

**METROPOLIS IN THE MAKING**

Description of the rapidly expanding growth in Utah Valley, and the problems of the people who find it difficult to keep pace with the industrial and residential expansion. Not available for sponsorship. 30 minutes (1-28-63).

**UTAH'S COPPER INDUSTRY**

Informational and historical sketch of one of Utah's more important and largest industries. Not available for sponsorship. 30 minutes (9-10-63).

**VERMONT**

**BURLINGTON**

**WCAX-TV**

CHANNEL 3

LICENSEE: *Mt. Mansfield Television, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *Alery-Knodel*

GENERAL MANAGER: *Stuart T. Martin*

EDITORIALIZING: *Monthly*

**YOU CAN QUOTE ME**

Panel interrogation of guests involving questions of prime importance. Sponsors: Vermont Electric Co-operative of Johnson, Washington Electric Co-operative of East Montpelier. 30 minutes. (weekly).

**TV WORKSHOP FOR TEACHERS**

Two-part program providing orientation and guidance to teachers in the utilization of the station's instructional programs telecast to grade schools. Not available for sponsorship. 55 minutes (9-5-62 and 9-6-62).

**TV SCHOOL SPECIAL**

Preview of tv school programs for new semester, starting the following Monday and presented regularly Monday through Friday. Not available for sponsorship. 60 minutes (9-4-62).

**CURRENT EVENTS QUIZ**

Final play-off of weekly competition, normally held Friday afternoons, among seventh and eighth grade students. Sponsor: S. T. Griswold & Co. 45 minutes (5-31-63).

**LANGUAGE OF MATHEMATICS**

Special daily orientation course in modern mathematics designed for both grade school students and their teachers to facilitate study of weekly tv course. Not available for sponsorship. 15 minutes (daily 9-8-62, 10-5-62).

**VIRGINIA**

**HARRISONBURG**

**WSVA-TV**

CHANNEL 5

LICENSEE: *Shenandoah Valley Broadcasting, Inc.*

GROUP: *Evening Star Broadcasting*

NETWORK: *NBC TV, CBS TV, ABC TV*

REPRESENTATIVE: *Venard, Torbet & McConnell*

GENERAL MANAGER: *Hamilton Shea*

EDITORIALIZING: *None*

**NEW MAN IN THE HOUSE**

Coverage of new House representative John Marsh in Washington, including his typical routine in a new post. Not sponsored. 30 minutes (4-15-63).

**RESCUE — NO CHARGE**

Filmed highlights of work performed by various volunteer rescue squads in towns within the station's coverage area. Sponsors: Harrisonburg Telephone Co., Highway Motors, Metro Pants Corp., Lineweaver Insurance. 30 minutes (5-27-63).

**DECISION — POTOMAC RIVER BASIN**

Pro and con discussion of controversial issue of government plan for dams in a four-state area. Not available for sponsorship. 30 minutes (8-24-63).

**SOCIAL SECURITY AND YOU**

Discussion of important changes in Social Security benefits. Not available for sponsorship. 30 minutes (9-24-62).

**NEWS REVIEW — 1962**

Local news highlights and review of top local stories of the year. Sponsor: First National Bank. 30 minutes (12-17-62).



**VIRGINIA**

**NORFOLK - PORTSMOUTH - NEWPORT NEWS**

**WAVY-TV**

CHANNEL 10

LICENSEE: Tidewater Teleradio, Inc.

NETWORK: NBC-TV

REPRESENTATIVE: H-R

GENERAL MANAGER: J. Glen Taylor

EDITORIALIZING: None

**FORD IN TIDEWATER\***

Special reports on only automotive plant in Virginia included four discussion of factory and growth effect on economy etc. Sponsors: entire area Ford dealers. 60 minutes (10-30-62)

**THE FIRST THIRTY DAYS**

Examination of the forces that brought about the war and forming the new cities of Chesapeake and Virginia Beach and a look at the future. Sponsor: Budweiser. 30 minutes (1-28-63)

**COMMANO BRIEFING**

Series to educate and inform public on Tidewater and surrounding areas of the impact and importance of the military and functions in the military complex. Sponsors: Newport News Shipbuilding, Long Star Cement Southern Materials, Virginia National Bank. 30 minutes (weekly)

**TOPIC**

Discussion by station on topical subjects with special guests. Not available for sponsorship. 30 minutes (weekly)

**SOUNDING BOARD**

Discussion program produced by the Norfolk Chamber of Commerce with community leaders speaking on area problems and issues. Not available for sponsorship. 30 minutes (monthly)

\* Made available to other stations.

**NORFOLK**

**WTAR-TV**

CHANNEL 3

LICENSEE: WTAR Radio-TV Corp.

NETWORK: CBS-TV

REPRESENTATIVE: Petry

GENERAL MANAGER: Robert M. Lamb

EDITORIALIZING: None

**HOW NOW, MR. MCGUFFEY**

Study and demonstration of variety of techniques used to teach reading in the first four elementary grades. Not available for sponsorship. 30 minutes (5-22-63).

**SUPERSONIC SNOOPERS\***

Analysis of U.S. Air Force Reconnaissance operations filmed at Shaw Air Force Base. Not available for sponsorship. 30 minutes (1-2-63).

**WALK A LONELY BEAT**

Contrast of police work and methods 10 years ago and today. Filmed with Norfolk Police Department. Not available for sponsorship. 30 minutes (1-21-63).

**DIELDRIN PUBLIC HEARING**

Live coverage of complete public hearing conducted by state Department of Agriculture on mass treatment of beetle infested areas with Dieldrin. Not available for sponsorship. 245 minutes (1-25-63).

**THESE ARE OUR CHILDREN**

Discussion about social pressures on teenagers, with two doctors, social worker, psychologist, epidemiologist, and parent. Not available for sponsorship. 30 minutes (1-30-63).

\* Made available to other stations.

**RICHMOND**

**WRVA-TV**

CHANNEL 12

LICENSEE: Richmond Television Corp.

NETWORK: ABC-TV

REPRESENTATIVE: Katz

GENERAL MANAGER: Barron Howard

**JOURNEY THROUGH RUSSIA**

Film made in Russia by Richmond traveler Kenneth Lord, with his live narration of trip. Not available for sponsorship. 30 minutes (10-30-62).

**HIGH SCHOOL CHEATING**

Student panel discussed honor system and other deterrents to cheating in local high schools. Not available for sponsorship. 30 minutes (11-4-62).

**TEACHING OF ECONOMICS IN THE PUBLIC SCHOOLS**

Presentation by J. Harvie Wilkinson, member of Richmond School Board and president of State Farmers Bank of Commerce and Trusts. Not available for sponsorship. 30 minutes (1-25-63).

**YOUTH ORCHESTRA**

Fifty-three-member Richmond Youth Orchestra, alumni of Richmond Symphony, directed by Elmer Shankman. Not available for sponsorship. 60 minutes (5-10-63).

**CONGRESSIONAL CANDIDATES DEBATE**

Four candidates for Congress discuss the issues of the campaign in a special broadcast. Not available for sponsorship. 60 minutes (10-21-62).

**VIRGINIA**

**ROANOKE**

**WDBJ-TV**

CHANNEL 7

LICENSEE: Times-World Corp.

NETWORK: CBS TV

REPRESENTATIVE: PGW

GENERAL MANAGER: John W. Harkrader

EDITORIALIZING: None

**THE ELECTION OUTLOOK**

Discussion between radio and tv newsmen from five scattered areas of the state on congressional election. Not sponsored. 30 minutes (11-4-62).

**CANCER**

Discussion between two cancer specialists and newsmen on discovery and treatment. Not available for sponsorship. 30 minutes (3-23-63).

**ORDEAL BY WATER**

Special report on the severe floods in southwest Virginia during March. Not sponsored. 30 minutes (3-29-63).

**DEADLINE FOR A DUMP**

Special report on a bitter controversy over abandonment of a city dump in a Negro neighborhood. Not sponsored. 30 minutes (5-30-63).

**POINT OF VIEW**

Panel of newsmen questioned Chris Kraft, director of the Manned Space Flight Center, on the status of America's space program. Not sponsored. 30 minutes (8-14-63).

**ROANOKE**

**WSLS-TV**

CHANNEL 10

LICENSEE: Shenandoah Life Stations, Inc.

NETWORK: NBC TV

REPRESENTATIVE: Katz

GENERAL MANAGER: Horace S. Fitzpatrick

EDITORIALIZING: Three times daily

**SPOTLIGHT**

Series dealing with modern youth and its activities. Not available for sponsorship. 30 minutes (weekly).

**COMMUNIST CONSPIRACY**

Interview between Joe Moffatt, director of public affairs, and Communist Gus Hall, filmed at University of Va. Not available for sponsorship. 30 minutes (2-10-63).

**GEORGE LINCOLN ROCKWELL: THE NEO-BARBARIAN**

Interview between Joe Moffatt and Rockwell filmed at the University. Not available for sponsorship. 30 minutes (2-17-63).

**LET FREEDOM RING**

Independence Day special on meaning of the holiday as well as reminder that freedom must be protected. Sponsor: Ideal Laundry. 30 minutes (7-4-63).

**FLOODS '63**

Film reports on floods in southwest Virginia. Sponsor: Shenandoah Life Insurance. 15 minutes (3-12-63).

**WASHINGTON**

**BELLINGHAM**

**KVOS-TV**

CHANNEL 12

LICENSEE: Bometca Enterprises

GROUP: Bometca

NETWORK: CBS TV

GENERAL MANAGER: Dave Mintz

AWARDS: Golden Mike (1); National Education Association (2)

EDITORIALIZING: Occasionally

**TIDE POOL CRITTERS**

Children's program about the creatures of the ocean tides. Directed toward elementary school children. Sponsors: National Bank of Commerce and Darigold Milk. 30 minutes (series).

**ROOM FOR THE 3 R'S**

Need for building a second high school in Bellingham detailed. Vote was 80% in favor. Sponsor: Citizen's Education Committee. 30 minutes (3-6-63).

**THE KEY TO THE COLLEGE DOOR**

Report on how potential college students should make plans where to obtain information and help. Not available for sponsorship. 30 minutes (2-13-63).

**THE EYE OF A STORM**

Personal story of a newsmen called in to British Columbia penitentiary by rioting prisoners. His efforts ended riot. Not sponsored. 30 minutes (4-24-63).

**THE HAPPY ADDICT**

Interview with a dope addict, a criminal in Canada, but now living in England, where under a doctor's care, he gets narcotics legally, and now lives a more normal life. 30 minutes (8-5-63).

VIRGINIA Not Reporting: WVEC-TV, Norfolk-Hampton; WTVR, WAFX-TV, Richmond; WLYA-TV, Lynchburg.  
WASHINGTON Not Reporting: KIMA-TV, Yakima.



To encourage cooperation between broadcasters and their local historical societies, BMI and the American Association for State and Local History offer prizes and awards for the best programs dealing with state or local history and presented during 1963.

**ELIGIBILITY:** Participation in the competition is open to any radio or television station in the United States and its possessions and cooperating state or local historical agencies.

Programs or program series which are broadcast between January 1 and December 31, 1963, may be entered in the competition.

**JUDGING:** The American Association for State and Local History will appoint the panel for preliminary judging and final winners will be selected by BRUCE CATTON, Pulitzer Prize-winning historian and editor of American Heritage Magazine; JOHN A. GARRATTY, professor of history at Columbia University; ERIC F. GOLDMAN, professor of history at Princeton University.

**PRIZES:** Cash prizes of \$500 each to the radio and television stations which, during 1963, produce programs concerning local history that, in the opinion of the judges, contribute most significantly to their community's awareness and understanding of local history. In addition, two grants of \$500 will be made to the cooperating historical agencies. Scrolls of honorable mention will also be presented.

**SUBMISSION OF ENTRIES:** Stations wishing to participate in the competition should submit their programs in tape, film or transcription form to The American Association for State & Local History, 151 East Gorham Street, Madison 3, Wisconsin.

Entries must be postmarked no later than January 15, 1964. Application blanks may be obtained from the American Association for State and Local History or from Broadcast Music, Inc.

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WASHINGTON

SEATTLE

KING-TV

CHANNEL 4

LICENSEE: King Broadcasting Company

GROUP: Crown Stations

NETWORK: NBC TV

REPRESENTATIVE: Blair

GENERAL MANAGER: Otto Brandt

AWARDS: Ohio State Commendation, "Emmy," RTNDA award (1)

EDITORIALIZING: Occasionally

SUSPECT\*

Examination of the defeat of a respected veteran legislator by an extremist group utilizing a smear campaign. Not available for sponsorship. 30 minutes (10-19 and 11-25-62).

BIAS

Representative average members of the Negro community expressed their personal views of discrimination and cited specific examples in the city. Not available for sponsorship. 30 minutes (8-30-63).

OPEN LINE:  
SCHOOL LEVY CRISIS

Spokesmen for proponents and opponents of a vital school levy stated their cases, then answered telephoned questions from viewers. Not available for sponsorship. 60 minutes (5-18-63).

CITY COUNCIL PUBLIC  
HEARING ON MINORITY HOUSING

Live coverage of the entirety of an important council hearing relative to open housing ordinance for the community. Not available for sponsorship. 223 minutes (7-1-63).

MR. CANDIDATE

\* Made available to other stations.

Opposing candidates in key election races met on program to answer questions posed by a station moderator. Not available for sponsorship. 30 minutes (series).

SEATTLE

KIRO-TV

CHANNEL 7

LICENSEE: Queen City Broadcasting

NETWORK: CBS TV

REPRESENTATIVE: PGW

GENERAL MANAGER: Saul Haas

AWARDS: Washington State Legislature special resolution (1)

EDITORIALIZING: Occasionally

TO MAKE A LAW\*

Evolution of a bill from filing to enactment as a law, to aid public appreciation of law making processes. Not available for sponsorship. 30 minutes (2-27-63).

HUMAN SPARE PARTS\*

Story of successful transplantation of human organs from one person to another. Not sponsored. 30 minutes (4-23-63).

THESE YOUNG MEN ARE THE  
BROTHERS FOUR\*

Meteoric rise to stardom of a college quartet reported as inspiration to other young people. Sponsor: Henry House Packing Co. 60 minutes (8-31-63).

INDUSTRY ON THE HALF SHELL\*

Role of the Univ. of Washington Fisheries Department in helping the oyster and crab industry to flourish. Not sponsored. 30 minutes (8-4-63).

UNTO THE LEAST OF THESE\*

\* Made available to other stations.

Disposition of children committed to state institutions because of mental and physical retardation. Not available for sponsorship. 30 minutes (12-5-63).

SEATTLE

KOMO-TV

CHANNEL 4

LICENSEE: Fisher's Island Station, Inc.

NETWORK: ABC TV

REPRESENTATIVE: Katz

GENERAL MANAGER: W. B. Warren

AWARDS: National Brotherhood Award; Seattle Civic Unity Committee; Archdiocesan Union Holy Name Societies; Seattle Knights of Columbus; School Bell Award, Washington Education Association award (3); Ohio State

EDITORIALIZING: Occasionally

CHALLENGE

Three local clergymen of Protestant, Jewish and Catholic faiths discuss problems facing individuals and the community. Not available for sponsorship. 30 minutes (weekly).

VIEWPOINT

Station news director moderates a discussion of both sides of local controversial issues. Not available for sponsorship. 30 minutes (weekly).

WHAT'S NEW IN THE  
SCHOOLHOUSE

Station educational director examines problems and trends in education at both the local and national levels. Not available for sponsorship. 30 minutes (weekly).

QUIZDOWN

Question and answer format for elementary students from King County schools. Not available for sponsorship. 30 minutes (weekly).

EXPLORATION

Program takes cameras into unusual places in the Pacific Northwest to record true-to-life adventures of northwest people. Sponsors: Participating. 30 minutes (monthly).

**WASHINGTON****SPOKANE****KHQ-TV**

CHANNEL 6

LICENSEE: *KHQ, Inc.*NETWORK: *NBC TV*REPRESENTATIVE: *Katz*GENERAL MANAGER: *Richard U  
Dunning*EDITORIALIZING: *None***FALL FASHIONS**

Full color studio presentation of fashions for fall presented by local department store. Not available for sponsorship. 60 minutes (9-63).

**SPOKANE INTERSTATE FAIR**

Show champions, exhibits, parade, etc. available for program from the fair. Not sponsored. 60 minutes (9-63).

**CHILDREN'S THEATER**

Adaptation of Robin Hood presented by Spokane Children's Theater. Not available for sponsorship. 75 minutes (4-63).

**THE ECLIPSE**

Coverage of events, diagrams, descriptions of eclipse available in Spokane. Not available for sponsorship. (7-20-63).

**THEY CALLED IN SPOKANE**

Pictures from local historical files showing physical development of the city. Not available for sponsorship. 30 minutes (1-11-63).

**SPOKANE****KREM-TV**

CHANNEL 2

LICENSEE: *KREM Broadcasting Co.*GROUP: *Crown Stations*NETWORK: *ABC TV*REPRESENTATIVE: *Blair*GENERAL MANAGER: *A. P. Hunter*EDITORIALIZING: *As necessary***GUTEN MORGEN II & III\***

German language lessons produced in cooperation with the school district for use in classrooms. Not available for sponsorship. 15 minutes (daily).

**SEW WITH US**

\* Made available to other stations

Teaching of basic home sewing to the general public especially aimed at remote areas in which people cannot take advantage of urban trade schools. Not available for sponsorship. 30 minutes (daily).

**SPOKANE****KXLY-TV**

CHANNEL 1

LICENSEE: *Spokane Television, Inc.*NETWORK: *CBS TV*REPRESENTATIVE: *H.R. Day-Wellington,  
H. S. Jacobson*GENERAL MANAGER: *Wayne McNulty*EDITORIALIZING: *None***MISS SPOKANE CONTEST**

Contest for selecting the girl to represent the city for the following year with on-the-air judging. Not available for sponsorship. 30 minutes (12-8-62).

**MIDNIGHT MASS**

Mass presented from Our Lady of Lourdes Catholic Cathedral. Not available for sponsorship. 101 minutes (12-25-62).

**MARCH OF DIMES TELETHON**

A community service in behalf of the National Foundation. Not available for sponsorship. 17 hours (1-20-63).

**EASTER SERVICES**

Episcopal Easter church services presented from St. John's Cathedral. Not available for sponsorship. 60 minutes (4-14-63).

**LILAC PARADE**

Annual parade of floats, bands, marching units with the Lilac as the theme. Sponsor, Columbia Electric Company. 150 minutes (5-63).