

**ERIE WANTS GARROWAY**

NEWS that NBC television network would drop Dave Garroway's *Today* program from the Erie, Pa., market Feb. 26 brought WICU that city, over 7,000 written protests to the NBC decision. The station also reported visits by 34 protesting delegations and 600 telephone calls, in the same eight-day period, all against the NBC move. Some WICU viewers visiting New York have paraded outside the *Today* studios with signs reading: "Keep *Today* in Erie." WICU reports it has been making every effort to keep the program in Erie and has been urging viewers to write to the station, NBC and Garroway stating reasons they want to keep the tv show in Erie.

**DE KALB RADIO SURVEY**

A SURVEY of the De Kalb County, Ill., farm area's radio listening habits, covering the winter season of 1953-54, has been conducted by Clifford Heaton, farm advisor of the De Kalb County Farm Bureau in cooperation with George C. Biggar, president and general manager of WLBK De Kalb. It showed that over 40% of farm homes tune in their radios by 6 a.m., 58.1% by 6:30 a.m. and 85.1% by 7 a.m. The survey also indicated that peak listening falls between 12 noon and 12:30 p.m. and that during the colder months the whole noon hour has a large men's audience.

**TEXAS RECORD CLAIMED**

A HALF-hour documentary program prepared by the U. of Texas Radio House was recently carried by 133 Texas radio stations, a record

for an educational broadcast, according to Gale R. Adkins, director of Radio House. The program launched the year-long Texas Public School Centennial observance and it was scheduled as a sustaining public service feature in each of the 127 communities that had one or more radio stations.

**KING-TV 'GOVERNOR'S REPORT'**

WASHINGTON's Gov. Arthur B. Langlie will start a new program series called *The Governor's Report to the People* over KING-TV Seattle, beginning Feb. 16. Gov. Langlie will discuss the affairs of the state of Washington in this exclusive KING-TV series. Later programs are scheduled for March 16 and April 20.

**KLIR PROMOTION PAY-OFF**

PRESENTATION of prizes to Denver's "First Baby of 1954," winner of a promotion staged by KLIR that city, was made to mother and 1954's first citizen on their return from the hospital. Gifts of a year's supply products from Carnation Milk, Gerber's Baby Food and Mennen Co., plus other gifts from local merchants and manufacturers, brought the grand total to over \$1,000 worth of prizes.

**HAT PIN INNOVATION**

THE *Moods in Music* show on KTVQ (TV) Oklahoma City superimposes projection cards of old songs on a screen and a hat pin moving across the card in the projector is reminiscent of the "bouncing ball" identifiable with movie song fests several years back. The show was built around the idea of a man at home watch-

ing a girl singer and pianist on television. His receiver was rigged up to receive the video signal from the camera that was on the singer, as well as a superimposition from the card. It helped to create the illusion of actually receiving the program from the show.

**RESTAURANT PROMOTION CARDS**

PLACE cards, bearing Catholic, Jewish and Protestant before-meal prayers, have been sent by WBOW Terre Haute, Ind., to restaurants in that station's listening area. One side bears a welcome from the management of the restaurant and urges the reader to attend the church of his choice each week and participate in its activities. The three prayers follow. On the reverse side it reads, "Courtesy WBOW."

**CLASSROOM RECITATIONS TAPED**

QUARTER-hour tape-recorded schoolroom recitations are being used by WCIL Carbondale, Ill., as the format for the *Your Children in School* program series. The station's portable tape recorder is taken into elementary schools and spontaneous, unrehearsed pupil-teacher recitations are recorded for play-back over the air at a later date. Station reports a high return of good will from pupils and parents and a high listenership interest throughout the county.

**KOIN-TV FARM PROGRAM**

A FARM program, which the station claims is the first of its kind locally-produced to be televised in the Oregon and southwest Washington area, has made its debut over KOIN-TV Portland. The program, to be presented weekly, features William E. Drips, KOIN-TV's agricultural consultant, who presents farm news supplemented by information collected from various agricultural agencies. Films, graphs and charts on market information and interviews will highlight the current farm activities.

**'PUTTING ON THE DOG'**

THE entire dog pound in London, Ontario, was cleared out by people who had seen a parade of dogs on *Paul's Place* over CFPL-TV that city, according to that station. The public service program, staged in cooperation with the London Humane Society, featured three dogs trotting before the cameras, while m.c. Paul Sales discussed the society's activities.

**WJAR-TV 'HEART' BROADCASTS**

CHILDREN'S programs of WJAR-TV Providence were highlighted by the *Blue Bird Club* magazine of the R. I. Heart Assn. According to the station, the programs are carefully planned without the "blood and thunder" theme, substituting instead piano instruction, music, basic science, traffic safety, a puppet theatre and a program about animals and birds. The *Blue Bird Club* publication goes to children heart patients.

**NEWS EVENT CONTEST**

TO CELEBRATE his 10th radio anniversary, Bill Arthurs, news director, WRFD Worthington, Ohio, is conducting a "Decade of News" contest on the morning *Hospitality House* record show. Each day a big news event from the past 10 years is re-created and the first, most correct solution each day wins a 52-week subscription to *Life* magazine. In addition to the contest, promotion announcements plug WRFD coverage.



**Do You Know This Woman?**

She is Edith Dick, Station Manager of WWRL, AM and FM in Woodside, New York City.

She has this to say about the SESAC Transcribed Library:

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