

## WTOP Promotes Pfanstiehl; Adams Succeeds as Prom. Dir.

CODY PFANSTIEHL, promotion director of WTOP-TV Washington, becomes public relations director of WTOP Inc. Jan. 3, according to John S. Hayes, WTOP Inc. president. He will be succeeded by Robert M. Adams, promotion and advertising manager of WRC-AM-TV Washington and at one time on the WTOP staff.

Mr. Pfanstiehl will direct special public relations and promotion projects, working with



MR. PFANSTIEHL

MR. ADAMS

the WTOP, WTOP-FM and WTOP-TV divisions. He has been with WTOP seven years, moving through audience promotion, press information, publicity and sales promotion. He is 38 and is a member of the Washington Ad Club board as well as many civic groups.

Mr. Adams, 30, a graduate of George Washington U., was with WTOP in 1949-51, later moving to WOL Washington and to NBC Washington in 1952.

## WTVH-TV Appoints Three

RESIGNATION of Donald G. Roper as program manager of WTVH-TV Peoria, Ill., and the appointment of Robert G. Holben to succeed him, were announced last week by Edward G. Smith, station manager. He also reported appointments of Robert Douglas and Chris Erskine as account executive and tv director, respectively.

Mr. Roper is resigning to enter the McCormick Theological Seminary, Chicago.

Mr. Holben also will continue as production manager, a post to which he was appointed last August. Mr. Douglas comes from WKNX-TV Saginaw, Mich., where he was tv sales promotion manager, while Mr. Erskine has been producer-director at WGN-TV Chicago for five years.



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## Great Expectations

FRUSTRATED by the FCC in its attempt to get call letters WFCC assigned to its new radio station in Haines City, Fla., KWK Inc. has received the Commission's nod for the call WGTO. The FCC objected to the former because of connotation with the Commission's initials. KWK Inc., which operates KWK St. Louis, wanted the Haines City call to represent "Florida Coast to Coast." The firm has settled for a new slogan, "Gulf to Ocean."

## WLW Offers 'Two-for-One' Time, Promotion Plan

WLW Cincinnati reports that it is offering its clients a "Two for One" time and promotion plan effective Jan. 1, described by R. E. Dunville, WLW president, as the "most ambitious sales plan in the 33-year history of the Crosley Broadcasting Corp."

For every dollar that an advertiser spends with WLW the station is to spend a comparable amount on certified, contractually-guaranteed point-of-purchase and mail promotion and merchandising. The basic concept is that a complete saturation campaign via radio and retailer, especially in food and drug products, can be worked out.

The WLW "Two for One" plan was devised by Dr. James Anderson, Crosley Broadcasting Corp. researcher, after a year of work, the station says.

## KOGA Announces Staff

KOGA Ogallala, Neb., scheduled to go on the air today (Monday) has announced its staff.



MR. LAUNER

Ed Launer, traffic manager of KODY North Platte, Neb., is to be KOGA station manager, with Al Peters, also formerly of KODY, as chief engineer. Jim Creed, previously with KSID Sidney, Neb., and KDEF Albuquerque, N. M., is on the staff. KOGA, owned by the Ogallala Broadcasting Co., operates with

500 w, daytime, on 930 kc and is affiliated with the Keystone Broadcasting System.

## WRC-TV Sets Income High

WRC-TV Washington, which began telecasting in 1947, showed greater net income in 1954 than in any year in its history, Carleton D. Smith, vice president and general manager of the NBC o&o station, has announced. Local and national spot net time sales were 28% higher than 1953. Net time sales for WRC-AM were substantially higher than in 1953 and the highest since 1948, Mr. Smith said.

Broader acceptance by advertisers and the public were responsible for a large proportion of the new revenue, Mr. Smith declared. The population of metropolitan Washington, he said, has reached 1,780,000 or 21.6% greater than the 1950 census year, and WRC-TV now reaches nearly 700,000 tv homes.

## KTVQ (TV) Under Trusteeship Pending Reorganization Plan

KTVQ (TV) Oklahoma City was operating under a trusteeship last week following its petition for reorganization in Federal District Court, Oklahoma City, earlier this month.

The ch. 25, ABC-affiliated station is operating under court-appointed trustees Duke Duvall, Oklahoma City attorney, and John Esau, president of the station. Trusteeship maintains the status quo, protecting the station from creditors' suits until it can work out new financial plans for additional capital. The plight of KTVQ is due to lack of adequate working capital, Mr. Esau said, and is the result of temporary financial problems. In the petition for reorganization, filed Dec. 1, KTVQ listed \$400,000 indebtedness. Station was valued at \$600,000.

KTVQ began operating Nov. 1, 1953. It is owned by Mr. Esau and local businessmen.

Last August, KPMT (TV) Oklahoma City, on ch. 19, petitioned for reorganization, and has been operating under a trustee appointed by the court since then. KPMT is principally owned by theatre owner R. Lewis Barton.

## Turk Named WMOG Gen. Mgr.

E. JERE TURK, formerly commercial manager of WJHO Opelika, Ala., has been named general manager of WMOG Brunswick, Ga. Mr. Turk, a Montgomery, Ala., native, is a 1952 graduate of Alabama Polytechnic Institute, having worked as a part-time salesman for WJHO while in college. During World War II Mr. Turk served in the Southeast Asia area



MR. TURK

as "frogman" for the Navy.

## WSYR-TV's First Local Color

WSYR-TV Syracuse, N. Y., staged its first local color show last Friday, E. R. Vadeboncoeur, station president and general manager, reported. The telecast material consisted of commercials, promotion spots, local news, sports and a half-hour dramatic show. The station believes it is the first in New York state, except New York City, to transmit local color.

## WSUN-TV Increases Power

WSUN-TV St. Petersburg, Fla., on Dec. 8 increased its power more than 10 fold when it changed over from 20 kw to 257 kw, following more than two days of test patterns with the new power. The ch. 38 station went off the air due to a power failure on Dec. 5 during a special afternoon program celebrating the increase. It returned later that afternoon at the old power and re-scheduled the special program for the following night.



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