

MEMPHIS EDUC. TV OUTLET COMMENCES

WKNO (TV) Memphis, Tenn., becomes the 21st operating educational tv in the U. S. when it goes on the air today (Monday). The ch. 10 outlet, valued in excess of \$500,000, will operate Monday through Friday from 6 p.m. to 9:30 p.m. with filmed programs. Live programs will follow soon, according to Adm. Harold M. Martin (USN, Ret.), managing director of the cultural and educational station.

Today's on-the-air announcement brings to reality a dream that began three years ago when the station's sponsors—the Memphis Community Television Foundation—was formed. The foundation consists of 24 executive trustees and 75 advisory trustees, with Julian Bondurant as chairman.

Commenting on the venture, Mr. Bondurant said the foundation has confidence in the ultimate value of educational tv, and in the ability of the group to provide it in the Memphis area. "Many individuals, firms and various organizations have made our current position possible through contributions of money, material and very much work," Mr. Bondurant added. "To all of them we are most grateful."

WKNO, which has a permanent staff of 14, will have its signal visible within a reported range of 40 air miles. It will acquire its films from Educational Television & Radio Center, a cooperative organization which exchanges film features from various station sites, with headquarters in Ann Arbor, Mich. Program Director Keith Nighbert said he hopes the public will report to the station on reception and program quality. "We welcome all ideas and suggestions that will make this the best station of its kind in the country," he said.

WMCA Presents Control Unit

A \$25,000 RCA master control system, which was discarded by WMCA New York when it moved recently to new and modern quarters on Madison Ave., last week was given to the undergraduates of Columbia U.'s WKCR-FM for use starting next September. WMCA President Nathan Straus presented the audio unit to President Grayson Kirk of Columbia. WKCR-FM, which has served only Columbia U. and adjoining Barnard College through a line-system, will cover most New York boroughs and part of northern New Jersey when it returns to the air this fall with the new control system.

N. Y. Plans School Studio

THE CONSTRUCTION of a high school broadcast studio was proposed last week as part of New York City's tentative \$105 million school building and planning program for next year. According to a top school official, the studio, part of a new George Westinghouse Vocational High School in Brooklyn "probably" would be the first of its kind in the country. It would be used to broadcast lectures and other educational programs within the school system over closed circuit and to teach students the technical and production aspects of tv.

EDUCATION PEOPLE

Dr. Ryland W. Crary, professor of education, George Washington U., Washington, to Educational Television & Radio Center, Ann Arbor, Mich., as director of education.

Chalmers H. Marquis Jr. promoted from production staff to promotion and development manager at WTTW (TV) Chicago, non-commercial, educational station. He formerly was a director for commercial outlets WBBM-TV and WGN-TV Chicago.

James E. Lynch, instructor in radio and television, State U. of Iowa, Ames, to Indiana U., Bloomington, as assistant professor in radio-tv department.

Howard Douglas Holst, music director, education station, WOI-TV Ames, Iowa, named production manager of WKNO-TV Memphis, Tenn., education station to go on air today (Monday) (see story this page).

EDUCATION SHORTS

Educational Television & Radio Center, Ann Arbor, Mich., announces that 23 film subjects from *Omnibus* (CBS-TV, to resume in fall on ABC-TV) have been edited into 15 half-hour program package for use on education stations under title, *An American Album*. Ford Foundation Tv-Radio Workshop, which produces *Omnibus*, made films available.

KGVO Missoula, Mont., has presented two \$150 scholarships given by Montana Radio Stations Inc., to Donald L. Oliver and Donald V. Straus, Montana State U. students.

U. of Pittsburgh is offering six-week summer session course in educational tv production. Sessions will be held at studios of KDKA-TV Pittsburgh beginning July 2.

N. J. Broadcasters to Warn Of Approaching Hurricanes

A SPECIAL hurricane network to provide listeners with factual and last minute reports on approaching storms and hurricanes will be operated this summer by New Jersey radio stations in cooperation with the U. S. Weather Bureau. Announcement of the new service was made last week by Gorden Giffen, general manager of WKDN Camden and president of the New Jersey Broadcasters Assn.

Weather reports will be furnished the network by the Atlantic City Weather Bureau, which will maintain a line with WSNJ Bridgeton. The bureau will determine the necessity and frequency of warning broadcasts, disseminated for fm pickup and rebroadcast by am stations. All stations south of Trenton will receive the pickup from Bridgeton while WTOA-FM Trenton will relay the signal to stations north of Trenton.

WTTM Cooperates With USO In Taping Soldier Interviews

WTTM Trenton, N. J., is cooperating with the local USO in an experiment to produce better public relations for the organization. According to William Tracy, USO public relations director, WTTM will tape interviews with servicemen using Trenton USO facilities, then send them to the servicemen's home town radio stations.

The project is planned for a national scale in the future. Herbert E. Evans, vice president and general manager of the Peoples Broadcasting Co. (WTTM), is on the National Advisory Committee to the USO.

KTVX (TV) Plea Aids Infant

THE CRITICAL heart condition of seven-month-old David Peterson came to the attention of Jack Morris, news director of KTVX (TV) Tulsa, who broadcast a plea for aid. Born with a hole in the wall separating the chambers of his heart, David was kept alive by artificially-administered oxygen. Unless the damage was repaired, his chances for survival were slim. Mr. Morris' appeal received quick response, and contributions soon totaled over \$1,000. The baby was flown to the Mayo Clinic, Rochester, Minn., for treatment.

'Pennies for Davy'

IT STARTED when 6-year-old Davy Garcia ran into a New Orleans street to retrieve his sister's pencil and was hit by a truck. Davy suffered a broken leg, two broken arms, fractured skull and internal injuries. His father's health is bad, which prevents Mr. Garcia from working full time to feed and clothe the eight little Garcias.

A picture of Davy's sister and brother praying for his life led WSMB New Orleans to launch a "Pennies for Davy" drive among its listeners. Within five hours after the first appeal had been made, more than \$100 had been brought to the station by listeners.

The drive continued for four days, with hourly bulletins by WSMB personalities Jim Brown, Scott Muni, Sid Noel, Roy Roberts, and Marshall Pearce giving Davy's condition. Mail continued to pour in after the appeal on the air had ended, with more than 50,000 pennies collected. Contributions were received from as far away as Florida.

