

TV FINDS A HAVEN

By ED JAMES

NO FURTHER from the venerable Mory's than even the hoarsest Whiffenpoof can throw his trembling bleat, a little band of 20th century pioneers is plotting to do for the sedate and ancient grills of Yale U. what others like them have already done for the gin mills of New York's Third Avenue and the cabarets of Chicago's South Side. It is only a matter of time until the fuzziy hubbub of undergraduate caroling around Old Eli's taverns will be silenced by the built-in amusement of the electronic age.

Television has come to New Haven.

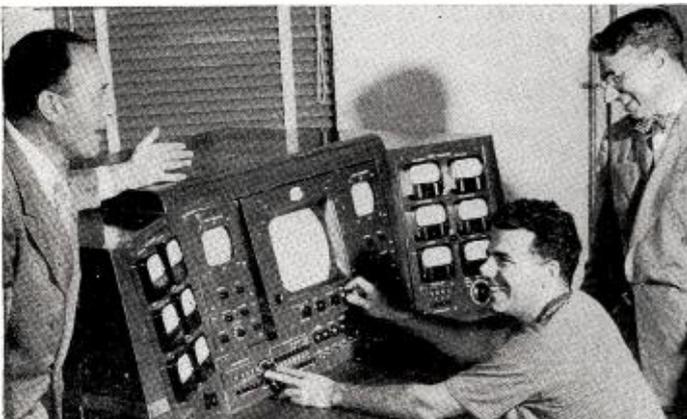
It will be a shock to Yale alumni and to that larger but no less partisan clan—admirers of the ubiquitous Whiffenpoof song—to learn that Mory's, the famous tavern where the song was born, is surrounded by television. A resolute outpost against the tide of mechanical invention, Mory's has not yet been engulfed by video, but the waves are lapping at its door.

The creation of sudden television interest in New Haven is due to the work of The Elm City Broadcasting Corp., owner of WNHC and WNHC-FM, which last June began operating New Haven's first video station—WNHC-TV. It is a testimonial to the intrinsic charms of television that so much public enthusiasm for the medium could be so instantly aroused and by such an unpretentious station.

Less Than \$200,000

WNHC-TV has no studios, virtually no staff of its own. Its owners put the station in business with an initial capital outlay of less than \$200,000, a figure which was only a fraction of the money commonly spent by television stations elsewhere.

Yet within a month of its debut,



ENGINEERING phase of the WNHC-TV operation is discussed by Manager James T. Milne (l), Chief Engineer Vincent DeLaurentis (center) and Aldo DeDominicis, promotion manager. Until lines are installed from studios to transmitter the video portion of WNHC-TV programs from DuMont network is received via relay at transmitter. Audio line terminates at studios. All slides and films are handled at transmitter.

WNHC-TV a Well-Launched Enterprise

vision station was on the air did technicians at the transmitter house, an isolated building on a remote hilltop, have a water supply on the premises. Water was brought in by cans until a well was completed on the site.

The video station was operated without a staff that could be called its own, save for a couple of technicians. This phenomenon was possible because the station's programming was provided for it by DuMont and also because of the arrangement of staff in the three-station family.

Everybody who works for WNHC, the AM station in the Elm City family, also works for WNHC-FM (which duplicates the AM programs) and for WNHC-TV. The television station needs little or no attention from the company's program department. Salesmen sell time for all three stations. The engineering staff also tends to the equipment of all three, although a few of the technicians pay primary attention to television.

When the company began to build a television station, it hired two technicians. The new technicians who were assigned to the AM operation, replaced two more veteran men who were switched to FM and TV. This constituted the entire expansion of the company's staff to accommodate its television development.

First Experiences

Despite the modesty of its initial operations, WNHC-TV has hit New Haven the way Pudge Hef-fefinger used to hit opposing linemen. Although the station has no regular measurements of video viewing in its area, it asserts—with good reason—that its influence is widespread.

At the start of the operations last June WNHC-TV attempted without success to carry the New York Yankee baseball games. According to the station, the Yankees asked \$500 more per game from the Ballentine Co. (ale and beer), which was sponsoring the telecasts on DuMont's New York outlet to permit the pickups by New Haven. Ballentine felt the price was high, and consequently WNHC-TV was without the Yankees.

The New Haven television station broadcast four announcements, explaining to its audience that it could not broadcast the games and suggesting hopefully that if enough listeners wrote to request them, the Yankee management might let the station do the telecasts unsponsored—as a public service. Although it was not enough to move the Yankees to such magnanimity, the response was in sufficient volume to prove New Haven was a hotbed of Yankee and television fans.

The four announcements, broad-



STUDIOS for WNHC's AM, FM and TV operations are in this modernistic structure. Main studio, with seating capacity for more than 100 persons, is two stories high with TV control room at second-story level.

cast only over the television station, pulled more than 3500 pieces of correspondence, some of them petitions bearing hundreds of names. Several of the petitions came from saloons where irate customers were up in arms at the deprivation.

Although its acceptance by the public of New Haven has been demonstrably good, WNHC-TV has not been universally overwhelmed with welcomes. Among the elements which seem disinterested in the success of television in New Haven is the press.

The *Journal-Courier* and the *Register*, the town's two papers, are commonly owned and commonly united in the belief and probable hope that radio and its newest manifestation, television, are not here to stay. Or at least not in New Haven. By a curious quirk of journalistic thinking, the New Haven papers print the logs of New York radio stations regularly, but seldom mention a program which is broadcast over an outlet in their own home town.

The practice leads to mysterious euphemisms. If the coverage of news demands that the press refer to a New Haven radio station, the papers are apt to exclude the call letters and the precise address, and speak only of "a radio station on Chapel Street." The same technique has been used by skittish papers elsewhere when it was necessary to report incidents in bawdy houses.

It goes without saying that the advent of television in New Haven went unnoticed in the news columns of the press.

Perhaps the dominant force in New Haven is Yale U. which exerts a prodigious cultural and eco-

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