

WOR-TV FUTURE

Outlook Good—Streibert

Film Report

CONFIDENCE that WOR-TV New York would break even by the fall of 1950 and show profit in 1951 was expressed by Theodore C. Streibert, president of WOR New York and its video sister, at last Tuesday's meeting of the American Television Society.

Success probably will not come that early for originating stations of networks, he told members of the society gathered at New York's Park Sheraton Hotel. Those stations, he said, would require probably another year to become profitable operations. He did, however, include in his 1951 prediction WOIC (TV) Washington, also owned by Bamberger Broadcasting System, owner of the WOR stations.

Mr. Streibert saw radio operating and performing a definite public service as much as 30 years hence, explaining that such programs as news and music, to which TV doesn't add much, can best be handled by the AM medium. He pointed out that radio now earns one to three times its asset value each year, and that profits can drop a long way and still let stations operate at a 10% profit. The powerful, 50 kw stations will be strongest survivors, he predicted, with gradations of survival to unavoidable extinction for some. He did not see the present number of 2,000 AM stations operating when TV becomes a profitable medium.

Urges Early Entry

Mr. Streibert advocated early ventures into video by radio stations. "There's an old axiom that pioneers in an industry usually lose money," he said, "and that one should 'buy in' after they lose out. This has proved fallacious in radio where facilities are scarce and limited. The same is true of TV."

He pointed out the advantages of developing video out of profits obtained from radio without investing additional capital. "WOR," he said, "is operating two TV stations from AM revenue."

Explaining WOR's operation of WOIC (TV) in Washington, Mr. Streibert said the venture was made some years ago with an eye to the capital's potential as an origination point for future MBS video network shows, but at the time, he said, the present freeze was not foreseen.

Discussing early problems of transmitter placement, he recalled proposals for a cooperative TV center in Queens, abandoned because of cost. He expressed regret the plan had not been adopted "because eventually it would have aided us all in operating efficiently."

Touching on studio space problems, Mr. Streibert told the group all that broadcasters know of their needs is that they need "more of everything." He outlined WOR-TV's compromise whereby it

leased for five years half of ABC-TV's 66th St. property, and took for rehearsals and offices a structure adjacent to it. Mentioning the station's purchase of a square block of land between 68 St. and 69 St. on Broadway to house future TV operations, he said, "We will construct sometime soon, but are not over-anxious to start until we know what we need."

Programming at WOR-TV, Mr. Streibert said, is based on the theory that large expenditures will not hasten the day of profit-making. Therefore the station is following the policies of only live programs for a minimum of five days a week, supplemented by a sports schedule.

He named as factors on which TV profits hinge—network expansion, more advertising and greater demand for sets. He felt that spot business is handicapped by the limited number of stations, most

of them with dual affiliations, where time availabilities are scarce not only for advertisers, but for networks who wish to clear time for shows.

J. R. Poppele, WOR and WOR-TV vice president and chief engineer told members of an announcement "soon to be made to the press" of a streamlined production and monitoring program WOR-TV will institute in combined operation with RCA.

Julius F. Seebach Jr., vice president in charge of programming for both stations, revealed that WOR-TV, in accepting programs for showcasing by producers, is assuming that the producers are reimbursing talent for its service. He said that whereas the station could not afford expensive programming, it has made certain arrangements whereby producers receive a percentage of income derived from spots sold on their shows.

KOTV (TV) TULSA Official Opening Set For Nov. 30

KOTV (TV), Tulsa, Okla.'s, first television station, will officially launch its career Nov. 30 with a star-studded dedication program, after which the station goes on a seven-day-a-week schedule.

Operating on Channel 6, KOTV (TV) will radiate 16.6 kw from its three bay antenna mounted atop Tulsa's highest building, the 28-story National Bank of Tulsa Bldg. Transmitter is located on the 14th floor and is linked by coaxial cable with the studios three blocks away. The main studio is 60' x 130' and the ceiling is over 20 ft. high. Station's equipment is RCA throughout.

One studio set includes a \$7,000 custom built kitchen installed in cooperation with the Oklahoma Natural Gas Co. Equipment also will include an RCA-equipped remote truck with two field cameras. Station represents an investment of more than \$400,000, according to KOTV (TV) officials.

KOTV (TV) is owned and operated by George E. Cameron Jr., Oklahoma and California oil man, and includes the following personnel: Helen Alvarez, manager; John B. Hill, commercial manager; Ronald C. Oxford, program director;

George G. Jacobs, chief engineer.

Miss Alvarez, who has been in Tulsa radio for several years, has been making a study of TV possibilities for the area and has visited major video stations throughout the nation. Mr. Hill is a former oil field supply sales executive. Program Director Oxford formerly was with KFI-TV Los Angeles. Prior to that he was with NBC for 10 years and was an NBC-TV producer-director for three years.

Mr. Jacobs is a veteran TV engineer, having worked on the installation of three other outlets—WBAL-TV Baltimore, WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio.

KOTV (TV) is affiliated with five networks—ABC, CBS, DuMont, NBC and Paramount. Station started testing Oct. 15 and four days later telecast its first film program.



Modernistic building housing studio and executive office of KOTV Tulsa. The three bay antenna can be seen on bank building at the extreme right.

A. F. FILMS Inc. (Les Actualites Francaises), 1600 Broadway, New York, through Rosalind Kossoff, has announced that producer-directors, Paul Falkenberg and Lewis Jacobs, will produce 10-minute film based on Lincoln's Gettysburg Address. Firm plans series of similar films based on important events in U. S. history. A. F. Films has world rights distribution to this series which will be available in February 1950. Firm has offices in Paris, Brussels, Cairo and Rio De Janeiro.

United Productions of America, Burbank, Calif., coincident with its sixth anniversary last week started five-day public display of industrial and entertainment cartoons for television. "Crabapple-Smoked" Oysters will make their TV debut during holiday season (Nov. 12 through Dec. 15) in four markets. Hors-d'oeuvre novelty packed by E. H. Bendiksen Co., Ocean Park, Wash. is done up in holiday gift boxes and stocked by delicatessens and department stores. Account placed through Botsford, Constantine & Gardner, Seattle, with John Heverly as account executive, will use KFI-TV Los Angeles, KPIX (TV) and KRON-TV San Francisco, WGN-TV Chicago and KING-TV Seattle. film stock, firm claims. Labor and with animated and live action, produced by Criterion Films, Seattle, and allows for dubbing-in of local five-second "where to buy it" tag for retailer in each city.

Film Assoc. Inc., 440 E. Schnatz Ave., Dayton, Ohio, filming seven experimental TELESKITS for Frigidaire Div., General Motors. Spots one and two minutes in length spotlight Frigidaire electric range, refrigerator, washer, drier and ironer. Mr. Ralph Cain of Frigidaire worked with Film Assoc. on development of commercials on film. Plans afoot to start several more spots using live action and animation for demonstration of Frigidaire laundry over TV, firm says.

Reduced production costs of TV and motion picture films are promised by Fairchild Recording Equipment Corp., 154th St. & 7th Ave., Whitestone, N. Y., with development and adoption of synchronous magnetic tape recorder and playback soundtracks. Savings of at least \$50 per hour are effected by use of standard ¼" magnetic tape instead of emulsion coated acetate film stock, firm claims. Labor and time costs are less because of speed up of production by instantaneous playback sound tracks. CBS-TV is using two such recorders developed by Fairchild. Equipment was shown at recent annual convention Audio Engineering Society.