

WORK of group of speech and hearing clinics in Oklahoma is highlighted on *Out of the Silence*, series of eight public service programs on WKY Oklahoma City. Shows dramatize efforts of clinics to rehabilitate youngsters with speech and hearing defects. Purpose of series is to acquaint public with work of state clinics and recruit teachers in field. Programs will culminate in conference of clinic workers and parents at U. of Oklahoma in April.

Personal Touch

PLAYING personal angle for all it's worth is Mark Sheeler, m.c. of morning show on WPIK Alexandria, Va. Mr. Sheeler enters Washington homes armed with tape recorder and leading questions such as, "Do you think that marriage will ever replace the automobile?" Informal chats with housewives resulting from such questions are recorded and presented on Mr. Sheeler's program.

Dances of Countries

NEW studio program at WBAP-TV Ft. Worth, Tex., is *Dance Parade*, starring Mary Parker. Show is built around dances of different countries and features costumed cast and live music. Aired 8:30-9 p.m., Friday, show is sponsored by Stromberg-Carlson and Gibson Electric.

Distant Coverage

NATIONAL Amateur Hockey tournament in Lewiston, Me., recently was covered by KROC-AM-FM Rochester, Minn., 1,099 airline miles away. KROC sent its sports director, Bernie Lusk, to Lewiston to give play-by-play accounts to meetings between Rochester Mustangs and Lewiston's team. Rochester *Post-Bulletin*, sponsor of KROC broadcasts, also sent its hockey writer, Ozzie St. George, on trip.

Exploiting Exposition

FIVE-minute interviews were sold to exhibitors by WOC-TV Davenport, Iowa, at city's recent Annual Home and Food show. Exhibits were telecast with interviewees telling their sales stories and explaining their products. Program Director Charles Freburg and his camera and lighting crews dollied from booth to booth with Ran Jensen and Norman Bacon doing running commentaries and interviews. Successful results indicate that station will use "roving camera" technique at future Home and Food shows.

Bi-Lingual Shows

LIVING up to its French title, *Alouette* show on WSRs Cleveland, s bi-lingual. Conducted by George Thompson, modern language teacher at Western Reserve U., Cleveland, format of show is French music, inter-

Programs



persed with talk in both French and English. Show is aired Mon. at 7:45 p.m. Due to its success with persons of French extraction and students in Cleveland, another show, *Piasta Tropical*, has been started on WSRs by Mr. Thompson. Format of program is similar, with Spanish being substituted for French, and Spanish guest welcomed to program weekly. Show is piped over public address system at Kent State U. students union.

'Hands That Speak'

FIFTEEN-minute show over WLWD (TV) Dayton, Ohio, has format specifically constructed for deaf mutes. Entitled *Hands That Speak*, program is made up of devotional message delivered by minister. Message is interpreted in sign language as are hymns sung for listening audience. Idea for show originated with Mrs. Peg Kylstra, local school teacher, who worked out production details with A. Donovan Faust, assistant general manager in charge of programs at WLWD. Show is sponsored by Church Federation of Dayton and Montgomery county, and is on trial schedule until after Easter.

Catering to Tastes

VARIETY of music to suit his listeners' preferences is aired Mon.-Sat. on *Milkman's Matinee* by Larry Brown, m.c. of WPEN Philadelphia show. Mr. Brown divides four-hour show into half-hour segments, using them for pop tunes, light modern experiments in music, classics, hits of 30 or 40 years ago, old-time instrumental favorites, background music from current motion pictures, and one hour of past and current show tunes. Format satisfies tastes of old and young alike, station reports. *Milkman's Matinee* is heard from 2:05 to 6 a.m.

New Controversy

NEW quarter-hour weekly program *Seven Seventy on The Air-TV* taking up discussion of controversial subjects, starts April 3 on KTTV (TV) Los Angeles. Program is believed to be first television program sponsored by local labor union, Retail Clerks Union Local 770. Speakers on program will include James Roosevelt, Rep. Helen Gahagan Douglas, Harry Flannery and Gordon Severance, in addition to au-

thorities on science, business and communications. Leonard Shane will produce program with Robert S. Howell as associate producer. Bob Breckner will direct.

Play-By-Play Checkers

WGBF Evansville, Ind., lays claim to play-by-play description of first broadcast of checker game when Evansville's champion, Walter Giannini, met the Harrisburg, Ill., champion, John Lutwinski. Forty-five minute game was described by J. C. Kerlin, WGBF's local newsmen.

Calling All Cabs

ACTUAL workings of taxi meter are shown as part of two week series on *Calling All Citizens* program over WTVR (TV) Richmond, Va. Series, composed of two shows, is designed to demonstrate control exercised by city on this mode of transportation. Second show in series was devoted to discussion by taxi squad of Richmond Police Dept. Enforcement steps taken by police in regulation of taxis and drivers were shown.

Spot Reporting

LESS than an hour after airliner crashed in South Minneapolis, killing 15 persons, WCCO Minneapolis-St. Paul aired first eye-witness report. Clellan Card and Phil Lewis, of station's staff, were on scene shortly after accident and phoned on-the-spot report to station. Telephone coverage was recorded and aired on 10 p.m. newscast, just 58 minutes after tragedy.

Club Duo

SECOND late evening disc show broadcast by WNJR Newark, N. J., from night club has been inaugurated by station. First program was *Hello From the Ivanhoe*, featuring Carl Ide and broadcast from Ivanhoe Club in Irvington, N. J., from 11 p.m. to 12 midnight nightly. Latest series features Ed Bonner spinning records and interviewing guest stars from Club Diana, Union, N. J. Mr. Bonner is heard from 10-10:30 p.m., nightly, except Monday.

Prize Party Popularity

NEW TV show on WFIL-TV Philadelphia recorded 6,758 mail pieces in one week, station reports. Half-hour show, *Wifil Ranch Prize Party*, is aimed at children viewers and aired Mon.-Fri., 5 p.m. Daily telephone question and answer sessions with youngsters who have written station asking to be called, is format of show which immediately follows *Wifil Ranch Theatre*, hour-long feature-length Western movie. Children who successfully answer questions asked by "Ranch Boss" Pete Newman, appear on show following day and receive prizes.

Weekly Beauty Queens

WEEKLY TEEN-AGE beauty queens are picked by CKOY Ottawa, on *Club 1310* Friday show. Paul Allen, m.c. of program, chooses four men from audience and each in turn picks one girl from audience as his choice. All five then cast ballots for winner who receives beauty kit, and is qualified to take part in spring finals for CKOY Club 1310 "Tops in Teens" title.

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