

NETWORKS VIE FOR 'FIRST' HONORS AS RADIO-TV COVER THE CORONATION

RADIO and television proved themselves the royal family of communications media with their rapid and descriptive coverage of the Coronation of Queen Elizabeth II of England Tuesday.

Radio re-asserted its reputation as the world's fastest communications medium, unfolding its on-the-spot story of the Coronation from beginning to end. NBC, CBS, MBS and ABC provided detailed coverage, although the networks relied heavily on the descriptions of the proceedings by BBC commentators. Radio coverage continued until approximately 9 a.m. EDT.

But it was television that provided the dramatic flourishes. Both NBC-TV and CBS-TV hired super-jet planes to hasten films across the Atlantic and from Canada to Boston, which was scheduled to be the transmission point for network programming.

NBC-TV attempted a bold move it later described as its "secret weapon." In hush-hush fashion it recorded BBC's telecast at Blackbushe Airport, 40 miles from London. The films immediately were

placed on an English Canberra, which left for the U.S. at 6:24 a.m. EDT, almost two hours before CBS-TV's jet left London Airport.

arrived at approximately 2 p.m. in Canberra jets at Goose Bay, Labrador, it touched off the day's second race between CBS-TV and NBC-TV.

It was CBS-TV's plane, piloted by Joe De Bona, that won, arriving at Boston's Logan International Airport at 4:14 p.m. EDT, 23 minutes



DEPARTURE and arrival time (EDT) of the various planes which relayed films of the Coronation first to Canada and then to the U. S., are shown above.

* * *

But the "secret weapon" backfired when NBC-TV's jet plane had to turn back after two hours over the Atlantic because of a defective fuel connection.

Later, when the official BBC films

before NBC-TV's jet, which Stanley Reaver piloted.

In a final effort, NBC-TV arranged with ABC-TV to share its "feed" from CBS at Montreal of BBC films, which were placed on the

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All figures from Sales Management Survey of Buying Power, 1953

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