

# The Uhf Audience

tional Bank, flood-lighted to draw added attention at night.

According to John Esau, president, KTVQ's "all-out conversion-adapter promotion" consisted of a series of projects. Speakers attended large numbers of dealer and club meetings. Display pieces were provided along with 40 full-color 24-sheet billboards on a cooperative basis. A radio saturation campaign started Sept. 1 for 60 days, using all seven Oklahoma City stations.

Each radio spot was a music jingle: "Two and Five, Man Alive, Adapt to ch. 25," followed by a tag giving name, address and phone number of a cooperating dealer or serviceman. Acknowledging the presence of top-flight competition, Mr. Esau put the situation this way, "We'll get our share through some hard selling, through resourcefulness in building circulation, through showmanship, through careful spending. Once we get it we'll keep it through promotion, and through service to the advertiser and the viewer."

One of the numerous KTVQ promotion gimmicks was a Mov-I-Graf card showing a hunter with a flexible face producing countless profiles when the card is tapped.

Less than three months after it took the air in late summer, KAFY-TV Bakersfield, Calif., reported over 88% of all tv sets in the signal area had been converted for ch. 29 reception. Dealers haven't been able to keep up with calls for sets, strips and converters, according to the station.

KAFY-TV started out last summer with a 30-day radio build-up on KAFY, offering a tv set to the first person who saw the ch. 29 test pattern and had it verified by a dealer. Radio remotes and news stories highlighted ground-breaking ceremonies and various steps in the construction.

Radio was used to promote tv personnel for upcoming local television programs, syndicated film shows and top network features. Dealers were sent regular progress bulletins, as were radio stations and newspapers. KAFY and KAFY-TV personalities emphasized the approach of "Kern County's



Forty 24-sheet billboards like this were used by KTVQ (TV) Oklahoma City as part of

intensive conversion promotion in already established vhf market.

First Television Station." Illustrated talks were given at service clubs and schools, describing uhf and the importance of tv to the area. Regular meetings were held with dealers and distributors to keep them posted so they would encourage rapid conversion.

Two newspapers put out special tv issues at the time of the opening. Logs are sent to newspapers in the area. "These are just a few of the ideas that were used," according to Naum Healy, station manager.

WKNB-TV New Britain, Conn., took the air last March with only 17,000 sets equipped to receive ch. 30, according to Peter B. Kenney, general manager. A fortnight ago the number had reached 97,000, according to Mr. Kenney, who said WKNB-

TV's programming and personnel problems had been "met and conquered with the familiar tools of success, plain hard work and Yankee ingenuity."

John Shipley, WKNB-TV chief engineer, provided listeners with basic uhf information, urging them to "demand perfection" in uhf viewing. "Uhf has set a new standard of technical excellence," he said, and ascribed poor pictures to antenna or receiver trouble.

He pointed to the need of using special uhf lead-in cables, with a drain-hole where it enters the wall. He recommended an outside antenna and explained antenna installation problems this way: "Move the antenna vertically and horizontally to locate the best