

AFTER LONG WAIT, A-BLAST GOES OFF

Radio-tv networks, after nine days of delay, give nationwide coverage to Nevada test.

AFTER a nine-day delay, radio and television networks and stations covered the test explosion of a 35-40 kiloton nuclear device at Yucca Flats, Nev., last Thursday at 8:10 a.m. EDT.

The atomic bomb test was carried on television by a "live" pooled telecast on CBS-TV and NBC-TV. Network personnel and equipment had been on the scene for two weeks, prepared to broadcast the blast as soon as weather conditions permitted [B•T, May 2]. The telecast began at 8:01 and lasted until 8:25 a.m.

Grant Holcomb of CBS-TV was "anchor-man" for the combined telecast, reporting the over-all scene from Media Hill. CBS-TV newsman Jack Beck described the civil defense activity immediately before and after the explosion. Roy Neal of NBC-TV broadcast from the forward trench, less than two miles from "ground zero." Herb Kaplow of NBC-TV provided reports from the Army Signal Corps installation, where communication was maintained with the armored vehicles above ground, about 1½ miles from the center of the target area.

The networks scheduled another pooled telecast for last Friday (8:30-8:55 a.m. EDT) to provide viewers with a tour of Survival Town, the model community erected by the Atomic Energy Commission and civil defense in the target area to measure the destructive force of the blast.

Quality of the pooled telecast was far below expectations. Skeleton forces covered for the networks, the first teams having been withdrawn because of the postponements. Likewise, most of the independent station observers and newsmen had left prior to the blast [B•T, May 2].

Last Thursday on the NBC-TV *News Caravan* (Mon.-Fri., 7:45-8 p.m. EDT), color films of the explosion were shown, said to be the first time color films were seen on tv the same day they were made.

A pooled radio network coverage of the explosion last Thursday was carried on ABC, CBS and NBC Radio. The program was broadcast 8-8:15 p.m. EDT and throughout that day the networks carried summaries of the broadcast. Coverage was supplied by Dallas Townsend, CBS; Bill Ewing, ABC, and Mr. Kaplow, NBC.

Mutual and DuMont carried news of the tests on various news programs throughout the day.

NBC Central Div. Drops 55 In Personnel Readjustment

NBC Central Div. last week released 55 employees in a personnel readjustment move due to the reduction in Chicago-originated network tv shows over the past year. Dismissals covered production, programming, engineering, advertising-promotion and other fields. About 25 other employees are being retained during the summer months to help service the division's "green network" Daylight Saving Time operation and fill in for vacationers.

Spokesmen said the readjustment was necessitated because of the surplus of employees connected with former Chicago-originated programs. NBC Central Div. hopes to arrange

transfers for others to NBC local or network operations on the West Coast.

Among tv programs dropped by NBC Chicago during the past year: *Time to Live*, *On the Farm* (which may return), *Eddie Arnold Time*, *Welcome Travelers* (now CBS-TV), *Kukla, Fran & Ollie* (now ABC-TV) and *Ding Dong School* (which moves to New York about June 1).

'MONITOR' PROGRESS TOLD TO NBC RADIO AFFILIATES

Robert Sarnoff and Frederic Horton of NBC, via closed circuit, tell affiliates four sponsors have signed for participations on the series. Talent lined up.

FIRST REPORT on the progress of time sales to date for *Monitor*, new NBC Radio weekend service which will debut June 12, was given last week by the network. Signing of additional talent for the series was also announced. The sales picture was drawn for NBC Radio affiliates, via a closed-circuit broadcast, by Robert W. Sarnoff, executive vice president of the network, and Frederic L. Horton, director of radio sales for NBC, who announced that four of the nation's leading companies have placed orders for participations on *Monitor*.

Mr. Sarnoff told affiliates nearly 500 one-minute participations already have been sold on *Monitor*, representing an increase of 138% in gross billings over NBC's current weekend commercial business. Network advertisers who have signed for participations include Western Union Telegraph Co., RCA, Nash Motors and Carter Products. Orders received thus far for local participations on NBC's owned stations are from Seaforth, Douglas Labs (Coppertone), Mid-Continent Petroleum Corp. and Bronzetan.

Mr. Sarnoff said that in addition to the business already signed, an equal volume has been committed by other advertisers. These commitments give assurance the weekend series will go on the air with a heavy commercial volume, he said.

The network also announced both Clifton Fadiman, radio-tv personality, author and critic, and Leon Pearson, newsman, have been signed for *Monitor*. Mr. Fadiman will function as a "communicator," presiding over a four-hour segment of entertainment and information on the forthcoming series. Mr. Pearson will handle up-to-the-minute reviews of new Broadway plays and motion pictures. The reviews will be a regular *Monitor* feature. Other "communicators" who have been selected for the series are Dave Garroway, Jane and Goodman Ace and Red Barber. Bob Elliott and Ray Goulding, radio comedy team, will serve as "critics-at-large" on the new series [B•T, May 2].

KTBS-TV Sets NBC-TV Tieup

KTBS-TV Shreveport, La., will be affiliated with NBC-TV when it begins telecasting about Sept. 3. E. Newton Wray, president and general manager, has announced. The ch. 3 station, which will operate with 100 kw, will transmit all NBC-TV color programs from the outset, the announcement said. The transmitting tower will measure 1,151 ft. and will beam programs to the Arkansas, Louisiana and Texas area, according to the station.



YOUR STAR...

YOUR HOST...

YOUR

SALESMAN:

DOUGLAS

FAIRBANKS JR.

To all moviegoers in the country (and that's just about everybody) "Fairbanks" is a magic name. It promises action... danger... excitement. And "Fairbanks" lives up to that promise as producer-host of every show, star of one out of four in the sponsor-proven TV film series:

"DOUGLAS

FAIRBANKS JR.

PRESENTS"

BIG-TIME TV WITH
A LOW-BUDGET
PRICE TAG

**ABC FILM
SYNDICATION, INC.**

7 West 66th St., N. Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS