

## Virginia AP men present news awards

Virginia AP Broadcasters' awards for "outstanding preparation and broadcast of news" were presented Saturday (May 2) at the National Press Club in Washington.

The contests are divided into two major divisions, metropolitan for stations in multi-station cities, and non-metropolitan for others. These are the winners:

Comprehensive newscast (metropolitan) Frank Wilson, WRVA Richmond; Frank Messer, WRNL Richmond; Harry Kevian, WDBJ Roanoke. (Non-metropolitan) James MacNeil, WSVB Harrisonburg; Don Greene, WJWS South Hill; Bob Fulcher, WPUV Pulaski.

State and local (metropolitan) Jack Clements, WRVA; Mr. Messer; Joe Moffatt, WSLR Roanoke. (Non-metropolitan) Dave Taylor, WBBI Abingdon; Vic Avers, WRAD Radford; Wip Robinson, WSVB Harrisonburg.

Commentary, (metropolitan) Bob Story, William D. Montgomery, Jerry Joiner and Paul Hennings, WNOR Norfolk; Harry Monroe, WRVA; Guy Friedell, WRNL. (Non-metropolitan) H. Harry Fuller, WRAD; Tom Carlin, WBOF Virginia Beach; Mr. Taylor.

Sports (metropolitan) Blair Eubanks, WTAR Norfolk; Bob Smith, WRVA; Mr. Messer. (Non-metropolitan) Tubby Walthall, WJWS; Fred Isaacs, WBOF; Wayne Farrar, WTON Staunton.

Farm (metropolitan) Doug Ford, WCYB Bristol; John Jennings and Art Glover, WDBJ; Ray Schreiner, WRNL. (Non-metropolitan) H. B. Eller and Dick Wagoner, WMEV Marion; Lindy Seamon, WBBI; Fred Williams, WYTI Rocky Mount.

Special events (metropolitan) Jack Hurst, WLEE Richmond; William D. Montgomery, WNOR; Larry Saunders, WTAR. (Non-metropolitan) Leo Hoarty and Mr. Carlin, WBOF; Joe Gollehon and Bob Wolfenden, WMEV; Phil Doran, WBBI.

Women's news (metropolitan) Alice Friberg, WCYB; Mildred Alexander, WTAR; Barbara Zimmerman, WMVA Martinsville. (Non-metropolitan) Maxine Hilton, WBBI; Virginia Lindamood, WSVB; R.H. Honaker Jr., WTON.

Cited for honorable mention: (metropolitan) comprehensive—Ray Niblack, WINA Charlottesville; sports—Pete Bluhm, WMVA; commentary—Maynard Dillaber, WMVA; farm—Alden Aaroe, WRVA; special events—Dick Kidney, Bob Calvert, Pete Glazer, Jim Stanley, Dan Hydrick and Art Merrill, WGH Newport News. (Non-metropolitan) comprehensive—Wayne Clements, WMEV; and Charles Seebeck, WTON; state & local—Warren Mitchell, WPUV; Keith James, WTON; commentary—Mr. Robinson; sports—John Columbus, WPUV; women's news—Carol Bundy, WMEV; special events—Ray Williams, WTON; farm—Richard Cockrell and Barnes Allen, WBOF.

The WDBJ cup, given to the station providing the best news protection to the AP in the preceding year, goes to WSLR.

## Missouri men honored

The U. of Missouri's awards for "distinguished service in journalism" will be presented Friday during its School of Journalism's annual journalism week (May 3-9). Among the 10 cited:

Morris E. Jacobs, president, Bozell & Jacobs Inc., Omaha advertising agency, and chairman of the journalism school's 50th anniversary executive committee; Elmer W. Lower, New York operations director, CBS News, and Irwin A. Vladimir, board chairman, Gotham-Vladimir Adv. Inc., New York agency. In observance of the



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School of Journalism's 50th anniversary, this year the 10 awards are confined to university alumni.

The Missouri Broadcasters Assn., meeting on the Columbia campus, will hear Chuck Tower, NAB's administrative assistant to the president in a luncheon address Wednesday. Oliver Treyz, president, ABC-TV, New York, will speak that evening at a session in the Neff Auditorium.

## Tv tape syndication pays for KTTV (TV)

KTTV (TV) Los Angeles has told 150 agency executives how its nine-month-old venture into program syndication via video tape has been snowballing into a successful operation. The status report was made by Robert Brechner, program vice president, at the station's second vtr clinic, April 23.

At the time of the first tv tape meeting last summer (BROADCASTING, July 21, 1958) the station was planning to put one of its programs, the hour-long *Divorce Court*, into tape syndication through Guild Films, Mr. Brechner reminded. Today, he reported, *Divorce Court* is being broadcast in 19 markets, producing high ratings for the stations carrying it and "profits in six figures" for KTTV. Two other KTTV programs have also been put into syndication by tape, he said: *Juke Box Jury* through NTA which in less than a month has been sold in eight markets, and *Paul Coates 10:15 Report*, which KTTV has just started to sell, already has been placed in three markets.

Video tape has also helped the Coates show by enabling him to get guests for his nightly interviews who were not available at 10:15 in the evening. Mr. Brechner noted that use of delayed broadcasts by tape had enabled KTTV to get tv rights to an assortment of sports events for which live telecasts would not be permitted. Begun as an experiment, sports-on-tape will be continued, he said, as the delayed telecasts have proved themselves able to attract good audiences, and to get sponsors.

The use of tv tape in producing commercials was discussed by John

Vrba, KTTV sales vice president, who showed and described taped commercials for three KTTV clients: Sears Roebuck, Ben Alexander Ford Agency and Gallo Wines, at costs running from \$100 each for 10-second commercials using one camera and one announcer, to \$1,250 each for elaborate productions with film inserts and other special effects, using three cameras. Both prices are exclusive of talent costs.

Tackling the much-discussed topic of editing taped programs, Edward Benham, KTTV chief engineer, said that splicing is no longer a problem and that today it is possible to edit tape almost as closely as film. "We feel the more editing we can do in the camera, before the action is registered on the tape, the better off we are," he stated. All of the standard optical effects of motion pictures can be produced electronically by the tv camera, he said, showing a variety of wipes and other effects.

Commercials on tape tend to wear out a little faster than the tape itself. Mr. Benham explained, that unless machines on which the commercials are played are in perfect alignment, each play erases a little bit of the taped material, eventually rendering the commercial unusable. He said that on the average a taped commercial is good for about 50 plays, in KTTV's experience.

## \$100,000 first prize in tv program contest

A contest to find, and finance, several new tv series was announced last week by Financial Credit Corp., New York, commercial banking firm which operates nearly a hundred loan companies across the country. First prize of \$100,000 would go to the winning show, with second prize of \$30,000, third prize of \$20,000 and \$1,000 to all films accepted for the contest.

Financial Credit says it would offer to finance those programs which show most promise, but that financing would not be a condition of the contest. Although final plans have not been made, the company says it contemplates showcasing the accepted pilots nationally via either network tv or closed circuit. The public would vote on the entries along with invited businessmen, journalists and advertising agency executives.

Financial Credit asks that entries be sent to "Creative Awards," Windsor Towers, 5 Tudor City Place, Penthouse 2209, New York 17, N.Y. The company's announcement of the contest was signed by George S. Groves, president, and accompanied by a consolidated balance sheet as of September 1958 showing total assets over \$10 million.