



WCKY

IS CINCINNATI'S

1 NEWS

No. 1 STATION

Here's proof, straight from the Jan.-Feb. '59 Nielsen, that WCKY has the largest news audience in Cincinnati:

Station	Rating
WCKY	11.15 avg for 70 newscasts per wk
Sta A - Ind	5.9 avg for 60 newscasts per wk
Sta B - Net	9.8 avg for 70 newscasts per wk
Sta C - Net	9.3 avg for 50 newscasts per wk
Sta D - Ind	5.0 avg for 80 newscasts per wk

(5 day cumulative rating Metro Area)

The reasons for WCKY's News Leadership:

1. Large news staff of veteran experienced reporters and newscasters.
2. Scoops — WCKY consistently scoops the town on most local news stories.
3. On-The-Spot-Reports — WCKY's mobile unit is on the scene reporting big local stories when they happen or moments after they happen.
4. News tapes—the people who make the news tell the news to WCKY's audience via news tapes. WCKY has them on the air first.
5. Background—WCKY's newsmen present the reasons behind the news so that WCKY listeners receive a more complete understanding of the news.

REMEMBER — WCKY News is No. 1 in Cincinnati and has earned its reputation for prestige, because Cincinnatians know they get the news first, fast and accurately on WCKY. Smart advertisers know they get the prestige of WCKY's news plus a large responsive audience when they sponsor news on WCKY.

Ask Tom Welstead to tell you about WCKY news operation — in New York at ELdorado 5-1127; ask AM Radio Sales in Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER

Cincinnati, Ohio

educational WNED-TV. Ch. 30 WNBC (TV) will continue its NBC-TV affiliation under its new owners.

WICS (TV) is owned 50% each by Transcontinental Properties Inc. and H. & E. Balaban Corp. Transcontinental (Herbert Scheftel and Alfred Burger, each 44.8%) owns ch. 38 WFTV (TV) Duluth, Minn. and 50% of ch. 33 WCHU (TV) Champaign, Ill. H. & E. Balaban Corp. (Harry and Elmer Balaban) has extensive broadcast interests including 50% each of WCHU (TV), ch. 23 WMCN (TV) Grand Rapids, Mich., and ch. 39 WTVO (TV) Rockford, Ill.

WWLP (TV) Springfield is a William L. Putnam station, which group has two uhf outlets: ch. 32 WRLP (TV) Greenfield, Mass., and ch. 14 WWOR-TV Worcester, Mass.

WDRG Hartford was sold by The Connecticut Broadcasting Co. (Franklin M. Doolittle, president) to Richard D. Buckley and John B. Jaeger, who operate WHIM Providence, R.I., for \$815,000. Mr. Buckley is former vice president of Metropolitan Broadcasting Co.

Kander radio-tv goes to Tornberg in split

A split in the newspaper and broadcast brokerage activities of Allen Kander & Co. was announced last week. Edwin Tornberg & Co. has been incorporated to handle sales of radio and



MR. KANDER

MR. TORNBERG

tv stations and also will negotiate the purchase and sale of radio and tv shows and filmed entertainment. Kander will devote full time as negotiator for the purchase and sale of daily newspapers, as property evaluator and as consultant in the broadcast industry.

The new firm is headed by Edwin Tornberg, for the past six years Kander vice president in charge of the radio and tv department. Allen Kander continues as head of the Kander firm. Effective July 1, the two firms each will maintain separate offices at 60 E. 42nd St., New York, and at 1625 I St., N.W., Washington, D.C.

In a joint statement, Messrs. Kander and Tornberg said last week: "We are ending our business association in complete harmony. We feel each of us can be more effective in specialized fields."

Tv code office

NAB's west coast office for its Tv Code Affairs Dept. will be opened in Hollywood July 6 with Frank Morris, writer-producer, in charge, announces Donald H. McGannon of Westinghouse Broadcasting Co, Tv Code Review Board chairman. Mr. McGannon said the office will operate as advisor for the tv film industry. He explained that more than 40% of all material seen on tv is supplied by Hollywood film producers. Mr. Morris has been senior editor at CBS-TV in Hollywood since 1957 and previously was with ABC. Edward H. Bronson, NAB tv code director, has gone to Hollywood to set up the new office.

Edward Wetter will join the Tornberg firm in New York to handle the eastern territory and Douglas Kahle will join that organization to handle the western region, with offices at 915 N. Commerce St., Stockton, Calif. George J. Cooper will remain with Kander in New York and John Alden Grimes, specialist in evaluations, and Don Hogate will remain in Kander's Washington office.

NTI IN CABLE TV

No master media plan in Williamsport buy

There is no gimmick in National Theatres' over-\$1 million purchase of one of the country's largest community television systems, Charles L. Glett, National Theatres Inc. vice president in charge of broadcast activities, says.

National Theatres bought the seven-year-old Williamsport Tv Cable Corp., serving 8,500 subscribers in that north central Pennsylvania city. The system, one of three in that city, feeds its customers tv signals from WGAL-TV Lancaster, WBRE-TV Wilkes-Barre, WDAU-TV and WNEP-TV Scranton, WFBG-TV Altoona, all Pennsylvania, and WNBC-TV Binghamton, N.Y. Williamsport is said to have a potential of 15,000 customers.

"Over the years," Mr. Glett said last week, "we have been hosts to the public in our theatres. When we acquired our radio and tv properties we became guests in the public's home. The cable acquisition is just an extension of our broadcast operations."

Williamsport Cable was owned by Clive Runnels and associates.

National Theatres owns a chain of 350 movie theatres. It also owns 100% of WDAF-AM-TV Kansas City and 90% of National Telefilm Assoc., WNTA-AM-FM-TV Newark, N.J., and KMSP-TV Minneapolis, Minn.