

the week, March 6-12, was designated for different groups within the community for tree-planting, aided by members of the KCBS staff.

### Listeners tell tv views

KWTV (TV) Oklahoma City used a half-hour of prime evening time to stir viewers' interest in the problem: "What is *Wrong* with Television?"

After attempting to demonstrate the difference between "imaginative advertising" and "deception," moderator Bruce Palmer, the station's news director, showed a number of man-in-the-street interviews and then asked the viewer "What do *you* think?" The response was substantial, the station reports, with most viewers in favor of tv as it is and opposed to added government control. Those interviewed on the program seemed opposed to some commercials, but not all felt that violence on tv was not excessive and that the industry should clean its own house where needed without government prodding.

Mr. Palmer explained the technical problems in producing commercials under studio conditions showing how plastic facsimiles were used for food products that would be ruined under the strong lights, how colors are distorted by the black-and-white cameras, etc. He also pointed out that balancing the action programs that have come under fire are public service and cultural programs presented regularly.

KWTV says it is encouraged by the success of the show and is planning to do a similar program on "taste" later this month.

### • Drumbeats

**Booster days** • WOW-TV Omaha, Neb., was invited to participate in Creighton U.'s business administration booster days last month. The station installed a booth which featured literature WOW-TV publishes to sell the



**The grand tour** • John K. West, vice president of NBC's Pacific Div. (center, wearing glasses), was host to five promotion managers of network affiliate stations. The five were top prize winners in NBC's contest for the best jobs of promoting its fall nighttime schedule. They were treated to two weeks in Hollywood and Las Vegas, visiting the

NBC studios and lots and watching operations, as well as a whirl of hotels and nightclubs. L to r the winners are: Caley Augustine, WIIC (TV) Pittsburgh; Jim Knight, WTRF-TV Wheeling, W.Va.; (Mr. West); Edna L. Seaman, WFBV-TV Greenville, S.C.; Charles Cash, WSM-TV Nashville, and Henry F. Hines, WBAL-TV Baltimore.

Omaha market and ch. 6 to national advertisers, tying in directly with the theme of the show—dynamics of consumer relations.

**'Dog of Flanders' promotion** • In cooperation with Chicago's Balaban & Katz theatre chain, WBKB (TV) there offered free tickets to viewers for special preview showings of a new motion picture, "Dog of Flanders." The ABC-owned station ran a series of 11 promotional spots on three of its children's programs—*Jobblewocky Place*, *Here's Geraldine* and *Chatter's World*—over a seven-day period. As of Feb. 26, WBKB reports it received 5,233 mail pieces and that the requests completely filled three B & K theatres previewing the film the following day.

In all, there were requests for over 10,000 tickets, far exceeding the combined theatre capacities of 6,000 seats.

**Gorilla on the streets** • In an effort to promote interest in Fred Gage's week-day record program, WBBM Chicago is sending out a gorilla to area high schools and shopping centers. It's part of the station's "Name the Gorilla" contest in which listeners are competing for prizes during a month-long promotion.

**Not too shy** • In a leap year telephone romance heard over WQAM Miami, Fla., a young lady proposed to a young man. He accepted. Part of the station's leap year contest, the couple was provided with the marriage license and the girl received a watch. To receive her prize the proposal has to lead to marriage within one year. A quote by the "acceptor": "I'll have to . . . because it would be much easier than me havin' to think up words of my own to ask her later . . ."

**Week at Elysee** • In one week (Feb. 22-26) Ralph Dawson, national sales manager, WXYZ-TV Detroit, made 10 presentations, each consisting of color transparencies and pretaped narration on "A Week at Broadcast House," the new WXYZ-AM-TV facility. The presentation, held at the Elysee Hotel in New York, took agency executives through one full week of broadcasting. More than 250 agency people that week were guests at either luncheon at noon or hors d'oeuvres at cocktail time.

## BROADCASTING

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