

COLOR ADDS ZEST TO SPORT, OR SYMPHONY continued

has been eagerly straining forward in color since 1954 and augments an average 25 hours of NBC color a week with local originations, including the Sunday afternoon feature movie. For NBC-TV "Color Day" promotions last Nov. 11 and Feb. 9, WKY-TV colorcast all its local programs, news and weather, too, on top of the network fare.

The Oklahoma Publishing Co. station ordered RCA color equipment in September 1949 and took delivery of cameras in February 1954, the first ones off the production line after NBC's, Norman P. Bagwell, WKY-TV's vice president and general manager, recalls. The chrome units went on the air April 8, 1954, and on April 23

visitors who attended the "Home Show" of the Omaha Home Builders in the city's Civic Auditorium. This total during the three-day period included both regularly-scheduled network and local programs over KMTV and other color shows fed to sets in the auditorium via closed circuit.

KMTV cooperated with the Sidles Co., Omaha area RCA Victor distributor, in this promotion. Sidles arranged to have RCA color set dealers in the KMTV booth at all times to answer questions and to distribute literature. On Feb. 9, which was NBC-TV's "Color Day," Sidles bought a saturation spot campaign on KMTV to encourage traffic in dealers' showrooms.

Throughout the past year, KMTV

feature film, sports, music and many live features. Fifty Omaha area RCA dealers were open from noon to midnight on that day (a Sunday) and each reported 250 to 600 visitors came in.

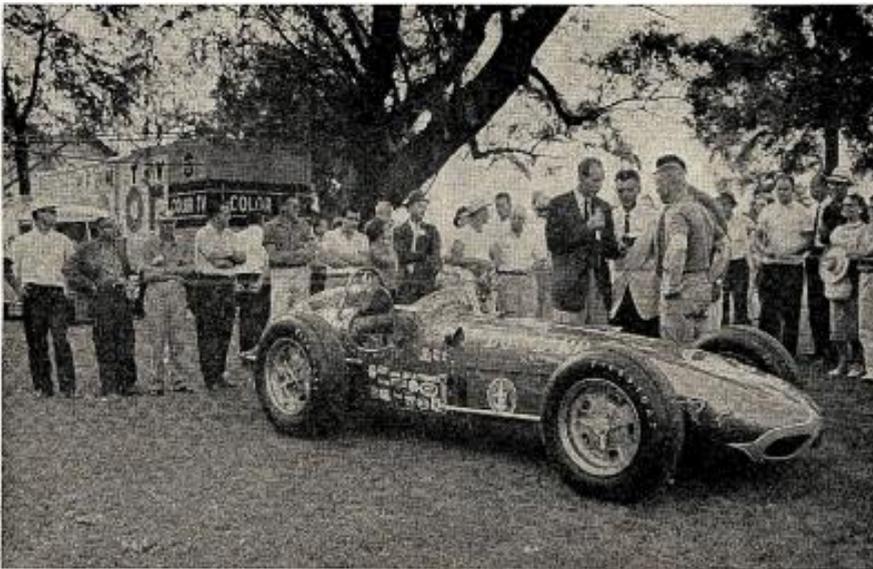
KMTV carries about 30 hours of NBC-TV color programming each week and schedules eight hours of local color programs each week. The latter include *Noon Edition* news show (Mon.-Fri., 12-12:30 p.m.), sponsored by participating advertisers; *Over The Garden Fence*, (Mon.-Fri., 12:20-12:30 p.m.), sponsored by the Earl May Seed Co., Omaha; *Conversations*, a program geared to women's interests (Mon.-Fri., 12:30-12:45 p.m.) and which is unsponsored because of its public service nature; *Name and Claim* (Mon.-Thurs., 12:45-1 p.m.), an audience participation program sponsored by various advertisers; *The Market Place* (Fri., 12:45-1 p.m.), a women's interest program, which is unsponsored and *World's Greatest Cartoons* (Mon.-Fri., 5-5:30 p.m. and Sat., 11-11:30 a.m.), sponsored by participating advertisers.

According to KMTV General Manager Owen Saddler: "Regarding color's contribution to the KMTV image, we can say unequivocally it has helped greatly. Color is not only a fine addition to a station's overall program capability, but is a definite stimulus to experiment and try new program ventures. . . Further, the numerous times that manufacturers have reported Omaha first in the nation in color set sales are definite reflections of our station's prestige and impact in this market because up till now we have been, and are, the only Omaha station originating and promoting color."

WFIL-TV Philadelphia: For 6½ hours last Jan. 2, Philadelphia area viewers were spared the rigors of standing on cold street corners in jammed crowds to view one of the city's landmark events—the annual Mummers' Parade. In the comfort of their living rooms, viewers could witness the gala event in color over WFIL-TV. The colorcast (11 a.m.-5:30 p.m.) was sponsored by Procter & Gamble, Sun Oil Co., Schmidt's Beer and P. Lorillard & Co.

Roger W. Clipp, general manager of WFIL-AM-FM-TV, hailed the station's coverage of this event in these terms: "Color is the future of television. We are convinced that the audience prefers color.

"Let me cite just one example. When WFIL-TV this past New Year's Day telecast the traditional Mummers' Parade in color, we achieved an unprecedented 52% average share of audience. We believe that the addition of color was largely responsible for the Mummers' Parade chalking up unheard of audience superiority against the famous football bowl games." Look at these



In Indianapolis WFBM-TV programmed remote colorcasts daily

from the famed Indianapolis Motor Speedway during May of last year.

WKY-TV originated in color a 30-minute Saturday evening special for NBC, "Square Dance Festival," featuring county-music ensembles and billed as another "first" for an independently owned station.

Oklahoma Gas & Electric Co. that year and the next sponsored more than 260 color hours for a bill that exceeded \$50,000. Over the long haul, the major buyer of color time has been Dulaney's, the RCA distributor in Oklahoma City. WKY-TV lays claim to being the first independently owned facility to program live color locally and now WKY-TV wants to go all-color as soon as set sales warrant. Color has been a big prestige-builder for his station, Mr. Bagwell is convinced.

KMTV (TV) Omaha: What was hailed as the "biggest color tv promotion" in Omaha history took place Feb. 8-12 when KMTV (TV) supplied a total of 42½ hours of color programming to

has attempted to promote color through scheduling special programs as well as its regularly-carried shows. The station considered its Christmas program presented on Dec. 18, 1960 (8-8:30 p.m.) its "most spectacular effort." It was called 'Twas *The Night Before Christmas* and was written and directed by KMTV director Art Janz and produced by Norman Williams, the station's production manager. It spotlighted the 14-voice Potpourri Chorus, presenting traditional as well as little-known carols. The program was sponsored by the John A. Gentleman Mortuary, Omaha.

Another undertaking that KMTV views with pride was the "all color" day, believed to be the first conducted by a local station. From sign-on to sign-off one day last year, the station carried 17 hours of color programming, with NBC-TV supplying seven hours and KMTV the remainder, including church services, news, dramas, opera,