

Critics might not like tv—but people do, says WHAS-TV

Last Wednesday night WHAS-TV Louisville gave away 11 sets of the *Encyclopaedia Britannica* as prizes for the best letters received in a month-long contest on the topic "Television is important to me because . . ."

As a result of the contest, the station says it is now convinced more than ever that "Mr. & Mrs. Home-Town-Viewer" understand television a great deal better than some of the medium's critics who have gained attention on the national scene.

A total of 2,951 entries were received from 48 counties in Kentucky and southern Indiana. Although a few were obviously leg-pullers ("My tv is a splendid piece of furniture" or "Tv allows me to relax to the point of sleeping"), the majority were serious and sincere efforts to evaluate the role of televi-

sion in the homelife of grass-roots America, WHAS-TV feels. Entries came from parents, teachers, ministers, old people, shut-ins, doctors and lawyers, the station said.

Samplings ■ A widow wrote that television "invites me to attend special events, explore geographical wonders, judge differing opinions, applaud, laugh, cry or curse, but it leaves the choice to me." A typical reply from a homemaker: "With little time for recreation, tv is like a tonic for tired mothers." From a teacher: "I must keep up with world affairs, current events, sports, the weather and the children—and the children watch tv."

Another housewife wrote that television is like a "genie," bringing the world closer with "education, amusement, inspiration, travel and news at the flick of a dial—my

mountain to Mohammed." From Fern Creek, Ky., a lady wrote that tv "gives my aged mother much pleasure; it brings into our home entertainment and educational programs we could never have otherwise."

A woman in Stamping Ground, Ky., said: "Through the tv in my rural home, I am as close as my city neighbors to world happenings, sophisticated entertainment and national sports events."

Dozens of letters cited the "economy" of television. A typical writer observed that "For our growing family, the tv set was our best investment, with dividends payable for years to come."

One elderly lady wrote that in her lifetime she has seen the entrance of the automobile, the airplane and the telephone, "but television is the grandest of them all."

UPI Broadcasters make Massachusetts awards

A newsman who helped apprehend a murder suspect and a priest who saved a group of children from a gun-wielding maniac were among those honored by the UPI Broadcasters Assn. of Massachusetts.

Tom Phillips Awards (so named for a former news director of WNEB Worcester) were given to WBZ, WEEL and WORL, all Boston; WHYN-TV and WSPR, both Springfield; WTAG Worcester; WTAO Cambridge; WPEP Taunton; WLLH Lowell.

Mort Dean, WBZ Boston, won an award for notifying police he had spotted a suspected killer and David Gearty for a newscast after the capture.

A special citation was awarded to the Rev. Kenneth B. Murphy for an on-the-air, midnight reading of the Bible (on WORL) to calm a maniac.

It was the first year television stations were included in the awards. WBZ-TV Boston won two awards—in news (the filming of a suicide attempt) and in documentaries ("Ballad for a City"). WHYN-TV Springfield was honored in the news class for a telecast of Gov. John A. Volpe's inaugural.

Others honored were:

Editorials: First place, WEEL Boston (Tom Gorman); second place, WBZ Boston (Paul O'Friel), a joint entry with WBZ-TV; honorable mention, WTAG Worcester (Dick Wright).

Documentary reports: WEEL Boston, Dick Horne and Art King for a production on civil defense. A first place award also went to Pat Romano, WTAO Cambridge, for a documentary on fallout. A second place award

was presented to Ken Lemere and WMAS Springfield; honorable mentions went to WLLH Lowell and WPEP Taunton.

News: Besides the award to Mort Dean and the citation for Rev. Murphy, Tom Phillips Awards were given to WORL and Vin Maloney of Boston, and WSPR and Keith Silver of Springfield. An honorable mention award in news was given to WTAG Worcester and Joe Petty.

NETRC establishes library

The National Educational Television & Radio Center, New York, has established a national instructional television library with the aid of a \$240,000 grant from the U. S. Office of Education.

The library, with headquarters in New York, will facilitate the exchange of instructional materials at all educational levels, according to Edwin Cohen, NETRC program associate for social science programming.

119½ hours of Sinatra

A 119½-hour Sinatraathon — during which KRAK Sacramento played the records of Frank Sinatra exclusively—has resulted in a change in the station's programming format.

According to Manning Slater, president and general manager of KRAK, the mail and phone response (average 2,125 calls per day) was so great that KRAK was "forced" to adopt a new "famous artists" format.

Three radio stations get AP coverage awards

Three radio stations have been awarded plaques for outstanding achievements in cooperative news coverage during 1961 by the Associated Press Radio & Television Assn.

Daniel W. Kops, president of the association and president of WAVZ New Haven, Conn., and WTRY Troy, N.Y., announced the winners: KXOL Fort Worth, Wendell Mayes Sr., president; KWWL Waterloo, Iowa, R. J. McElroy, president and general manager, and WSOO Sault Ste. Marie, Mich., Stanley Pratt, president.

Both quantity and quality of news coverage were considered in judging the winners, Mr. Kops said, and no attempt was made to distinguish between first, second and third awards.

Taft asks NYSE listing

Taft Broadcasting Co. has applied for a listing of its 1,478,938 outstanding shares on the New York Stock Exchange. Taft, which now trades its stock over the counter, owns WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WBRC-AM-FM-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky. In the first fiscal nine months ended Dec. 31, 1961, Taft Broadcasting reported net earnings of \$1,379,812, equal to 90 cents a share, as compared with \$1,204,300, equal to 81 cents a share, for the previous corresponding period.