

Contest to end contests: turtle watching BUT THERE HAS TO BE A FULL MOON FOR WWIL EVENT

If the late, late shows are any indication, the full moon brings forth nothing more than an assortment of vampires, werewolves, mummies and ghosts. However, in Fort Lauderdale, Fla., under the sponsorship of WWIL, the full moon brings forth thousands of residents and tourists for a "Turtle Watch."

More than 4,000 persons appeared on the Fort Lauderdale beach on the first night of the full moon in July in hopes of seeing a giant sea turtle emerge from the surf, dig a hole in the sand, lay 100-300 eggs, cover them up with sand and return to the sea. The turtles, though, didn't follow the timetable, which calls for them to make an appearance during the full moon in May, June, July and August.

So WWIL got set for another Turtle Watch. The full moon was to appear shortly after 4 this morning (Aug. 5), and the 250-pound to 2,000-pound mama sea turtles were due on beach shortly thereafter.

The station has offered prizes for participants and also words of caution. Among them: Do not walk on the beach with sparklers or flashlights and don't make any quick movement or loud noise or the turtles will return to the ocean. A further admonition cautioned watchers against putting their hands in front of the turtle's mouth, "as she will bite it off."

The contest is being run in cooperation with the Florida Fish and Game Commission, which is guardian of the eggs once they are laid.

Drumbeats . . .

First award ■ A certificate of commendation has been presented by the California attorney general to KRON-TV San Francisco, in recognition of *Junkie*, a two-part documentary on drug addiction. The attorney general said the award, the first made by his

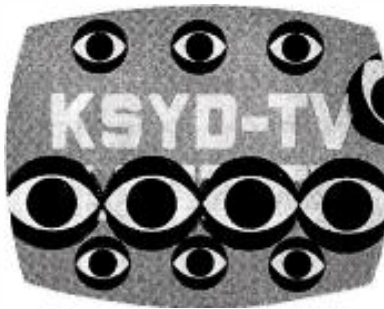
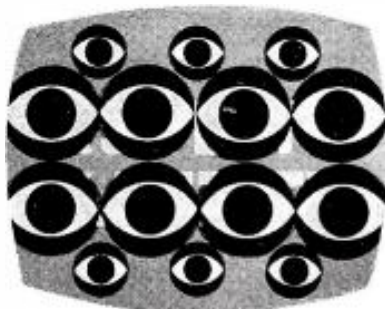
office to any media, will be presented in the future for outstanding coverage of significant events and subjects.

Sugar 'n' spice ■ An illustrated cookbook, designed for 6 to 12-year-old girls, is being offered by the Imperial Sugar Co. on 30 Texas television stations this summer. The spots, offering "My First Cookbook," feature demonstrations by little girls.

Herculean task ■ It took 24 days and 903 station breaks, but WHPB Belton, S. C., has saluted every radio station in the United States, Puerto Rico and the Virgin Islands. Using the BROADCASTING YEARBOOK as its source, the station sent salutes to 3,609 stations as a reminder to its listeners that "wherever you go, there's radio."

Network guide ■ Avery-Knodel Inc., radio and TV station representatives, has prepared and distributed a 1963-64 TV network guide chart to 1,400 agency and advertiser personnel. The guide contains program information, starting date, sponsors and whether the shows are new, old ones in new time slots or shows continuing in last season's spot.

Bouncing eye introduces new call letters



KSYD-TV Wichita Falls, Tex., has changed its call letters to KAUZ-TV. To promote the change an extensive animated on-air promotion was produced and ran for three days before the changeover became effective. The animation included both sets of call letters with the CBS Eye

bouncing around.

The channel 6 CBS affiliate took new call letters as part of the change in ownership from Sidney A. Grayson and Associates to Paul Harron and group (BROADCASTING, March 18).

More than 3,000 entries from

agency and advertiser personnel were received in the KSYD-TV contest to get new call letters. H. Wendell Eastling, media director, Knox-Reeves Advertising, Minneapolis, won first prize of an MG sports car and a trip for two to Wichita Falls for selecting KAUZ-TV.

