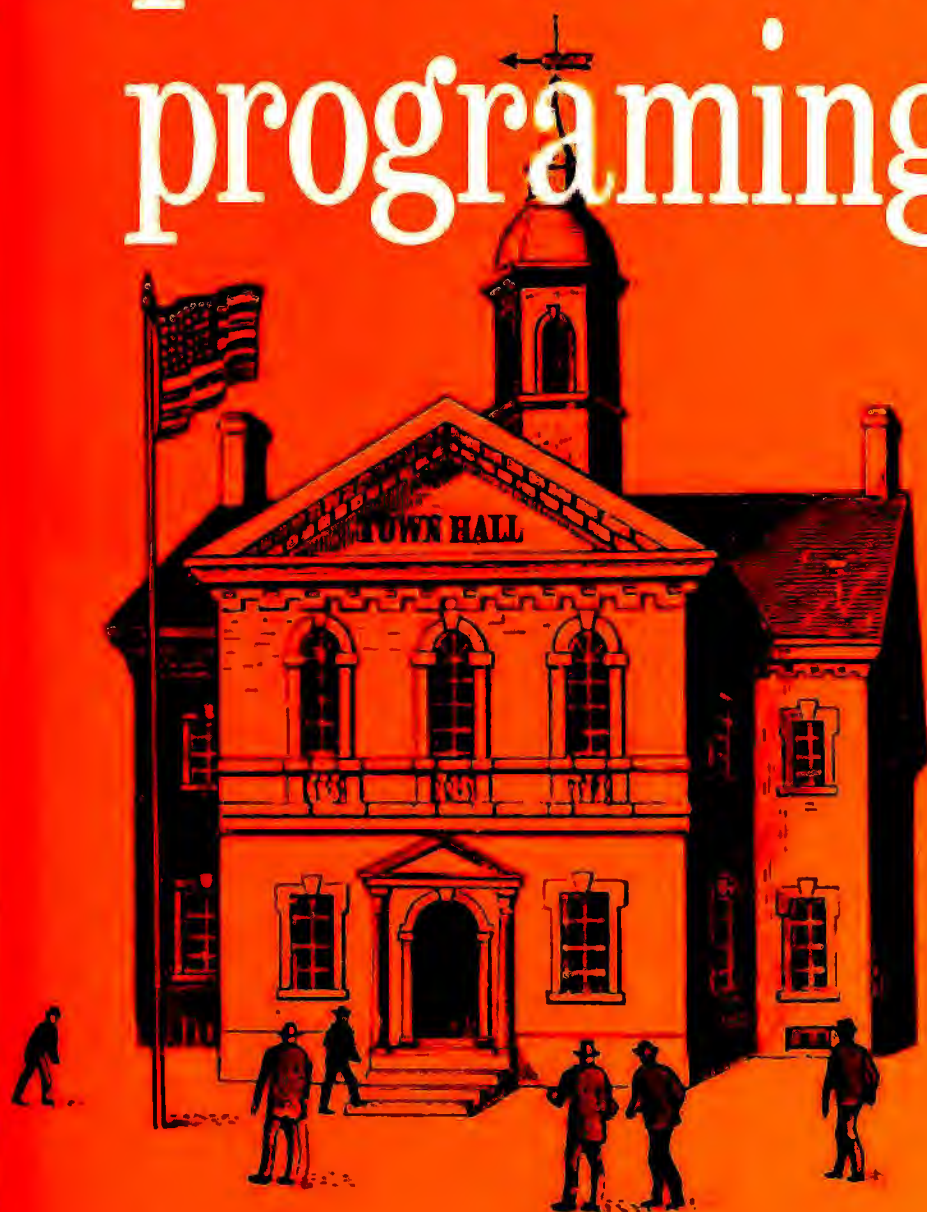


SPONSOR | 1963 REPORT ON

TV public affairs programming



- 4** Television Information Office Director looks at growth of public affairs programming
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- 16** SPONSOR survey shows different types of programs aired throughout nation
- 149** Data on who prepares editorials offered by individual stations

America's distinguished journalists; local, live drama; specialized audience programs; documentaries on community problems...all are part of the Corinthian stations' concept of responsibility to their communities...and strengthen the ties between community and station.



 KHOU-TV HOUSTON	 KXTV SACRAMENTO	 WISH-TV INDIANAPOLIS
 KOTV TULSA	 WANE-TV FORT WAYNE	WANE-AM FORT WAYNE


REPRESENTED BY H R

THE CORINTHIAN STATIONS
RESPONSIBILITY IN BROADCASTING

'The Light that Shines'

IN SELLING IDEAS or concepts to the masses, success or failure often hinges on a phrase or symbol. This fact is as old as civilization. The Cross and the Star of David are two early examples.

In recent years, The New Deal, The New Frontier, the "V" for victory helped put across specific concepts. While in some instances the phrase or symbol represents a positive idea, others work negatively. Television has reason to be well aware of how certain key phrases can do great harm.

Five years ago this month Fortune magazine proclaimed television as "The Light That Failed." Nearly three years ago, the FCC chairman launched "The Vast Wasteland." In each instance, broadcasters were downgraded by a dramatic negative.

With such phrases and vocal minorities, it is all too easy to criticize an industry so widely dispersed, so much in the public eye and ear, representing so many individuals and interests. Making a case to the contrary is far more difficult. Though the fine contributions of networks are seen nationally, the good work of local broadcasters is generally seen only in their own communities. Yet in city after city, the public is being well-served daily in manifold ways through the medium of television. Even a glimpse, as in this SPONSOR public affairs survey of some 1500 examples (only a fraction of the total), makes this apparent. To those who seek the truth, the record is available.

Five years after the Fortune article, it is clearer than ever that television should be characterized as "The Light That Shines." ■

New study compared to Interaction reveals change in programing

Increase in community affairs, government and politics programing types reflects changing issues confronting the world as television broadcasters use their cameras to explore, clarify and expose these subjects for their communities, TIO head notes.

NOT IN SOME YEARS has a report of locally produced public affairs television programing been undertaken, pursued, and presented as comprehensively as that which follows. *Interaction*, its 1960 predecessor, was prepared by the Television Information Office and reviewed the efforts of 264 individual stations to meet the varied program needs of their communities. Since that time, as the number of operating commercial stations has grown by 11%, the sheer volume of public affairs programing has, of course, increased. The current survey of 1541 programs is based on responses from 326 stations. It reflects not only the increase in the number of stations, but also the broadcasters' changing views of the needs of a changing society.

A cursory comparison of *Interaction* and the current study reveals some shifting in emphasis from one subject category to another. For example, while 7 per cent of the programs described in *Interaction* could be characterized loosely as "Community Affairs," 22 per cent in the current survey fall under that heading. "Government and Politics" has increased sharply from 5 per cent to 16 per cent. Conversely, "Formal Education," has fallen from 5 to less than 1 per cent, perhaps reflecting the increasing service of educational television stations.

It is in the analysis of content that we must search for some measure of the significance of these figures. What have been the events that have filled our television news reports, and newspapers, and the other mass- and special-interest magazines? First to come to most minds are the civil rights struggle. Our continuing problems with the communist world, the Ecumenical Council, problems of housing and teaching school children, whose numbers are double those of a decade ago. When we turn to the questionnaires on which this survey was based, we can see that throughout the country, broadcasters have used their cameras to explore and clarify and expose these subjects for their communities.

One can hypothesize that the areas of greatest concern to the community dictate the priorities. We find in the current survey that three of the 15 program categories (Community Affairs, Government and Politics, Health and Social Problems) account for approximately half of all reported programs. In *Interaction* there was a relatively even distribution of program subject matter.

In an industry as survey-ridden as broadcasting, the response to the SPONSOR study suggests that broadcasters are both proud of their public affairs programing and eager to increase advertisers' awareness of the existence of these pro-



interesting notes

In over 35 markets to date, Seven Arts' series of 13 one-hour TV Concert Specials featuring the Boston Symphony Orchestra has registered an impressive commercial success story for a variety of sponsors

In 10 of these markets for example, the series is/was sponsored by a local bank or savings and loan association as follows:

Bangor, Me.	(WABI-TV)	Merchants National Bank of Bangor
Columbia, S. C.	(WIS-TV)	Home Federal Savings & Loan Association
Des Moines, Iowa	(WHO-TV)	Valley City National Bank
Fargo, N. D.	(WDAY-TV)	Gate City Savings & Loan Association
Fresno, Calif.	(KMJ-TV)	Sequoia Savings & Loan Association
Lexington, Ky	(WKYT)	Bank of Commerce
Louisville, Ky	(WAVE-TV)	Citizens Fidelity Bank
New York, N. Y.	(WNEW-TV)	Manufacturers Hanover Trust Co
Omaha, Neb.	(WOW-TV)	Nebraska Savings & Loan Association
Wheeling, W. Va.	(WTRF-TV)	Security National Bank

In addition to banks and/or savings and loan associations, other sponsors of the Boston Symphony Orchestra series include Scott-Stewart Volkswagen in Erie, Pa., The Stewart Dry Goods Co., which is co-sponsoring the series with the Citizens Fidelity Bank in Louisville, Ky. Music Manor in

Reno, Nev.; Miller Piano in Jacksonville, Fla. and the Manufacturers Light and Heat Co. which is co-sponsoring the series with the Security National Bank in Wheeling, W. Va. Of particular significance to these sponsors is the public and critical acclaim received for these 13 brilliant concerts conducted by Erich Leinsdorf, Charles Munch, Aaron Copland, William Steinberg and Richard Burgin.

For further information and to arrange a screening of our 15 minute Boston Symphony Story and/or a complete concert, please contact your nearest Seven Arts salesman.



ALBANY, N. Y. : Albany Broadcasting Co., Inc. 510 Broadway, Albany, N. Y. 12242
 ALBUQUERQUE, N. M. : Albuquerque Broadcasting Co., Inc. 1000 Broadway, Albuquerque, N. M. 87102
 ANCHORAGE, ALASKA : Anchorage Broadcasting Co., Inc. 1000 Broadway, Anchorage, Alaska 99501
 ARIZONA : Phoenix Broadcasting Co., Inc. 1000 Broadway, Phoenix, Arizona 85001
 ARKANSAS : Little Rock Broadcasting Co., Inc. 1000 Broadway, Little Rock, Arkansas 72201
 CALIFORNIA : Fresno Broadcasting Co., Inc. 1000 Broadway, Fresno, California 93701
 COLORADO : Denver Broadcasting Co., Inc. 1000 Broadway, Denver, Colorado 80201
 CONNECTICUT : Hartford Broadcasting Co., Inc. 1000 Broadway, Hartford, Connecticut 06101
 DELAWARE : Wilmington Broadcasting Co., Inc. 1000 Broadway, Wilmington, Delaware 19801
 DISTRICT OF COLUMBIA : Washington Broadcasting Co., Inc. 1000 Broadway, Washington, D.C. 20001
 FLORIDA : Jacksonville Broadcasting Co., Inc. 1000 Broadway, Jacksonville, Florida 32201
 GEORGIA : Atlanta Broadcasting Co., Inc. 1000 Broadway, Atlanta, Georgia 30301
 ILLINOIS : Chicago Broadcasting Co., Inc. 1000 Broadway, Chicago, Illinois 60601
 INDIANA : Indianapolis Broadcasting Co., Inc. 1000 Broadway, Indianapolis, Indiana 46201
 IOWA : Des Moines Broadcasting Co., Inc. 1000 Broadway, Des Moines, Iowa 50301
 KANSAS : Kansas City Broadcasting Co., Inc. 1000 Broadway, Kansas City, Missouri 64101
 KENTUCKY : Louisville Broadcasting Co., Inc. 1000 Broadway, Louisville, Kentucky 40201
 LOUISIANA : New Orleans Broadcasting Co., Inc. 1000 Broadway, New Orleans, Louisiana 70112
 MAINE : Bangor Broadcasting Co., Inc. 1000 Broadway, Bangor, Maine 04401
 MARYLAND : Baltimore Broadcasting Co., Inc. 1000 Broadway, Baltimore, Maryland 21201
 MASSACHUSETTS : Boston Broadcasting Co., Inc. 1000 Broadway, Boston, Massachusetts 02101
 MICHIGAN : Detroit Broadcasting Co., Inc. 1000 Broadway, Detroit, Michigan 48201
 MINNESOTA : Minneapolis Broadcasting Co., Inc. 1000 Broadway, Minneapolis, Minnesota 55401
 MISSISSIPPI : Jackson Broadcasting Co., Inc. 1000 Broadway, Jackson, Mississippi 39201
 MISSOURI : St. Louis Broadcasting Co., Inc. 1000 Broadway, St. Louis, Missouri 63101
 MONTANA : Billings Broadcasting Co., Inc. 1000 Broadway, Billings, Montana 59101
 NEBRASKA : Omaha Broadcasting Co., Inc. 1000 Broadway, Omaha, Nebraska 68101
 NEVADA : Reno Broadcasting Co., Inc. 1000 Broadway, Reno, Nevada 89501
 NEW HAMPSHIRE : Manchester Broadcasting Co., Inc. 1000 Broadway, Manchester, New Hampshire 03101
 NEW JERSEY : Newark Broadcasting Co., Inc. 1000 Broadway, Newark, New Jersey 07101
 NEW YORK : New York Broadcasting Co., Inc. 1000 Broadway, New York, New York 10001
 NORTH CAROLINA : Charlotte Broadcasting Co., Inc. 1000 Broadway, Charlotte, North Carolina 28201
 NORTH DAKOTA : Grand Forks Broadcasting Co., Inc. 1000 Broadway, Grand Forks, North Dakota 58501
 OHIO : Cleveland Broadcasting Co., Inc. 1000 Broadway, Cleveland, Ohio 44101
 OKLAHOMA : Oklahoma City Broadcasting Co., Inc. 1000 Broadway, Oklahoma City, Oklahoma 73101
 OREGON : Portland Broadcasting Co., Inc. 1000 Broadway, Portland, Oregon 97201
 PENNSYLVANIA : Philadelphia Broadcasting Co., Inc. 1000 Broadway, Philadelphia, Pennsylvania 19101
 RHODE ISLAND : Providence Broadcasting Co., Inc. 1000 Broadway, Providence, Rhode Island 02901
 SOUTH CAROLINA : Columbia Broadcasting Co., Inc. 1000 Broadway, Columbia, South Carolina 29201
 SOUTH DAKOTA : Sioux Falls Broadcasting Co., Inc. 1000 Broadway, Sioux Falls, South Dakota 57101
 TENNESSEE : Nashville Broadcasting Co., Inc. 1000 Broadway, Nashville, Tennessee 37201
 TEXAS : Dallas Broadcasting Co., Inc. 1000 Broadway, Dallas, Texas 75201
 UTAH : Salt Lake City Broadcasting Co., Inc. 1000 Broadway, Salt Lake City, Utah 84101
 VERMONT : Burlington Broadcasting Co., Inc. 1000 Broadway, Burlington, Vermont 05401
 VIRGINIA : Richmond Broadcasting Co., Inc. 1000 Broadway, Richmond, Virginia 23201
 WASHINGTON : Seattle Broadcasting Co., Inc. 1000 Broadway, Seattle, Washington 98101
 WEST VIRGINIA : Charleston Broadcasting Co., Inc. 1000 Broadway, Charleston, West Virginia 25301
 WISCONSIN : Milwaukee Broadcasting Co., Inc. 1000 Broadway, Milwaukee, Wisconsin 53201
 WYOMING : Cheyenne Broadcasting Co., Inc. 1000 Broadway, Cheyenne, Wyoming 82001

grams. Heightened viewer interest has resulted in a growing acceptance of "reality" programming among advertising agencies and sponsors. In the three years since *Interaction* appeared, the rate of sponsorship of local public affairs programs has increased from 10 to 27 per cent. The implications are clear. Hours of programming which, in the past, offered no hope of recovery of costs are now saleable items in the local television salesman's portfolio.

Although there is more than a suspicion that sponsored public affairs programs are considerably less profitable than their entertainment counterparts, broadcasters have learned that by planning carefully and approaching their prospects early, they can interest institutional and other advertisers, and not all public affairs costs need be written off in red ink.

If the programs which we describe loosely as "public affairs" are of primary interest to those who are most concerned about their world and their community, and if such concern is a by-product of education, then three or five years hence we can hope to see even greater attention given to reality in all its aspects. Our schools are now readying the audience whose educational level will be the pre-condition for keener awareness of, and attention to, non-entertainment programs. And the broadcaster will extend further his technical and creative skill to engage the attention of those, and they are by far the greater number who have until now remained "uninterested."

It emerges clearly from the study that the size of a community does not dictate the degree of attention which the broadcaster gives to public affairs programs. This is in one sense, at least, unexpected, since the dollars, energies, and skills which any station can muster are usually dictated by its income, and income is, by and large, a function of market size. Nonetheless, broadcasters in medium-sized and small communities have not stinted.

The compilation that follows makes clear that individual broadcasters are, in increasingly, investing their resources to further broaden the scope of their service in the public interest. It should serve, too, as a ready reference for television station public affairs directors, who will find in it encouragement to widen their own views of the achievable in reality programming.

We cannot predict the content of public affairs programming in the years ahead. For if we analyse the current report and its predecessor, it seems quite clear that the shifting public interest will continue to determine how the broadcaster can best move to meet his community's needs.

How well prepared he is to do this was dramatically demonstrated in the display of the entire industry's capabilities during the tragic days of November 22-25, 1963. National attention was, of course, focused on the events, but in the days that followed there were surprised assertions from some that in the emergency "television grew up." This misses the point.

Television has been "growing up" since the mid-'40's. SPONSOR, in its study, examines the day-to-day efforts which have prepared broadcasters to meet the unanticipated challenge of a national tragedy as well as the less spectacular but ongoing daily needs of 52 million American families.

ROY DANISH, *director, Television Information Office*



Why shouldn't a national advertiser get the benefit of high-impact local public affairs programming?

That's the question Blair asked itself. And answered it by setting up the Special Projects Group, the only fully-staffed department of its kind in the industry. It concentrates on bringing programs of high local interest to the attention of national advertisers.

Some of these programs appeal to people because they talk about their problems: Their taxes. Their transportation. Education of their children. Other programs bring the community together: In the excitement of a parade. In the tension of a vital election. Or in com-

mon concern over a sudden news development. Whenever Blair Special Projects arranges the sponsorship of such a program, that advertiser performs a special service to that community, and earns the gratitude of its people.

If you want programming that will help you beat local products on their home grounds, talk to Ralph Alrod, Earl Thomas or John West. They'll show you how, even if you're national, you can go local with Blair.



Public Service?

When a motion picture, usually thought of as "entertainment," conveys an idea, examines a problem, or lifts a heart—isn't that serving the public?

And how often have we found this to be true of a movement of music, a moment of drama, a minute of history? Isn't it also true that the best TV documentaries are those that arouse the mind and appeal to the emotions?

The more programming we plan and do—public service or otherwise—the more we realize that the familiar compartments and categories can use some re-appraising. The content is what counts. The form is secondary in importance and the old distinctions seem less valid.

When we plan what are traditionally called "public service" programs we aim to inform, to broaden understanding, and to stimulate thought. We choose a



subject and then we select the form. We have found that the special magic of TV and radio, properly employed through sound broadcasting techniques, often lifts public service programs out of their assumed narrow limits, and enables them to appeal to the broadest possible audience

Thus, without sacrificing content, we can choose the form of program which will do most for—serve, if you will—the public. This is the way it should be. As we face 1964 and the rest of this challenging decade, let's keep it this way.

RKO General Broadcasting WOR AM FM TV NEW YORK • KIH
AM/FM/TV LOS ANGELES • WNAC AM TV AND WRKO FM BOSTON • THE YANKEE NETWORK
CKLW AM FM TV DETROIT-WINDSOR • KFRC AM FM SAN FRANCISCO • WAMS AM FM WASH
INGTON, D.C. • WHBQ AM TV MEMPHIS



Critics pick best in network

Coverage of Kennedy death and burial an outstanding contribution by industry; varied programing by networks chosen

IN THE HISTORY of broadcasting, 1963 will be remembered in large part for the monumental coverage of President Kennedy's assassination and burial. Few other events in the past 43 years since commercial radio began could possibly outrank it in terms of selflessness and maximum contribution to the nation.

While individual television stations joined in this great effort, and deserve the highest praise for service, the major burden of coverage fell to the networks. This was understandable since the event and its related developments came from everywhere. Only outer space was unheard from.

When the SPONSOR Public Affairs issue was conceived, no one could have imagined that an event of such magnitude would take place near deadline. A poll of many of the nation's leading newspaper television critics to select the best of network public

affairs programing, completed before the deadline, left this one out. But there are exceptions.

Without doubt, the four November days ranks at the top of the list of public affairs contributions above and beyond all others. To the list of the three best public affairs programs on each of the tv networks, selected by the nation's critics, the editors of SPONSOR have added this one more, knowing that the decision would be concurred in by the panel.

Beginning with the new President of the United States and ranging down to the ordinary man in the street, the nation watched and listened in solemn wonder. At the risk of being trite, we say this was broadcasting's finest hour. This was the best of the networks. To the American Broadcasting Company, the Columbia Broadcasting System, and the National Broadcasting Company belongs the praise of all.

Though the events of November tend to overshadow other public affairs activity by the networks, as they did with all other human activity, the week-in and week-out contributions by ABC, CBS, and NBC are none the less significant. The variety of subjects in the critics' selections are widespread and give strong evidence to the outstanding effort exerted by the networks in public affairs.

In its poll, SPONSOR asked the critics to name the three most outstanding public affairs contributions by each of the networks during the period starting 1 September 1962, and extending through 31 August 1963, or to put it another way, during the 1962-63 season. The following were the programs most often cited by the critics (for tabulation, see box):

TV CRITICS SELECT TOP NETWORK PROGRAMS 1962-63 SEASON

ABC—CBS—NBC

Death of President Kennedy

ABC TELEVISION

The Miner's Lament

A Vanishing Breed: Portrait of a Country Editor

The Vatican

CBS TELEVISION

Storm Over the Supreme Court

The Silent Spring of Rachel Carson

Town Meeting of the World

NBC TELEVISION

The Tunnel

Shakespeare: Soul of an Age

The Kremlin

ABC TELEVISION

• *The Miners' Lament*: A study of the mining problems in the coal regions of eastern Kentucky, and the new strife precipitated by the United Mine Workers' decision to close four to six union hospitals in the area. The program was produced by ABC News Special Projects Division and sponsored by Bell & Howell. The show was broadcast Tuesday, 9 April from 10:30 to 11 p.m., EST.

• *The Vatican*: Viewers saw places in Vatican City never before filmed, and the detailed workings of the oldest established institution in the western world were explained. Priest and postman, choirboy

public affairs

and cardinal, firemen, the Swiss Guard, the art treasures, scenes from the Eumenical Council were seen in a study of the Vatican as a repository of beauty, a seat of history, and the center of religion for 500 million people. John H. Secondari was executive producer for the program sponsored by Bell & Howell. The Vatican was broadcast Easter Sunday, 14 April from 10:30 to 11 p.m., EST.

• *A Vanishing Breed: Portrait of a Country Editor:* A portrait of Landon Wills, publisher of the McLean County News in Calhoun, Ky. and a study of the impact of the newspaper on the community. The program underscored economic factors threatening the existence of thousands of small weeklies throughout the United States. Produced by ABC News Special Projects Division, with John H. Secondari as executive producer, *A Vanishing Breed* was also sponsored by Bell & Howell and broadcast Tuesday 23 April from 10:30 to 11 p.m.

CBS TELEVISION

The Silent Spring of Rachel Carson: A report on the controversy over the use of pesticides which started with the publication of Rachel Carson's book. Questions examined were: Is man engineering his own destruction by the widespread application of chemical pesticides? Are pesticides affecting the growth and reproduction of fish and wildlife? Are pesticide residues stored in the human body affecting man's health? Are present controls sufficient to insure safe usage of these chemicals? Executive producer was Fred W. Friendly and it was aired Wednesday, 3 April from 7:30 to 8:30 p.m., EST.

• *Storm Over the Supreme Court:* A three-part series on the nation's highest court. First explored were the conflicts and perils that the Court has faced and survived throughout its history, including early states' rights issues as well as Court power in recent cases. Part II took up the school prayer case, showing chronologically how cases move from lower courts to the Supreme Court for final judicial dispo-

ABC TV: *The Miner's Lament* focused on coal miners of Eastern Kentucky and their problems, while another told about *A Vanishing Breed: Portrait of a Country Editor*





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at

- ◀ CBS TV's *Town Meeting of the World* utilized Telstar to bring together world figures (top left).
- The Silent Spring of Rachel Carson* examined pesticide controversy (top right).
- ◀ NBC TV choices included behind the scenes look at *The Kremlin* (lower left). Also *Shakespeare: Soul of an Age*, including graveyard scenes filmed at Stratford-on-Avon (lower right).

sition. Part II was devoted to Bible reading in the public schools. Friendly was also executive producer of this program. The first part was aired on 20 February, the second 13 March, and the third on 19 June, all from 7:30 to 8:30 p.m.

- *Town Meeting of the World*: With the advent of Telstar communications, television acquired a new depth in July, with the first use of instantaneous switching of tv transmission and reception facilities linking the United States and Europe. Former President Dwight D. Eisenhower, former British Prime Minister Anthony Eden, Jean Monnet, "father of the European Common Market, and Heinrich von Brentano, West German Bundestag leader, were linked in this new type of the "town meeting." The broadcast, produced by Friendly, took place Wednesday, 10 July from 12:15 p.m. to 1:20 p.m., and repeated the same evening, 7:30 to 8:30 p.m.

NBC TELEVISION

- *Shakespeare: Soul of an Age*: Excerpts of Shakespeare's plays, starring Sir Michael Redgrave, with Sir Ralph Richardson as guest narrator, were presented in this program. In addition, a reconstruction of Shakespeare's life, with tv cameras exploring existing landmarks in Stratford-on-Avon, was shown. Soliloquies and scenes were heard from Richard the Second, Henry the Fourth, Henry the Fifth; Richard the Third, King John, Henry the Eighth, Macbeth, Hamlet, As You Like It, Twelfth Night, The Merry Wives of Windsor, and The Tempest. The program, an NBC News production, was broadcast Friday, 30 November, 1962, from 7:30 to 8:30 p.m. under the co-sponsorship of Liggett & Myers and the Lincoln-Mercury Division of Ford Motors.

- *The Tunnel*: A documentary, filmed during the event itself, telling the story of the long, difficult, and dangerous work that went into building the escape route for a group of East Berliners. The tunnel was begun in the early summer of 1962 by a group of West Berlin students, and eventually ran some 450 feet beneath the Berlin Wall. Digging of the tunnel was about a month and 60 feet along

when NBC News learned of its existence and made arrangements for filming. Strict precautionary measures were required to protect the principals involved. The program was telecast 10 December 1962 from and was produced by NBC News.

- *The Kremlin*: A recreation of the events taking place in the Kremlin during five centuries, from early Moscow princes to Czar Peter the Great to the Soviet era. The latter was illustrated in scenes of Lenin's apartment, the Palace of Congresses, the meeting hall of the Supreme Soviet, and the burial places of Bolshevik leaders outside the Kremlin walls. Altogether, camera crews spent some two months filming the report in the Kremlin. The program was produced by George A. Vicas and was sponsored by Xerox Corporation. It was broadcast Tuesday, 21 May from 9:30 to 10:30 p.m. ■

SYNDICATORS ACTIVE IN FIELD

Syndicators are also among those working on Public Affairs Programming. There are about 75 such programs in domestic syndication. Both off-network and first-run syndicators are selling five-minute, half-hour, and one-hour series, also an assortment of public affairs specials.

In the first-run category are such shows as Sryen Arts' *En France* (about 70 markets); United Artists Tv's Wolper specials (85) and *Lee Murrin Presents: Lauchbreaker* (130); National Telefilm Assoc.'s *Open End* (20); and Official's *Biography* (119) and *Battle Line* (61).

The off-network category includes such titles as *Expedition, High Road, Navy Log, Air Power, You Are There,* and *Victory At Sea, Navy Log*, which originally ran on ABC TV, is syndicated by CBS Films. Its 104 half-hours are now running on 18 stations.

NBC Films' venerable *Victory At Sea*, which has been in syndication for ten years, seems to have saturated its market—it's not now being carried on any U. S. station, but an NBC spokesman estimated it has played on "most" stations in the country at one time or another.

ABC Films' *Expedition*, which ran on the network for two years, is currently running 17 episodes in 29 markets. *High Road's* 35 segments are now in 14 cities.

the more
important
judgment becomes
in timebuying
decisions,
the more important
SPONSOR becomes...

these are **days of**

... because SPONSOR provides
the basis of good judgment...
because SPONSOR is where the
buyers are in broadcast
advertising

The reappraisal has been agonizing. Formulas are thoroughly shaken. Buying is now seen as the complicated process it has always been. It involves intensive probing under, around, and beyond the numbers, for the differences between stations—some subtle, some not so subtle. These are indeed days of judgment, for which the

■ broadcast trade press (and your advertising in it) is the fastest, surest, most economical

judgment

means of protection. Never has the trade press been more vital to buyer or seller.

But which trade magazine? Today more than ever the answer is SPONSOR, because SPONSOR concentrates on one mission alone: to feed buyers of broadcast advertising with information and illumination. SPONSOR spotlights what's being bought and what isn't . . . what's working and what isn't. SPONSOR points up changes, trends, techniques, and direction. In the process, SPONSOR has become more vital than ever in buying decision. Don't take our word for it. Ask to hear the frank, unbiased tape recordings on trade paper values as given by spokesmen from 20 key broadcast buying agencies. These are days of judgment in trade paper buying, too. The times call for probing behind the kinds and sizes of numerical claims, to determine how many are relevant and how many are not. When you do, you'll find that SPONSOR gives you the inside track on the judgments

SPONSOR of the "few who do the choosing".
HAPPY MEDIUM BETWEEN BUYER AND SELLER

More than meets the eye

It's physically impossible for any one person, or even a reasonably large group of persons, to learn by first-hand observation the efforts exerted by the nation's broadcasters "in the public interest." Therefore, such activity has more often than not been obscured. The TIO Interaction study of several years ago shed a great deal of awareness on this programing. However, no complete census has been attempted since, leaving unknown the more current developments. Starting in September, SPONSOR undertook to contact each and every broadcaster to uncover their best in public affairs contributions over a one-year period, ending this past September. More than six of ten stations replied. In what is the most complete compendium of such information yet published, there follows individual listings for each station. While each station was limited to five programs, it became very clear in preparing the material that many of the efforts were not just one-shots; they were part of regular, continuing public affairs effort on the local level. Clearly, there is far more public service programing being done than any individual might be aware of. ■

ALABAMA

BIRMINGHAM

WBRC-TV

CHANNEL 6

LICENSEE: *Taft Broadcasting Co.*

GROUP: *Taft*

NETWORK: *ABC TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Robert T. Schlinkert*

AWARDS: *Freedoms Foundation Medal of Honor (1)*

EDITORIALIZING: *Three times daily*

10TH ANNUAL FOURTH OF JULY FLAG RAISING CEREMONY*

Military ceremony featuring 400 members of the armed forces, the Continental Air Command Band, preceding the raising of the flag. Not available for sponsorship. 30 minutes (7-4-63).

TRANSITION OR CRISIS

Appeal for law and order during the integration of Birmingham schools, featuring leading business men, labor leaders, government leaders, and men on the street. Not sponsored. 30 minutes (8-13-63)

BREAKTHROUGH FOR ALABAMA

A comprehensive study of Alabama's educational needs in the space age, featuring the opinions of ranking educators, business leaders and local officials. Not sponsored. 60 minutes (4-10-63)

PHYSICAL FITNESS

Five early morning broadcasts from Howard College campus, featuring students, Governor, coaches and others during exercises, and discussing the need for physical fitness. Sponsors: Participating. 60 minutes (Spring 1963).

MUSIC AT CHRISTMAS

* Made available to other stations.

Christmas music by the Howard College Choirs from the campus chapel. Not available for sponsorship. 60 minutes (12-24-62).

ALABAMA Not Reporting: WAPI-TV, Birmingham; WMSL-TV, Decatur; WTVY, Dothan; WOWL-TV, Florence; WAFG-TV, Huntsville; WCOV-TV, Montgomery; WSLA-TV, Selma.



Washington D.C. is our local beat.

Network news programs turn Washington D.C. into a local beat. We cover the events that affect particular states. Our Washington Bureau can provide Reporters, Correspondents and Norris Brockfile radio and TV reports daily to our stations on matters of national importance. They're backed by more than 200 Washington staff specialists. They reporters, the bureau men of TV, radio and news. They work the wire news on the most important news city to our audiences. We have covered the events of the past 100 years.

We believe that group operation of a third force in broadcasting can provide the best services to the communities their stations serve. As a division of Time Incorporated, Time-Life Broadcast is deeply grateful to the public for their support of these services in the area of news and public affairs.

CALIFORNIA-KOCC-TV AM-FM COLORADO-KAN-AM-FM INDIANA-MICHIGAN-MINNESOTA

ALABAMA

MOBILE

WALA-TV

CHANNEL 10

LICENSEE: *Pape Television Co.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *H. Ray McGuire*

EDITORIALIZING: *None*

MOAMA ON PARADE

Remote pick-up from flight test center at Brookley Air Force Base, including ground-to-air conversation with test pilot. Not available for sponsorship. 30 minutes (7-12-63).

OUTLOOK

Panel discussion by various committees of the Chamber of Commerce on economic outlook for the area. Not available for sponsorship. 30 minutes (6-7-63).

MARS REMOTE

Remote pick-up involving military affiliates radio service program originated from station's transmitter site. Not available for sponsorship. 60 minutes (5-18-63).

DOCTOR MARSHALL PRESENTS

Presented by the Navy and other interested parties to focus attention on educational opportunities in the Navy. Not available for sponsorship. 60 minutes (8-11-63).

MOBILE SYMPHONY

Remote pick-up of the Mobile Symphony from Murphy High School auditorium. Not available for sponsorship. 30 minutes (10-21-62).

MOBILE

WKRG-TV

CHANNEL 5

LICENSEE: *WKRG-TV, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *H-R*

GENERAL MANAGER: *C. P. Persons, Jr.*

EDITORIALIZING: *Occasional*

FREEDOM vs. COMMUNISM: THE ECONOMIC SURVIVAL

Discussion led by Dr. Aladar Goellner, a Hungarian guest lecturer of languages at Spring Hill College. Not available for sponsorship. 30 minutes (11-28-62).

BREAKTHROUGH FOR EDUCATION*

Discussion by noted educators of the educational needs of schools today and tomorrow. Not available for sponsorship. 60 minutes (4-10-63).

LOYOLA UNIVERSITY CONCERT BAND

Presentation in conjunction with Mobile Civic Ballet to promote cultural interests. Program included vocal and instrumental soloists and a dance group. Not available for sponsorship. 30 minutes (1-25-63).

AMERICA JUNIOR MISS FINALS

Sixth annual competition of high school seniors from all states. Sponsors: Bobby Brooks, Coca-Cola, Eastman Kodak. 90 minutes (3-16-63).

CASHIER PHILHARMONIC MALE GLEE CLUB

Old and new songs presented by one of the finest Negro glee clubs in the area. Not available for sponsorship. 30 minutes (8-12-63).

* Made available to other stations.

MONTGOMERY

WSFA-TV

CHANNEL 12

LICENSEE: *Broadcasting Company of the South DBA*

GROUP: *Broadcasting Company of the South*

NETWORK: *NBC TV*

REPRESENTATIVE: *PGW*

GENERAL MANAGER: *Carter Hardwick*

EDITORIALIZING: *Occasional*

THE CITY'S THIRST

Discussion of the water shortage problem in Montgomery, including films and background material. Not sponsored. 30 minutes (7-23-63).

SEARCH FOR TALENT

A series of talent contests between contestants selected from the coverage area of the station. Sponsor: Capitol Trailways. 30 minutes.

WITHOUT DREAD OF EVIL

Objective look at the city's Juvenile Delinquency problem, including interviews with delinquents and the Youth Aid Bureau. Not sponsored. 30 minutes (4-8-63).

TELL ME DOCTOR

Series of panel discussions by local physicians of current medical and health problems. Sponsor: Hall Brothers Dairy. 30 minutes (9-1-62 to 6-10-63).

IT'S THE LAW

Series of panel discussion of members of the Montgomery Bar Association of legal problems. Sponsor: Gulf American Insurance Company. 30 minutes (2-10 to 5-5-63).

ARIZONA

PHOENIX

KOOL-TV

CHANNEL 10

LICENSEE: *KOOL Radio-Television, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *Hollingbery*

GENERAL MANAGER: *Homer Lane*

EDITORIALIZING: *60 seconds daily*

THE LOSERS*

* *Made available to other stations*

Probing the high school dropout problem with interviews with students who have dropped out. Not available for sponsorship. 30 minutes (8-25-63).

PHOENIX

KPHO-TV

CHANNEL 5

LICENSEE: *Meredith Broadcasting Co.*

GROUP: *Meredith*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Richard B. Raels*

AWARDS: *Emmy (1)*

EDITORIALIZING: *Twice weekly*

ARIZONA ROUNDTABLE†

Weekly series consisting of a panel discussion of the various current problems faced by the community. Not available for sponsorship. 30 minutes.

PEOPLE OF THE LONG EYES*

* *Made available to other stations.*

† *Made available to TAC.*

Documentary, featuring the Kitt Peak National Observatory, location of the world's largest solar telescope. Sponsor: Southern Arizona Bank. 60 minutes (4-21-63).

TUCSON

KGUN-TV

CHANNEL 9

LICENSEE: *KGUN-TV, Inc.*

NETWORK: *ABC TV*

REPRESENTATIVE: *Young Television*

GENERAL MANAGER: *Edwin G. Richter, Jr.*

EDITORIALIZING: *Three times weekly*

MAYOR AND COUNCIL REPORT

Interview of the Mayor and the City Council to inform the citizens of the efforts and activities of the Mayor and the Council. Not available for sponsorship. 30 minutes (monthly).

FOCUS

Religious editorial pertaining to the moral view on current world events. Not available for sponsorship. 90 seconds (twice weekly).

ENCOUNTER

Series of debates among religious leaders of all faiths expressing their views on current world problems. Not available for sponsorship. 30 minutes (weekly).

CONTROVERSY

Debate among leading community leaders on various subjects. Not available for sponsorship. 30 minutes (weekly).

ARIZONA Not Reporting: KTAR-TV, KTVK, Phoenix; KIVA, Yuma.

ARIZONA

TUCSON

KOLD-TV

CHANNEL 13

LICENSEE: *Old Pueblo Broadcasting Co.*

GROUP: *Arizona Broadcast Network*

NETWORK: *CBS TV*

REPRESENTATIVE: *Hollingbery*

GENERAL MANAGER: *E. S. Mittendorf*

EDITORIALIZING: *None*

PARTY LINE

Outstanding representatives from business, education, medicine, politics, and other fields phone in questions. Topical conversation between viewer and guest. Sponsors: Participating. 30 minutes (daily).

BURKE-UDALL DEBATE*

Political debate between two major candidates for the U. S. House of Representatives. Not available for sponsorship. 60 minutes (10-14-62).

KNOW YOUR CANDIDATES*

Three programs presented by League of Women Voters for debates between candidates for various state offices. Not available for sponsorship. 30 minutes (10-7-63, 10-14-62, 10-28-63).

ANNUAL RODEO PARADE

Remote telecast of the Rodeo Parade, highlight of the "Fiesta de Los Vaqueros." Sponsor: Local bank. 2 hours (2-21-63).

BISHOP GREEN'S AIRPORT RECEPTION

Return of Rev. Francis Green to Tucson from Vatican Council in Rome. Not available for sponsorship. 30 minutes (12-11-63).

* Made available to other stations.

TUCSON

KVOA-TV

CHANNEL 4

LICENSEE: *W GAL Television Inc.*

GROUP: *Steinman Stations*

NETWORK: *NBC TV*

REPRESENTATIVE: *Meeker*

GENERAL MANAGER: *Gordon Hamilton*

A PLACE IN THE SHADE*

An editorial documentary to arouse interest and action toward getting an intermediate juvenile correctional institution from the State Legislature. Not available for sponsorship. 30 minutes (1-17- & 1-19-63).

MEET THE CANDIDATE

Regular series preceding local, state, and school board elections to introduce candidates for public office. Part of sponsored news programs.

CHANNEL 4 SPECIAL REPORTS

Film/still presentations coupled with video-taped statements of local leaders and officials examining a local effort or problem in depth during regular newscasts. Part of sponsored news programs.

* Made available to other stations.

ARKANSAS

EL DORADO

KTVE

CHANNEL 10

LICENSEE: *KTVE Incorporated*

NETWORK: *NBC TV, ABC TV*

GROUP: *Veterans Broadcasting Company, Inc.*

REPRESENTATIVE: *Venard-Torbet-McConnell*

GENERAL MANAGER: *W. F. de Tourmillon*

EDITORIALIZING: *None*

TELL ME DOCTOR

Discussions by Dr. R. B. Robins, president of AMA, of the need for Nursing Homes, the reasons for having them and how they are run. Not available for sponsorship. 15 minutes (weekly).

C.P. TELETHON

A 19-hour telethon to raise funds for Cerebral Palsy using local area talent and stars. Not available for sponsorship. 19 hours (5-4-63).

SCHOOL LOANS

Members of the Arkansas State Department of Education discussed school loans for high school graduates to go to college in an effort to discourage high school drop-outs. Not available for sponsorship. 15 minutes (3-4-63).

FBI

Discussions of top crime in Arkansas, car theft, cautioning the people to be more careful with their automobiles. Not available for sponsorship. 15 minutes (5-30-63).

FARM & HOME SHOW

Up-to-date news on agriculture in the area with suggestion aids on farming and home-making. Not available for sponsorship. 15 minutes (5-7-63).

ARKANSAS Not Reporting: *KARK-TV, Little Rock.*

ARKANSAS**FORT SMITH****KFSA-TV**

CHANNEL 5

LICENSEE: *American Television Company*NETWORK: *ABC TV, CBS TV, NBC TV*REPRESENTATIVE: *Lenard, Torbet & McConnell*GENERAL MANAGER: *Bill Slates*EDITORIALIZING: *None***BABE RUTH STORY***Life story of the famous baseball hero. One of a series of biographies. Sponsor: *DX Surray, Old Milwaukee Beer*. 30 minutes (5-13-63).**BIOGRAPHY OF WINSTON CHURCHILL***Two part dramatic portrayal of Winston Churchill. Another in the "BIOGRAPHY" series. Sponsor: *DX Surray, Old Milwaukee Beer*. 30 minutes (7-1 and 7-5-63).**BIOGRAPHY OF WERNHER VON BRAUN***Story of the capture and release and subsequent American citizenship of Wernher von Braun. Sponsor: *DX Surray, Old Milwaukee Beer*. 30 minutes (5-26-63).**CAN U.N. SURVIVE?***Timely panel discussion of the future of the United Nations. Part of *All America Wants to Know* series. Not sponsored. 30 minutes (9-15-63).**MURDER BY MAIL***Told impelling story of narcotics. Part of the *All America Wants to Know* series. Not sponsored. 30 minutes (7-24-63).

* Made available to other stations.

LITTLE ROCK**KATV**

CHANNEL 7

LICENSEE: *KATV, Inc.*GROUP: *Griffin Broadcast Group*NETWORK: *ABC TV*REPRESENTATIVE: *Avery-Knodel*GENERAL MANAGER: *Robert D. Doubleday*EDITORIALIZING: *None***BOND ISSUE**

Panel discussion with Chamber of Commerce and Dow South officials promoting passage of a bond issue for a new industrial plant. Not available for sponsorship. 30 minutes (2-22-63).

MARCH OF DIMES TELERAMA

Hollywood stars and local talent raising money for the March of Dimes drive. Not available for sponsorship. 22 hours (1-6-63).

STATE HOSPITAL

Administrators, architects and builders discuss a new \$12,000,000 mental hospital. Not available for sponsorship. 30 minutes (3-5-63).

ETV IN ARKANSAS?

News conference format with the Governor of Arkansas and the ETV Commission Chairman answering the queries of news men. Not available for sponsorship. 30 minutes (6-13-63).

AN ARKANSAS EDITOR VISITS RUSSIA

Local editor reported on his stay in Russia using slides, photos, etc. Not available for sponsorship. 30 minutes (7-30-63).

LITTLE ROCK**KTHV**

CHANNEL 11

LICENSEE: *Arkansas Television Company*NETWORK: *CBS TV*REPRESENTATIVE: *ATS*GENERAL MANAGER: *B. G. Robertson*EDITORIALIZING: *None***THE ALCOHOLICS**

Film-tape-documentary program dealing with various symptoms, and remedial treatment of the alcoholic. Not available for sponsorship. 120 minutes (2-4-63).

DAY GONE BY FOR THE FLETCHER CHILD

Program followed a mentally retarded child through his day at the Arkansas Children's Colony to show quality of treatment for mentally retarded children. Not available for sponsorship. 30 minutes (3-4-63).

THE TEEN YEARS

A candid look at the life and customs of today's teenagers to give an insight into their motivations and attitudes. Not available for sponsorship. 30 minutes (5-22-63).

THE DROP-OUTS

An exploration of the causes, effects, and preventive measures concerning the high school dropout problem in Arkansas. Not available for sponsorship. 30 minutes (1-10-63).

TO HELP A CHILD

Story of the Arkansas Children's Hospital with focus on modern treatment of liver and orthopedic patients. Not available for sponsorship. 30 minutes (1-21-63).

CALIFORNIA

BAKERSFIELD

KLYD-TV

CHANNEL 17

LICENSEE: Kern County Broadcasting Co.

NETWORK: ABC TV

REPRESENTATIVE: Blair

GENERAL MANAGER: Dave Maxwell

EDITORIALIZING: None

VIEWPOINT: DROPOUT

Panel discussion of the high school dropout problem followed by a question and answer period via telephone. Not available for sponsorship. 30 minutes (8-29-63).

WELFARE VS. YOU

County Director of Welfare and County Supervisors answering the questions of viewers. Not available for sponsorship. 30 minutes (7-7-63).

VIEWPOINT: RECALL

Recall of a City Councilman initiated by a local group discussed. Not available for sponsorship. 30 minutes (June 1963).

WHY JOHNNY CAN'T GET A JOB

Series using films produced by Reader's Digest, followed by the comments of a local educator. 30 minutes.

FACE OF RUSSIA*

Films and panel interview reporting the travels of local farmers behind the Iron Curtain and in Russia. 90 minutes.

* Made available to other stations.

CHICO

KHSL-TV

CHANNEL 12

LICENSEE: Golden Empire Broadcasting Co.

NETWORK: CBS TV

REPRESENTATIVE: Venard, Torbet & McConnell

GENERAL MANAGER: Mickey McClung

EDITORIALIZING: Twice a month.

YOUTH WANTS TO KNOW

High School panel asks questions of prominent businessmen. Not available for sponsorship. 30 minutes (9-8-62).

DO WE REALLY CARE

Panel discussion on increasing difficulty of passing school bond proposals. Not available for sponsorship. 30 minutes (10-7-62).

DOWN IN THE DUMPS

Local dispute relative to selection of new dump site. Films of present set-up, proposed sites, and comparisons with other communities. Not available for sponsorship. 30 minutes (8-15-63).

THE BRACERO PROGRAM AND ITS EFFECT ON CALIFORNIA AGRICULTURE

Interviews with farmers and agricultural leaders of the area, legislature congressmen and senators. Not available for sponsorship. 10 minutes.

MOVING A MOUNTAIN

Building of Oroville Dam, largest earth-filled dam in U. S. Included filmed interviews with government officials. Not available for sponsorship. 60 minutes (6-5-63).

FRESNO

KAIL-TV

CHANNEL 53

LICENSEE: KAIL TV Broadcasting Co.

REPRESENTATIVE: Vic Piano

GENERAL MANAGER: Barney Lee Golden

EDITORIALIZING: Occasional

PERSONALITIES IN THE NEWS

Regular program of commentary on controversial subjects. Guests and viewer audience participation in discussion with an open end format. Sponsors: Local participating. 90 minutes (Three times weekly).

CALIFORNIA Not Reporting: KBAK-TV, KERO-TV, Bakersfield; KRCR-TV Redding; KIEM-TV KVIQ-TV, Eureka; KFRE-TV, KMJ-TV, Fresno; KCOP, KHX-TV, Los Angeles; KNTV, Salinas-Monterey; KCHU-TV, San Bernardino; XETV, San Diego; KSBY, San Luis Obispo.

CALIFORNIA

FRESNO

KICU-TV

CHANNEL 13

LICENSEE: *Sierra Broadcasting, Inc.*

REPRESENTATIVE: *Avery-Knodel*

GENERAL MANAGER: *William O. Edholm*

EDITORIALIZING: *None*

MORATORIUM ON DEATH

Discussion by a distinguished panel of both sides of Governor Edmund Brown's proposal to call a moratorium on the death penalty in California. Following panel discussion time was opened to the public and the sociology class of Stanislaus State College for further discussion. Not available for sponsorship. 90 minutes (5-7- and 7-12-63).

FRESNO

KJEO

CHANNEL 17

LICENSEE: *Shasta Telecasting Corporation*

NETWORK: *ABC TV*

REPRESENTATIVE: *H-R*

GENERAL MANAGER: *George C. Fleharty*

EDITORIALIZING: *Occasional*

TO LOVE A CHILD

The unusual and valuable facility, and the work of the people involved with the San Joaquin Valley Children's Hospital was dramatized. Not available for sponsorship. 30 minutes (1-8-63).

24 HOURS WITHOUT SLEEP

Description of the effort put forth to organize and put on a telethon. Not available for sponsorship. 30 minutes (3-5-63).

U.S. FOREST SERVICE

Story of the great forests of the area and how they benefit local residents. People urged to help protect these forests. Not available for sponsorship. 30 minutes (5-7-63).

CONVENTION CENTER

Description of the purpose and probable expenses of a proposed multi-million dollar convention center. Not available for sponsorship. 30 minutes (2-5-63).

LOS ANGELES

KABC-TV

CHANNEL 7

LICENSEE: *American Broadcasting-Paramount Theatres, Inc.*

NETWORK: *ABC TV*

REPRESENTATIVE: *ABC TV Spot Sales*

GENERAL MANAGER: *Elton H. Rule*

EDITORIALIZING: *Semi-monthly*

BRING BACK THE THREE R's

State superintendent of Public Instruction answered questions from a panel of newsmen concerning his campaign promise to bring the three R's back to public education. Not available for sponsorship. 30 minutes (11-25-62).

CHUCKO CHRISTMAS SPECIAL

Chucko the Clown hosted Korean Orphan Choir in a program of Christmas music. Highlight was a small Korean deaf-mute reciting "The Lord's Prayer" in sign language. Sponsor: Miles Laboratories. 60 minutes (12-25-62).

WALK OLD, WALK LONELY

Sam Jaffe narrated a program which studied the problems of America's senior citizens. Sponsor: Bristol Myers. 60 minutes (12-30-62).

AMIGO ON THE MOVE

Jay Novello narrated a program concerned with the current social revolution in Mexico. Sponsors: Hunt Foods, Oscar Mayer. 30 minutes (1-13-63).

A CHANCE TO LIVE

Program about the activities which surround the Glendahl Emergency Hospital presenting little known facts about who is treated and the type of treatment received there. Not sponsored. 30 minutes (1-8-63).

CALIFORNIA

LOS ANGELES

KHJ-TV

CHANNEL 9

LICENSEE: RKO General

REPRESENTATIVE: RKO-General National Sales

GENERAL MANAGER: Malcolm C. Klein

AWARDS: Chamber of Commerce citation (2)

AN EVENING AT THE HOLLYWOOD BOWL

Andre Kostelanetz conducting the Hollywood Bowl Symphony Orchestra in an "All Gershwin" night. Sponsor: First National City Bank of Los Angeles. 135 minutes (8-7-63).

PROJECT TODAY

Gives cities throughout the area an opportunity to air their needs, wants and achievements to the whole community. Not available for sponsorship. 30 minutes (Monthly).

IMPRESSIONS

Work of artists, professional and non-professional, in fields ranging from photography to literature and art. Not available for sponsorship. 30 minutes (Various).

PROMENADE CONCERT

Arthur Fiedler conducting the Los Angeles Philharmonic Orchestra. Sponsors: Union Federal Savings and Loan Assn. 120 minutes (3-29-63).

LOS ANGELES

KMEX

CHANNEL 34

LICENSEE: KMEX, Inc.

NETWORK: Spanish International Network

REPRESENTATIVE: Theo. B. Hall

GENERAL MANAGER: Burt S. Avedon

EDITORIALIZING: Weekly

ESCUELA KMEX

Daily series presenting English lessons and lessons on citizenship to the Spanish-speaking people of Los Angeles. Not available for sponsorship. 30 minutes.

EL SEGURO SOCIAL

Social Security office makes the Spanish-speaking people of Los Angeles aware of their rights under the Law. Not available for sponsorship. 30 minutes (Weekly).

MOTIVO DE ALARMA

Presentation by Los Angeles Fire Dept. giving information about fire prevention in homes. Not available for sponsorship. 15 minutes (Weekly).

CONSEJOS PARA SU SEGURIDAD

Presentation by Los Angeles Police identifying the police with the public. Not available for sponsorship. 15 minutes (Weekly).

USTED Y SU SALUD

Public health program conducted by the Christmas Seal Association. Aims to fight against tuberculosis. Not available for sponsorship. 30 minutes (Weekly).

LOS ANGELES

KNBC

CHANNEL 4

LICENSEE: National Broadcasting Company

NETWORK: NBC TV

REPRESENTATIVE: NBC Spot Sales

GENERAL MANAGER: Thomas C. McCray

AWARDS: Certificate of Merit, Southern California Auto Club (3); John Sweet Award of California Teachers Association (1); Special Award from California Judges' Conference (4); NAABRT (4 and 5)

EDITORIALIZING: None

OUR GROWING THIRST

Review of water resources for Southern California and an examination of first attempted water reclamation plant. Not available for sponsorship. 30 minutes (8-12-63).

HAPPY BIRTHDAY U.S.A.*

Color program telling the story of America in songs, sayings, and symbols of liberty. Not available for sponsorship. 60 minutes (7-4-63).

ONE FOR THE ROAD*

Live and taped experiment to determine the effect of alcohol on motorists to encourage traffic safety on holidays. Not available for sponsorship. 30 minutes (7-1-63).

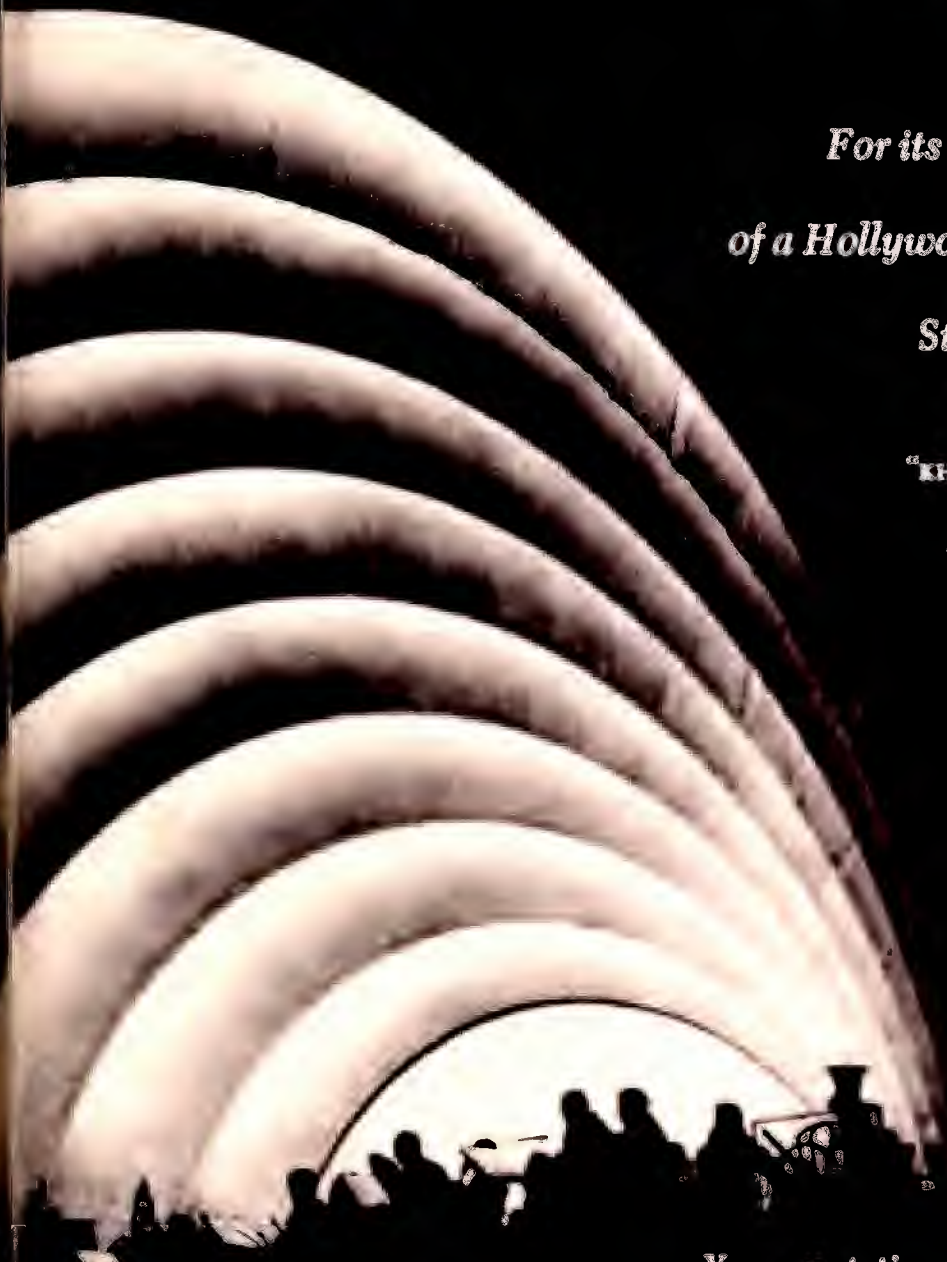
SURVEY '63

Series touching on all phases of community activity and interest. Includes both documentaries and discussion programs. 30 minutes.

COLLEGE REPORT

Kaleidoscope of college activities. Produced in cooperation with the independent colleges of Southern California. Not available for sponsorship. 30 minutes (Weekly).

* Made available to other stations



LEADERSHIP IS EARNED- NOT PROCLAIMED

*For its exclusive television presentation
of a Hollywood Bowl "Symphony Under The
Stars," KHJ-TV earned this praise:*

*"KHJ-TV made a distinguished contribution to
television and Southland culture... by long
odds this has been the most brilliant
telecast of the summer and one of
the most outstanding productions
in television history."*

CECIL SMITH - Los Angeles Times

Yes, reputations are made by performance. And bold
leadership in programming has earned KHJ-TV its position
as the number one independent in Los Angeles.

KHJ-TV/CHANNEL 9

REPRESENTED BY RKO GENERAL NATIONAL SALES



QUALITY ENTERTAINMENT AND COMMUNITY SERVICE

CALIFORNIA

LOS ANGELES

KNXT

CHANNEL 2

LICENSEE: CBS

GROUP: CBS TV Stations

NETWORK: CBS TV

REPRESENTATIVE: CBS TV Stations
National Sales

GENERAL MANAGER: Robert D. Wood

AWARDS: Golden Mike, Ohio State,
California Federation of Women's
Clubs, California Associated Press
TV-Radio Association (1); Los An-
geles County Interracial TV Award
(5)

BURDEN OF SHAME: THE CHILD
MOLESTER

Actual words and voice of a child molester featured, with emphasis on the man and his treatment at Atascadero State Hospital. Not sponsored. 60 minutes (9-14-62).

CALIFORNIA #1*

Salute to nation's largest state in population, giving reasons for growth, and opportunity to see what is being done in California. Sponsor: California Federal Savings. 60 minutes (12-28-62).

POISON IN THE AIR

Survey of air pollution in Southern California, London, and Donora, Pa. Not sponsored. 60 minutes (1-21-63).

HOLLYWOOD COME HOME

The motion picture industry, its potential revival, its impact, and its future outlook examined from economic standpoint. Not sponsored. 60 minutes (3-24-63).

THE GHETTO MERCHANTS

* Made available to other stations.

Methods used by real estate salesmen who have opportunity for commissions by convincing one racial group to move out of a neighborhood and another to move in. Not sponsored. 30 minutes (4-24-63).

HOLLYWOOD

KTLA

CHANNEL 5

LICENSEE: Paramount Television
Productions, Inc.

REPRESENTATIVE: PGW

GENERAL MANAGER: S. L. Adler

EDITORIALIZING: Twice a month

A NEGRO'S POINT OF VIEW

Comedian Dick Gregory talked seriously about the American Negro, his goals and his method of achieving those goals. Not sponsored. 30 minutes (9-9-63).

THE OLDER AMERICAN

Discussion of the problems and difficulties facing America's aged and the possible solutions. Not sponsored. 30 minutes (8-4-63).

MAYOR YORTY'S PRESS
CONFERENCE

Live coverage of the mayor's weekly press conferences telecast directly from the City Hall. Not sponsored. 45 minutes (Weekly).

DEATH IN THE RING

Documentary probed both sides of the highly controversial issue of boxing after the death of fighter Davey Moore. Not sponsored. 30 minutes (3-26-63).

SPLIT IMAGE

Demonstration of an experiment in treating mental illness—a new process in which TV production jobs are used as therapeutic tools by a California State Mental Hospital. Not sponsored. 60 minutes (4-14-63).

LOS ANGELES

KTTV-TV

CHANNEL 11

LICENSEE: Metromedia

GROUP: Metropolitan

REPRESENTATIVE: Metro TV Sales

GENERAL MANAGER: Albert P. Krivin

EDITORIALIZING: None

MEET YOUR CONGRESSIONAL
CANDIDATES

All congressional candidates in area invited to speak, providing public a chance to meet them. Sponsors: Liggett & Myers, Great Western Savings. 195 minutes. (11-4-62).

ARMED FORCES DAY

Tour of Army, Marine Corps, Air Force, and Navy facilities, aboard carrier and at El Torro Marine Base. Sponsors: Liggett & Myers, Great Western Savings. 120 minutes. (5-18-63).

GLENDALE SYMPHONY
ORCHESTRA

Carmen Dragon conducting popular classical numbers by large, nationally-known orchestra. Sponsor: Glendale Federal Savings. 30 minutes (3-28-63).

EASTERN SUNRISE SERVICES

Live and tape coverage of the Hollywood Bowl Easter sunrise service. Sponsors: Liggett & Myers, Great Western Savings. 105 minutes (4-14-63).

RISE OF AMERICAN LABOR

Documentary on the growth of labor in the United States. Not sponsored. 60 minutes (8-26-63).

CALIFORNIA**SACRAMENTO****KCRA-TV**

CHANNEL 3

LICENSEE: *Kelly Broadcasting Co.*NETWORK: *NBC TV*REPRESENTATIVE: *Petry*GENERAL MANAGER: *Jon Kelly*EDITORIALIZING: *None***OPERATION PORTFOLIO**

Series of local programs filmed in Europe to give perspective to the European scene. Sponsor: Brooke Bond Tea. Five minutes (Various).

MISSION TO MEXICO*

Four man news team accompanied the President to Mexico to report on Latin America and the Castro influence. 60 minutes (10-62).

GREAT DAY ON THE RIVER

Documentary report on the opening of the Sacramento deep water port. Sponsors, Participating. 30 minutes (7-63).

CONVERSATION WITH A SENATOR

Prime time show featuring conversation with Senator Thomas Kuchel and Gary Park. Not sponsored. 30 minutes (7-63).

CIVIL RIGHTS FORUM

Before and after three-hour NBC special on race relations station offered 30 minute discussion on the subject. 60 minutes (9-63).

* Made available to other stations.

SACRAMENTO**KOVR**

CHANNEL 13

LICENSEE: *Metromedia*GROUP: *Metropolitan*NETWORK: *ABC TV*REPRESENTATIVE: *Metro TV Sales*GENERAL MANAGER: *Sid Grayson*EDITORIALIZING: *None***THE ROAD AHEAD**

California leaders including Governor Brown evaluating the ship of state in 1963. Not available for sponsorship. 30 minutes (1-1-63).

BIG WHEEL

Effect of the auto industry on the economy of Sacramento reported. Not available for sponsorship. 30 minutes (1-22-63).

THE MAYOR SPEAKS

Mayors from smaller communities reveal problems of their communities. Not available for sponsorship. 30 minutes (3-17 and 4-7-63).

1000 MILES OF WATERWAYS

The meaning of water to the San Joaquin-Sacramento area. Not available for sponsorship. 30 minutes (4-28-63).

ONE STEP FORWARD

Work of the Family Service Agency in the Sacramento area. Not available for sponsorship. 30 minutes (9-29-63).

SACRAMENTO**KXTV**

CHANNEL 10

LICENSEE: *Great Western Broadcasting Corp.*GROUP: *Corinthian*NETWORK: *CBS TV*REPRESENTATIVE: *H-R*GENERAL MANAGER: *Robert S. Wilson*AWARDS: *1st place, annual Corinthian Public Affairs competition (1); California State Fair and Exposition Gold Medal (2)*EDITORIALIZING: *Daily***DEATH OF A GOLD RUSH TOWN†**

Story of the town of Comanche, Calif., soon to be entombed in water due to the construction of a dam. Film scenes of town and interviews with old-time residents. Not available for sponsorship. 30 minutes (12-30-62).

CALIFORNIA BOXING — OK OR KO?*

Documentary on proposed abolition of boxing in California following death of fighter Davy Moore. Not available for sponsorship. 30 minutes (3-27-63).

HIGHLIGHTS FROM HAMLET†

Production of Shakespeare's classic as performed by Sacramento State College. Not sponsored. 60 minutes (5-22-63).

TIME OF LONELINESS

Special for the United Crusades on a home for trawled mothers. Featured stories filmed at home included interviews with residents. Not available for sponsorship. 30 minutes (9-13-62).

MR. AL'S STORYTIME

Story teller reads to pre-school audience to interest them in books, reading, and the use of free public libraries. Not available for sponsorship. 30 minutes weekly.

† Made available to TAC.

* Made available to other stations.

SALINAS

KSBW-TV

CHANNEL 8

LICENSEE: *Central California Communications Corp.*

NETWORKS: *NBC TV, CBS TV*

REPRESENTATIVE: *H-R*

GENERAL MANAGER: *Robert F. Klein*

EDITORIALIZING: *None*

RUSSIAN IMPRESSIONS OF THE UNITED STATES

Four Russian women panelists gave their impressions to further the cultural understanding between the U. S. and Russia. Not available for sponsorship. 30 minutes (3-22-63).

HIGH NOON

Members of the Monetary County Board of Supervisors spoke on re-districting, explaining how vital local government is to the American form of government. 30 minutes (11-63).

SAN ANTONIO DAM

Importance of water conservation in the Salinas Valley stressed in discussion of proposed San Antonio Dam. Not available for sponsorship. 30 minutes (8-9-63).

SAN DIEGO

KFMB-TV

CHANNEL 8

LICENSEE: *Transcontinent Television Corporation*

GROUP: *Transcontinent*

NETWORK: *CBS TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *George Whitney*

EDITORIALIZING: *Occasional*

THE RABIES EPIDEMIC

Course of the rabies epidemic, which broke out in San Diego, showing steps taken to combat disease, a boy who had to take the Pasteur treatment and interviews with doctors. Not sponsored. 30 minutes (11-14-62).

MIRACLE OF THE BEACH

Documentary on Synanon, a private institution for the rehabilitation of drug addicts, which was planning to expand to San Diego. Not sponsored. 30 minutes (2-27-63).

80 PROOF WOMEN*

Interviews with female alcoholics and medical, legal, and civic authorities on the growing problem of alcoholism in San Diego. Not sponsored. 30 minutes (4-24 and 5-22-63).

THE FLYING SAMARITANS

Story of a group of doctors and nurses from San Diego who make periodic visits to provide medical care for the people of El Rosario on the Baja California Peninsula. Not sponsored. 30 minutes (12-5-63).

PRESIDENT KENNEDY'S VISIT TO SAN DIEGO

Live remote coverage of President Kennedy's arrival and some of his activities during his visit in San Diego. Sponsor: Douglas Oil Company. 225 minutes (6-6-63).

* Made available to other stations.

SAN DIEGO

KOGO-TV

CHANNEL 10

LICENSEE: *Time, Inc.*

NETWORK: *NBC TV*

GROUP: *Time-Life Broadcast*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Clayton Brace*

AWARDS: *Ohio State (3); Special citation from the Secretary of the Navy (1); California State Fair, First Place, sports program (5)*

EDITORIALIZING: *Weekly*

THE STRANGE NEW BREED*

A look at surfing and the surfer, his motives, attitudes, way of life through film of surfing in California and Hawaii. Sponsor: San Diego Imperial. 30 minutes (9-5-63).

OF HELL AND HOPE

Presentation of the problem of narcotics addiction in Southern California through the eyes of an actual addict—in his relationship to himself, his associates, psychologists, and law enforcement officials. Not sponsored. 60 minutes (3-21-63).

TEACHING CHILDREN ABOUT SPACE SCIENCE*

Series designed to give teachers information about space technology to answer questions of children. Not available for sponsorship. 30 minutes.

THE SEA OF DARKNESS†

Traces the development of deep submersible vessels, specifically the Bathyscape Trieste, from its initial development to its deep dive off Guam. Not sponsored. 30 minutes (11-12-62).

THE OUTDOOR SPORTSMAN

Series of programs depicting fishing, hunting, water skiing, skin diving and other outdoor sports in the local area. Filmed in color. Sponsor: Campbell Chevrolet. 30 minutes (Weekly).

* Made available to other stations.
† Made available to TAC.

CALIFORNIA

SAN FRANCISCO

KGO-TV

CHANNEL 7

LICENSEE: *American Broadcasting Company*

GROUP: *ABC TV owned stations*

NETWORK: *ABC TV*

REPRESENTATIVE: *ABC TV Spot Sales*

GENERAL MANAGER: *David M. Sacks*

EDITORIALIZING: *Daily*

YOUNG VOICE OF CHRISTMAS

Concert of children and student Christmas songs by vocal and instrumental groups from ten local schools. Sponsor: Pacific Coastal Electric. 60 minutes. 12-2-62.

YOUNG SOUND OF MUSIC

Concert of orchestral music by seven different concert and high school. Sponsor: Pacific Coastal Electric. 60 minutes. 1-12-63.

REHEARSAL FOR A TOUR*

Presented California Youth Symphony in rehearsal preparation for tour of Japan. Program helped to raise money for the tour. Sponsor: Golden Gate National Bank. 30 minutes. (6-6-63).

* *Made available to other stations.*

THE GOLDEN GATE STORY*

Series produced to highlight the aims and activities of various civic agencies or organizations which work for the public welfare. Not available for sponsorship. 60 minutes. Weekly.

SUMMER JOBS FOR STUDENTS*

Program plus series of spots by young people urging viewer to create jobs for vacationing student. Not available for sponsorship. Various lengths. June-Sept. 1963.

SAN FRANCISCO

KPIX

CHANNEL 5

LICENSEE: *Westinghouse Broadcasting Company*

GROUP: *Group W*

NETWORK: *CBS TV*

REPRESENTATIVE: *TeAR*

GENERAL MANAGER: *Louis S. Simon*

AWARDS: *George Foster Peabody (1, 2, and 5)*

EDITORIALIZING: *Four times weekly*

THE INNOCENT FAIR*

Film of San Francisco Panama-Pacific International Exposition of 1915. Part of the "San Francisco Pageant" series. Sponsor: Home Mutual Savings & Loan Association. 30 minutes. 10-27-62.

DISASTER AT DAWN*

Still photo and motion picture report on the earthquake and fire of 1906 in San Francisco, with eyewitness voice. Sponsor: Home Mutual Savings & Loan Association. 30 minutes. 2-1-63.

COLOR LINE

Leading Negro clergymen with Frank Quinn, executive director Council for Civic Unity, in question and answer session on relations between whites and Negroes in San Francisco. Not available for sponsorship. 30 minutes. 5-10-63.

THE WINDOW

Study of the San Francisco Day Treatment Center for Mental Illness. Patients and staff participated in illustrations of all phases of treatment. Not available for sponsorship. 30 minutes. 6-17-63.

THE ENCHANTED HILL*

* *Made available to other stations.*

Colorful history of the William Randolph Hearst Castle at San Simeon. Another of the "San Francisco Pageant" series. Sponsor: Home Mutual Savings & Loan Association. 30 minutes. 1-2-63.

SAN FRANCISCO/OAKLAND

KTVU

CHANNEL 2

LICENSEE: *Miami Valley Broadcasting Corp.*

GROUP: *Cox Stations*

REPRESENTATIVE: *H-R*

GENERAL MANAGER: *William D. Pabst*

AWARDS: *American Municipal Association Award (1); San Francisco-Bay Area Publicity Club Award (1); California Teachers Association John Swett Award (3)*

EDITORIALIZING: *Occasional*

BRIDGE TO THE ORIENT*

Two-part documentary, filmed in Japan, of the Sister City ceremonies linking Oakland with Fukuoka and San Francisco with Osaka, Japan. Not available for sponsorship. 120 minutes. 11-11 and 11-20-62.

I AM AN AMERICAN DAY

A musical and dramatic salute to the American cultural heritage and to American citizenship. Not available for sponsorship. 60 minutes. 9-16-62.

AFTER HIGH SCHOOL—WHAT?

Probe of the situation facing teenagers who drop out of school or receive no education beyond high school. Not available for sponsorship. 60 minutes. 9-2-62.

ORDINATION INTO THE PRIESTHOOD

Telecast of the first ordination ceremony of a priest in the newly created Diocese of Oakland. Not available for sponsorship. 70 minutes. 3-30-63.

PREVIEW MISS BRONZE '63

* *Made available to other stations.*

A preview of the annual Miss Bronze of Northern California Pageant. First time the pageant was telecast. Not available for sponsorship. 30 minutes. 6-8-63.

CALIFORNIA

SAN FRANCISCO

KRON-TV

CHANNEL 4

LICENSEE: Chronicle Publishing Company

NETWORK: NBC TV

REPRESENTATIVE: PGW

GENERAL MANAGER: Harold P. See

AWARDS: Gold Medal, 1963 California State Fair & Exposition (1 and 3); First annual award by California State Department of Justice (2)

EDITORIALIZING: Occasional

BRACERO*

Documentary look at Mexican Bracerós (field workers), their life, work, and place in California agriculture. Sponsors: Participating, 30 minutes (6-24 and 9-16-63).

JUNKY†

Two part series showing how narcotics are smuggled into U. S., the dope problem in the San Francisco Bay area, and views on the subject by local authorities. Sponsors: Participating. (3-4 and 3-11-63).

ALMANAC

A daily newscast specifically written and presented to and for children. Sponsors: Participating. 10 minutes (Daily).

MEDIC ALERT†

Documentary showing development and use of Medic-Alert bracelets, and the medic alert Foundation of Turlock, California. Sponsors: Participating. 30 minutes (11-12-62).

THE GREAT SHAKE†

The Great San Francisco earthquake and fire of 1906 explored through the use of never-before-seen photos. Sponsors: Participating. 30 minutes (4-7-63).

* Made available to other stations.

† Made available through TAC.

SAN JOSE

KNTV

CHANNEL 11

LICENSEE: Standard Radio & TV

NETWORK: ABC TV

REPRESENTATIVE: Young

GENERAL MANAGER: Fran Conrad

AWARDS: American Optometric Association Award of Merit (1)

EDITORIALIZING: Twice weekly

WINDOW OF THE WORLD

Prospects for rehabilitation of the partially blind were discussed and dramatized. Not available for sponsorship. 30 minutes (3-5-63).

PENNY'S EXPLOSION

Comprehensive report on explosion disaster in San Jose which took five lives. Sponsors: Participating. 30 minutes (3-22-63).

A CENTURY OF EMANCIPATION

Review of accomplishments of the Negro in America since the Proclamation. Not available for sponsorship. 30 minutes.

RAIN PLUS

Issues at stake on mammoth water bond election for the Santa Clara Valley were presented. Not available for sponsorship. 30 minutes (6-6-63).

SANTA BARBARA

KEYT

CHANNEL 3

LICENSEE: KEY Television Corp.

NETWORK: ABC TV

REPRESENTATIVE: Young

GENERAL MANAGER: Les Norins

EDITORIALIZING: Occasional

BISTRO

A survey of the various after-dark recreation spots in Santa Barbara and the surrounding area. Sponsor: Remnant Store. 30 minutes (4-10-63).

END OF A REIGN

Presentation of the closing down of a low class slum area in order to replace it with a park. Sponsor: Remnant Store. 30 minutes (5-22-63).

MEET MAYOR MAC

Personal and public life of the newly elected city mayor of Santa Barbara to acquaint the citizens with their new political leader. Sponsor: Remnant Store. 30 minutes (6-27-63).

CALL 5-5151

Report on the Santa Barbara police department to familiarize the people with its functions and services. Sponsor: Remnant Store. 30 minutes (8-21-63).



***IF YOU LIVED IN
SAN FRANCISCO
YOU'D BE SOLD
ON KRON-TV
PUBLIC AFFAIRS
PROGRAMMING***

Interest, excitement and factual information are basic elements of KRON-TV's many regularly-scheduled public affairs programs

These programs have been well received by viewers, as well as critics. One documentary series alone, "Assignment Four," seen each week in prime evening time, has won seven major awards* this year—indicating that KRON-TV programming in the public interest is attracting more than local acclaim.

The best-informed viewers watch

KRON-TV

CHANNEL 4, SAN FRANCISCO

*New York International Film Festival, California State Fair, California State Department of Justice, San Francisco Bay Area Public Club, San Francisco Press & Union League Club, California Associated Press Television Radio Association, San Francisco State College Radio Television Guild

COLORADO

COLORADO SPRINGS

KRDO-TV

CHANNEL 13

LICENSEE: *Pikes Peak Broadcasting Co.*

NETWORK: *ABC TV*

REPRESENTATIVE: *Young*

GENERAL MANAGER: *Harry W. Hoth*

EDITORIALIZING: *None*

CONOCO TELE-TOUR*

* *Made available to other stations.*

Highlights of the activities at the graduation exercises at the United States Air Force Academy. Part of a ten-part series to acquaint area residents with recreational, educational and cultural opportunities open to them. Sponsor: Continental Oil Company. 90 minutes (6-5-63).

DENVER

KBTV

CHANNEL 9

LICENSEE: *Mullins Broadcasting Co.*

NETWORK: *ABC TV*

REPRESENTATIVE: *PGW*

GENERAL MANAGER: *Alvin C. Flanagan*

EDITORIALIZING: *None*

THE PLANNERS

Description of City Planning and its relation to the immediate growth of the Denver Metropolitan area. Not available for sponsorship. 30 minutes (4-7-63).

BATTERTON/CURRIGAN DEBATE?*

Debate between the major candidates in the mayoralty race in Denver. Not available for sponsorship. 30 minutes (6-11-63).

WESTERN WATER

* *Made available to other stations.*

Discussion and film report of water problems facing suburban communities surrounding Denver. Not available for sponsorship. 30 minutes (3-31-63).

DENVER

KLZ-TV

CHANNEL 7

LICENSEE: *Time, Inc.*

NETWORK: *CBS TV*

GROUP: *Time-Life Broadcast*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Hugh B. Terry*

AWARDS: *Colorado Bar Association Justice Award (1); Colorado Boys' Ranch Golden Horseshoe Award (3)*

EDITORIALIZING: *Three times monthly*

VERDICT FOR THE VOTERS*

An examination of the Justice of the Peace system in Colorado in reference to a proposed amendment to eliminate J. P. courts. Not sponsored. 39 minutes (10-17-62).

THE QUIET CRISIS*

Report on the sanitation and water pollution problems in the Denver area, with an editorial stand for approval of an upcoming bond issue. Not sponsored. 30 minutes (11-14-62).

SUBSTITUTE PARENT*

Documentary on Colorado Boys' Ranch at LaJunta, an institution for homeless boys and those who have committed minor violations. Not sponsored. 30 minutes (12-5-62 and 1-5-63).

THE COLORADO DROUGHT*

Report on the severe drought which gripped eastern Colorado and its possible effect on Denver's water supply. Sponsors: Participating. 30 minutes (5-22-63).

A BOY'S WILL*

* *Made available to other stations.*

Story of a Denver area Boy Scout troop on a trip by bus into Mexico representing the Governor of Colorado. Not sponsored. 30 minutes (8-14-63).

COLORADO Not Reporting: KKTU, Colorado Springs; KOAA-TV, Pueblo; KCTO, Denver.

*...and let's not forget to toss a big bouquet to
NATIONAL SPOT ADVERTISERS whose investment in
the SPOT TV MEDIUM has made it possible for stations
to write this record of achievement
in Public Affairs
Programing!*



THE KATZ AGENCY, INC.
Station Representatives

COLORADO

DENVER

KOA-TV

CHANNEL 4

LICENSEE: *Metropolitan Television*

GROUP: *Colorado Combination*

NETWORK: *NBC TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *Ralph Radetsky*

EDITORIALIZING: *None*

TEENS VIEW THE U.N.*

Series of 13 programs, with panelists from local high schools discussing various aspects of the United Nations. Not available for sponsorship. 30 minutes.

INAUGURATION OF GOVERNOR OF COLORADO*

Address by Governor John A. Love to the State Legislature. Not available for sponsorship. 45 minutes (1-11-63).

CONSECRATION OF EPISCOPAL BISHOP*

Report by Bishop of Colorado regarding his ten years of service, and the consecration of the new Bishop at Cathedral Church of Denver, Colorado. Not available for sponsorship. 45 minutes.

AIR FORCE ACADEMY CHORALE*

Chorale group singing well-known Christmas hymns with message from Director of the Academy and brief tour of Academy on film. Sponsor: Meadow Gold Dairy Products. 60 minutes (12-23-62 & 12-24-62).

PRESIDENT KENNEDY VISITS COLORADO*

Two programs: First presenting President Kennedy addressing group at Pueblo High School Auditorium; Second was a recap of the President's visit in Colorado on that date. Sponsor: Enco. 30 minutes (8-17-62).

* Made available to other stations.

GRAND JUNCTION

KREX-TV

CHANNEL 5

LICENSEE: *Western Slope Broadcasting Co.*

NETWORKS: *CBS TV, ABC TV, NBC TV*

REPRESENTATIVE: *Hal Holman*

GENERAL MANAGER: *Rex G. Howell*

AWARDS: *Colorado State Broadcasters (1); National School Bell Award (2)*

EDITORIALIZING: *Occasionally*

CONOCO OUTDOOR TIME

Fishing, hunting, camping, hiking, plus review of outdoor sports rules reviewed by Colorado Game and Fish Department. Sponsor: Continental Oil. 15 minutes (weekly).

KNOW YOUR SCHOOLS

Departments of the local school district discuss a wide range of subjects. Not available for sponsorship. 30 minutes (weekly).

MARCH OF DIMES TELETHON

Local merchants donate products from their businesses, with an auction on the air in behalf of the March. Not available for sponsorship. 240 minutes (1-27-63).

THE SPORTING SHOW

Football, basketball, track, baseball, and other sports are covered with famed sports guests taking part. Sponsor: L. Cook Sporting Goods. 15 minutes (weekly).

CONNECTICUT

HARTFORD

WTIC-TV

CHANNEL 3

LICENSEE: *Travelers Broadcasting Service Corporation*

NETWORK: *CBS TV*

REPRESENTATIVE: *HRP*

GENERAL MANAGER: *Leonard J. Patricelli*

EDITORIALIZING: *None*

WARNING: MAY BE HABIT FORMING*

Documentary on increased use, especially by teenagers, of narcotic cough preparations which could lead to drug addiction. Produced in cooperation with State Health and Police Depts. Not available for sponsorship. 30 minutes (2-5- and 6-5-63).

YALE-HARVARD ROWING REGATTA*

Coverage of freshman, JV and varsity races over a four-mile course on the Thames River. Sponsors: Participating. 125 minutes (6-15 and 6-16-63).

POLITICS 1962 — GUBERNATORIAL DEBATE

Debate between candidates for governor of Connecticut with time for initial statement and rebuttal by each candidate. Part of a series of election candidate debates. Not available for sponsorship. 30 minutes (10-28-62).

RAYMOND E. BALDWIN* PUBLIC SERVANT

A salute to the retiring Chief Justice of the state and his wife including a biographical narrative and a live interview. Not available for sponsorship. 30 minutes (8-14 and 9-1-63).

ALL-CONNECTICUT HIGH SCHOOL MUSIC FESTIVAL

Vidcotaped condensation of annual concert of top high school musicians and singers from entire state conducted by three nationally famous guest conductors. Sponsor: Travelers Insurance. 60 minutes (10-28-62).

* Made available to other stations.

CONNECTICUT Not Reporting: *W HCT, Hartford; W ATR-TV, Waterbury.*

CONNECTICUT

NEW BRITAIN, WEST HARTFORD

WHNB-TV

CHANNEL 30

LICENSEE: Connecticut Television, Inc.

NETWORK: ABC TV

REPRESENTATIVES: Young and Kettell-Carter

GENERAL MANAGER: Robert W. Brus

EDITORIALIZING: None

RING AROUND SUNDAY*

Host Ivor Hugh come puppet toys, books and film take children on a tour of foreign lands explaining their customs, traditions, economics and beauty. Not available for sponsorship. 30 minutes weekly.

CONNECTICUT FORUM

Informal debates on candidates seeking office on both the state and the national level. Sponsor: Kowalski Air rft. 30 minutes weekly.

LAW DAY, U.S.A.

A mock trial, a realistic simulation of a circuit court trial of a speeding case which included all courtroom personnel. Not available for sponsorship. 60 minutes (1-27-63)

CHILDREN'S CONCERT

Series of programs which featured orchestras and soloists from local elementary and high schools. Not available for sponsorship. 30 minutes weekly.

\$100 YES OR NO

Informal discussion of political party leaders concerning the repeal of \$100 deductible clause in a state old age assistance law. Not available for sponsorship. 30 minutes.

* Made available to other stations

NEW HAVEN

WHNC-TV

CHANNEL 8

LICENSEE: Triangle Publications

GROUP: Triangle Stations

NETWORK: ABC TV

REPRESENTATIVE: Blair

GENERAL MANAGER: Howard Maschmeier

EDITORIALIZING: None

THE YALE GLEE CLUB SINGS FOR CHRISTMAS*

Fourth annual concert of traditional college music and holiday carols performed by Yale Glee Club and the Whiffenpoofs. Sponsor: New Haven Gas Company. 30 minutes (12-23-62).

ROBERT FROST: A REMEMBRANCE

An interview with Frost followed by two Frost poems read by himself and comments by five of his close Yale friends. Not available for sponsorship. 30 minutes (2-15-63)

THE RIVER PILOTS

Nostalgic tour of the Connecticut River with comments by old-time river pilots, a rapidly disappearing profession. Not available for sponsorship. 30 minutes (3-19-63)

HANG TOUGH AND SO FAIR A HOUSE

A two-part report on a new controversial system of treating drug addicts. Part of regular Connecticut Report series. Sponsor: First New Haven National Bank and B&M Motors. 30 minutes (6-17 and 6-25-63)

DISTRICT OF COLUMBIA

WASHINGTON

WMAL-TV

CHANNEL 7

LICENSEE: Evening Star Broadcasting

NETWORK: ABC TV

REPRESENTATIVE: HRP

GENERAL MANAGER: Fred S. Homicink

EDITORIZING: Three times daily

JUNIOR VILLAGE

Plight of Washington's institution for homeless children was dramatized bringing volunteer services and goods to the institution. Participating sponsorship. 30 minutes (1-13-63)

COLLEGE BEGINS AT 13

First of series of six programs designed to present information on college entrance requirements, a discussion between parents and college admission officials. Participating sponsorship. 30 minutes (12-22-62)

ALCOHOLISM

Portrait of an alcoholic showing progress of a victim starting in a hospital room to meeting of Alcoholics Anonymous. Participating sponsorship. 30 minutes (2-21-63)

PLANNED PARENTHOOD

Subject viewed by professional counsellor, medical profession, and a future parent revealing what birth control proponents advocate to control over population. Participating sponsorship. 30 minutes (1-20-63)

D.C. SLUMS

Story of slum areas blighting nation's capital, removal progress, and problems of families displaced by slum clearance. Participating sponsorship. 30 minutes (1-21-63)

WASHINGTON

WOOK-TV

CHANNEL 14

LICENSEE: *United Broadcasting Co.*

REPRESENTATIVE: *Robert Wittig*

GENERAL MANAGER: *John Panagos*

EDITORIALIZING: *None*

MARCH ON WASHINGTON

Gathering of seven major civil rights leaders to discuss the march, and to release information to the public to better understand the march. Not available for sponsorship. 120 minutes (8-7-63).

FAREWELL TO A LEADER

Funeral services of Medgar Evers, NAACP official slain in Mississippi. Not sponsored. 30 minutes (6-17-63).

A FUTURE FOR JIMMY

Washington Urban League members discussed school drop-outs, to help reduce juvenile delinquency and cut crime rate. Not available for sponsorship. 30 minutes (3-7-63).

AFRICA-AMERICA RELATIONSHIPS

African ambassadors, president of Africa Association, African writer, and labor leader discuss feelings of African nations. Not available for sponsorship. 30 minutes (6-63).

ACADEMIC FREEDOMS

Students of Howard University discuss freedom and responsibility of college student toward himself and his community. Not available for sponsorship. 30 minutes (7-63).

WRC-TV

CHANNEL 4

LICENSEE: *National Broadcasting Co.*

GROUP: *NBC owned stations*

NETWORK: *NBC TV*

REPRESENTATIVE: *NBC Spot Sales*

GENERAL MANAGER: *Joseph Goodfellow*

AWARDS: *Emmy (2 and 4)*

EDITORIALIZING: *None*

WASHINGTON: A CITY IN TROUBLE*

Two-part documentary reviewing racial problems in the nation's capital. Complete examination of current issue. Sponsor: Group Hospitalization and Medical Service of D.C. 60 minutes, (5-23-63 and 6-28-63).

THERE BUT FOR THE GRACE OF GOD*

Study of Saint Elizabeth's Hospital and the mentally ill. Acute need for public to know subject. Sponsors: Group Hospitalization and Medical Service of D.C. 60 minutes (11-7-63).

THE GREEN CITY*

Special report on urgent need for preservation of green and open spaces in urban areas. Sponsor: Group Hospitalization and Medical Service of D.C. 30 minutes (5-6-63).

NIGHT OF THE MIRACLE*

U.S. Army Chorus performed story of birth of Christ in song and dramatized tabloids. Not available for sponsorship. 30 minutes (12-25-62).

FAR TO GO*

Study examining world of mentally retarded to bring public awareness of President's message calling for attack on problem. Not available for sponsorship. 30 minutes (7-29-63).

* Made available to other stations.

WTOP-TV

CHANNEL 9

LICENSEE: *Washington Post*

GROUP: *Post-Newsweek Stations*

NETWORK: *CBS TV*

REPRESENTATIVE: *TEAR*

GENERAL MANAGER: *George F. Hartford*

AWARDS: *American Association of University Women "MAMM" (1), Emmy (3)*

EDITORIALIZING: *Three times daily*

NATIONAL GALLERY ORCHESTRA

Series of four concerts with paintings hanging at Gallery appropriate to music shown during musical selections. Sponsor: American Security & Trust. 60 minutes (12-25-62).

OPERATION 1040: YOUR FEDERAL INCOME TAX

Program produced in cooperation with Internal Revenue Service featuring tax experts answering viewer's questions. Not available for sponsorship. 60 minutes. (1-27-63)

TEENS: THOSE CRAZY, MIXED-UP YEARS

Problems and solutions of teen-agers explored by Dr. Clay F. Barritt, a psychiatrist. Not sponsored. 30 minutes. (3-23-63).

WASHINGTON'S OTHER WORLD

City's second precinct, a slum-ridden, crime-breeding area, examined. Hard-hitting documentary brought response and show was repeated. Not sponsored. 30 minutes (6-5-63).

REPORT FROM CAPITOL HILL

Program, presented every five weeks, brings Congressmen from districts adjacent to D. C. to discuss issues and legislation affecting area. Not available for sponsorship. 30 minutes (6-5-63).

DISTRICT OF COLUMBIA

WASHINGTON

WTTG-TV

CHANNEL 5

LICENSEE: *Metromedia, Inc.*

GROUP: *Metropolitan Broadcasting*

REPRESENTATIVE: *Metro TV Sales*

GENERAL MANAGER: *Lawrence P. Fraiberg*

AWARDS: *ABA Community Service Award (2)*

EDITORIALIZING: *None*

THE JOE LOUIS STORY*

Portrait of the life of Joe Louis and the era in which he lived. Sponsor: Market Fire and Coca-Cola. 140 minutes (7-21 and 7-22-63).

THE LAW ON TRIAL

Two Washington lawyers interviewed two prisoners from the city jail covering the background of both prisoners. Not available for sponsorship. 30 minutes (6-16-63).

HARVEST OF CRIME

* *Made available to other stations.*

Discussion of the problem of crime in Washington dealing primarily with the more serious and violent crimes against another person. Not available for sponsorship. 30 minutes (6-23 and 6-28-63).

REBIRTH OF JONNY*

A detailed study of mental health in children and help now available for mental illness. 60 minutes (3-11 and 3-17-63).

THE MARCH FOR JOBS AND FREEDOM: A REPORT BY THE LEADERS

Discussion, analysis, and appraisal of the results of the 25 August civil rights demonstration by its leaders. Not available for sponsorship. 60 minutes (5-29-63).

FLORIDA

JACKSONVILLE

WFGA-TV

CHANNEL 12

LICENSEE: *Florida-Georgia Television Company*

GROUP: *Wometco*

NETWORK: *NBC TV*

REPRESENTATIVE: *PGW*

GENERAL MANAGER: *Jesse H. Cripe*

AWARDS: *Top award of Florida Association for Retarded Children (1); NPPA Newsfilm Awards (5)*

EDITORIALIZING: *Daily*

EXCEPTIONAL CHILD

Study of the educational problems of the retarded child, how they are being met and what yet needs to be done. Sponsor: Drummond Press. 30 minutes (12-10-62).

QUEST FOR A FUTURE

Probe of the problems confronting a small community which had lost its major source of income, and projection of its hopes and aims. Sponsor: Drummond Press. 30 minutes (11-12-62).

AIRPORT DILEMMA

An in-depth probe to the controversial many-faceted issue of the need for a new Jacksonville airport. Sponsor: Drummond Press. 30 minutes (5-20-63).

ROAD TO NOWHERE

* *Made available to other stations.*

Tracing of the past and present activities and projection into the future of the disputed construction of Interstate Highway 95. Sponsor: Drummond Press. 30 minutes (7-8-63).

NEWSFILM HIGHLIGHTS OF 1962*

Half-hour wrapup of the top newshim stories of the year filmed by the station's cameramen. Part of the *Compass 12* weekly series. Sponsor: Drummond Press. 30 mins. (1-14-63).

JACKSONVILLE

WJXT

CHANNEL 1

LICENSEE: *The Washington Post Company, Broadcast Division*

NETWORK: *CBS TV*

GROUP: *Post-Newsweek Stations*

REPRESENTATIVE: *TLAR*

GENERAL MANAGER: *Glenn Marshall Jr.*

EDITORIALIZING: *Twice weekly*

SPECIAL REPORT: LAW ENFORCEMENT

Study of Jacksonville's crime problem and what is being done to combat it. Appraisal of police budgets, manpower and efficiency. Sponsor: Independent Life and Accident Insurance Co. 30 minutes (9-26-62).

THE MOONSHINE MERCHANTS

Expose of one of the area's major vices. Vivid pictures of the way moonshine is sold and why it flourishes. Sponsor: Independent Life and Accident Insurance Co. 30 minutes (1-2-63).

THE SINKING SCHOOLS

An indictment of attitudes responsible for the deterioration of the public school systems in Duval County. Sponsors: Independent Life and Accident Insurance Co. 30 minutes (2-27-63).

A COUNTY CARES

A dramatic comparison of local schools with a first-rate school system in another county showing the relative shortcomings of the local system. Sponsor: Independent Life and Accident Insurance Co. 30 minutes (4-24 and 6-5-63).

THE GREAT BED DEBATE

Explored question of whether Jacksonville needs additional hospital beds, or whether more efficient use of the beds now available would reduce the present shortage. Sponsor: Independent Life and Accident Insurance Co. 30 minutes (7-17-63).

FLORIDA

MIAMI

WCKT

CHANNEL 7

LICENSEE: Sunbeam Television Corporation

NETWORK: ABC TV

REPRESENTATIVE: HRP

GENERAL MANAGER: Charles Kelly

EDITORIALIZING: Three times weekly

RETURN TO PLAYA GIRON

Report of events at the abortive Bay of Pigs, Cuba, invasion by exiled members of Brigade 2506. Not available for sponsorship. 30 minutes (4-15-63).

FLORIDA FORUM

Negro author-playwright questioned by panel and audience during Alabama racial crisis one week after a similar program featuring Governor Wallace. Not available for sponsorship. 30 minutes (6-30-63).

TELAMIGO*

TV newscasts twice daily in Spanish on an all Spanish Miami radio stations coordinated with the English language television news reports. Sponsors: Cities Service and Southern Bell Telephone. 15 minutes (Daily).

THE AMERICAN WAY

Unemotional look at the American Nazi Party, the Pacifists, Cuban exiles and other extremists operating in the Miami area. Not available for sponsorship. 30 minutes (3-4-63).

INTEGRATION: FLORIDA'S CONFLICT AHEAD

Two-part analysis of Florida's outlook for racial integration without violence, utilizing the history of state racial relations. Not available for sponsorship. 30 minutes (6-17 & 6-24-63).

* Made available to other stations.

MIAMI

WLBW-TV

CHANNEL 10

LICENSEE: L. B. Wilson, Inc.

NETWORK: ABC TV

REPRESENTATIVE: H-R

GENERAL MANAGER: Thomas A. Winstead

EDITORIALIZING: Daily

PICTURE OF A CUBAN*

A study of the impact of the Cuban refugees upon the Miami-metropolitan area. Project 10 series. Sponsor: Better Fuels Institute. 30 minutes (8-6-63).

PICTURE OF A NEGRO*

A study of the plight and the problems of the Negro in Dade County. Project 10 series. Sponsor: Better Fuels Institute. 30 minutes (4-63).

FORT LAUDERDALE'S SPRING PROBLEM

A study of the unusual migration of college students to Florida's East Coast each year during their spring vacation. Not available for sponsorship. 30 minutes (4-63).

THE LADY IS NO LADY

An analysis of the problems present during a hurricane and suggestion for preparation to meet those problems. Sponsor: Better Fuels Institute. 30 minutes (9-63).

THIS ANGRY AGE

A look into the problems of juvenile delinquency in the Miami-metropolitan area. Project 10 series. Sponsor: Better Fuels Institute. 30 minutes (2-63).

MIAMI

WTVJ

CHANNEL 1

GROUP: Wometco

NETWORK: CBS TV

REPRESENTATIVE: PGW

AWARDS: NPPA Newspictures of Year (5)

EDITORIALIZING: Daily

THE MENDED HEART

A dramatic report showing a complete heart operation. Taped at the Miami Heart Institute, it shows surgeons working to close an opening in the heart of a seven-year-old girl. Sponsor: Flagler Federal Savings and Loan Assoc. 60 minutes (7-26-62).

PROFILE OF A LABOR LEADER

A close look at a labor leader; program follows local president of International Association of Machinists from union meeting to grievance board meeting to home life. Sponsor: Flagler Federal Savings and Loan Assoc. 30 minutes (10-17-62).

JUNKIE

The startling story of narcotics addiction in Dade County. Taped and filmed interviews with addicts, druggists and federal agents; films of a narcotics arrest. Sponsor: participating. 30 minutes (8-14-63).

FLORIDA AT THE WORLD'S FAIR*

A preview of the Florida state exhibit at the 1964-65 World's Fair. Filmed at side and at Seaquarium where porpoises are being trained for special show at Fair. Sponsor: Dade Federal Savings and Loan Assoc. 30 minutes (11-6-63).

PLIGHT OF PEPITO*

A report on the problems of Cuban exiles in South Florida, prepared with the specific intention of creating understanding. Selected by USIA for TV programming in Central and South America. 30 minutes (7-27-61).

* Made available to other stations.

FLORIDA

ORLANDO

WDBO-TV

CHANNEL 6

LICENSEE: *The Outlet Co.*

NETWORK: *CBS-TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *Arnold F. Schoen, Jr.*

AWARDS: *Florida School Bell Award (4); Florida Bar's Sixth Annual Media Award and honorable mention in the Seventh Annual Media Award competition (2)*

EDITORIALIZING: *According to need*

A FLORIDA INSTITUTE OF TECHNOLOGY

Opinions on the need for a Florida space institute. Not available for sponsorship. 30 minutes (2-23-63)

OFFICE OF THE PUBLIC DEFENDER

Wm. Frederick, public defender for the Fifth Judicial Circuit Court, interviewed by a panel of three officers to let them know his responsibilities under new law. Not available for sponsorship. 30 minutes (5-31-63)

DISTRIBUTIVE EDUCATION

Reporting of the diversified cooperative training program in Orange County schools. Not available for sponsorship. 30 minutes (2-16-63)

THE OPEN WINDOW

Series produced in cooperation with the Orange County Board of Public Instruction. Not available for sponsorship. 30 minutes

AMERICAN HISTORY

Series is used for in-school viewing, tying in with eighth grade curriculum in eight county area. Not available for sponsorship. 30 minutes

ORLANDO

WFTV

CHANNEL 9

LICENSEE: *Mid-Florida Television Corporation*

NETWORK: *ABC-TV*

REPRESENTATIVE: *Young*

GENERAL MANAGER: *Joseph L. Brechner*

AWARDS: *1953 Radio Free Europe Award (3)*

EDITORIALIZING: *Daily*

THE CASE OF MR. J. WALKER

Film documentary of jaywalking problems. Special attention on a jaywalking campaign then in progress. Not sponsored. 30 minutes (10-62)

INSIDE THE STATE CAPITOL

Final day of the regularly scheduled state legislature, including interviews with legislators. Sponsor: Minute Mail Company of Orlando. 60 minutes (6-1-63)

ACROSS THE IRON CURTAIN

Eye witness accounts of the station's news director's trip to Europe on inspection of RFE facilities. Not available for sponsorship. 30 minutes (1-63)

WAR AGAINST SLUMS

Film documentary of Orlando's blighted areas, slums, and current neighborhood study for Urban Renewal. Not sponsored. 30 minutes (4-63)

AMERICA'S NUMBER ONE HEALTH PROBLEM

Local psychiatrists and psychologists discussing mental health, mental illnesses, showing mental facilities in existence and those needed. Not available. 30 minutes (5-63)

PANAMA CITY

WJHG

CHANNEL 7

LICENSEE: *Herald Publishing Co.*

GROUP: *Grey Television*

NETWORK: *ABC-TV, NBC-TV*

REPRESENTATIVE: *Leonard, Torbet & McConnell*

GENERAL MANAGER: *James Tighe*

EDITORIALIZING: *None*

PANAMA PROFILE: KEYSTONE OF MERCY

A 20-minute film of an operation at a local hospital followed by a ten-minute panel discussion of its facilities, doctors. Not available for sponsorship. 30 minutes (9-13-62)

PANAMA PROFILE: GULF COAST STORY

The story of the growth, development and advances made by a local junior college in the previous six years. Sponsor: Tallman Chevrolet. 30 minutes (4-5-63)

FLORIDA NEWSREEL: MANHUNT

The step-by-step dragnet and final capture of an escaped criminal showing all the local authorities in action. Sponsor: Gulf Power Company. 30 minutes (4-8-63)

FLORIDA NEWSREEL: STATE PARKS

A tour of the state parks within a hundred mile radius of Panama City. Sponsor: Gulf Power Company. 30 minutes (6-25-63)

FLORIDA NEWSREEL: WINGS OF PROGRESS

A review of the expansion and development of the local municipal airport over the previous ten years. Sponsor: Gulf Power Company. 30 minutes (7-15-63)

FLORIDA

TALLAHASSEE

WCTV

CHANNEL 6

LICENSEE: *John H. Phipps*

GROUP: *John H. Phipps Stations*

NETWORK: *ABC TV, CBS TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *Joseph E. Hosford*

EDITORIALIZING: *Monthly*

CITY OF CHAMPIONS

An attempt to capture the enthusiasm of the people of a city whose high school football team won the national championship game. Not available for sponsorship. 30 minutes (12-5-62).

THE MOONSHINERS*

A close look at how moonshine whiskey is made, pointing out the dangers and consequences of consuming it. Not available for sponsorship. 30 minutes (1-30-63).

WHY THE WEATHER

Discussion on location with weathermen as to how weather is forecast with an explanation of the equipment used for that purpose. Not available for sponsorship. 30 minutes (3-27-63).

AIR BASES LOST

Probe into the causes for the moving of several air bases and the efforts of the communities in which they were located to prevent the moves. Not available for sponsorship. 30 minutes (2-27-63).

VA DOMICILLARY*

Description of the life led by a war veteran living in one of the United States Veteran's Administration Domicillaries. Not available for sponsorship. 30 minutes.

* *Made available to other stations.*

TAMPA-ST. PETERSBURG

WFLA-TV

CHANNEL 8

LICENSEE: *The Tribune Company*

NETWORK: *NBC TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *George W. Harvey*

EDITORIALIZING: *None*

READING, 'RITING & REDS

Explanation of the course, "Americanism vs. Communism," being taught for the first time in Florida public schools. Not sponsored. 30 minutes (9-21-62).

POLITICS — THE CHANGING YEARS

A look at the changing face of political campaigning and the growth of a meaningful two-party system in Florida and the South. Not sponsored. 30 minutes (10-4-62).

TAMPA — PORT CITY

A progress report through visuals and interviews on the growth, expansion and future plans of Tampa's port facilities. Not sponsored. 30 minutes (11-19-62).

GUANTANAMO

A first hand report on the United States Naval base in the wake of the Cuban Crisis and evacuation of non-military personnel. Not sponsored. 30 minutes (12-62).

A ROSE BY ANY OTHER NAME

Graphic look at problems facing city and county forces regarding adequate and acceptable locations for garbage and trash disposal. Not sponsored. 30 minutes (8-4-63).

ST. PETERSBURG

WSUN-TV

CHANNEL 38

LICENSEE: *City of St. Petersburg*

NETWORK: *ABC TV*

REPRESENTATIVE: *Leonard, Torbet & McConnell*

GENERAL MANAGER: *Fred Shaun*

EDITORIALIZING: *None*

TARGET: MOSQUITO

Examination of an encephalitis epidemic and the counter measures taken by the local Health Department. Not sponsored. 30 minutes (9-5-62).

CHILDREN'S STORY WINDOW

A locally animated complete story from the Bible to provide shut-ins with religious teaching. Sponsor: Hood's Dairy. 30 minutes (Weekly).

LEGAL FORUM

Discussion of legal subjects by prominent attorneys and response to questions concerning these matters from the general public. Not sponsored. 60 minutes (weekly).

THE MOVING EYE

Exploration of the causes and effects of hurricanes and the measures taken on Florida's West Coast to guard against damage. Not sponsored. 30 minutes (8-27 and 9-13-63).

A HOSPITAL OF JOHNNY

A panel discussion, interspersed with local film, examining pro and con feeling for a new juvenile hospital in the county. Not sponsored. 30 minutes (3-19-63).

FLORIDA

TAMPA

WTVT

CHANNEL 13

LICENSEE: WKY Television System

GROUP: WKY Television System

NETWORK: CBS TV

REPRESENTATIVE: Katz

GENERAL MANAGER: E. B. Dodson

EDITORIALIZING: Twice daily

YESTERDAY'S HEROES*

Attempt to make Memorial Day a day to remember and honor the living veterans, as well as those who have given their lives. Not sponsored. 30 minutes (6-5-63).

RELIGION AND ART*

An art professor discussed the origins and directions of 20th Century art and showed how art and religion still are related today. Not available for sponsorship. 30 minutes (5-63).

REAPPORTIONMENT*

Hour-long debate between the Speaker of the Florida House of Representatives and the Mayor of Miami on this issue. Not available for sponsorship. 60 minutes (11-62).

AMERICANISM vs. COMMUNISM*

Films of the first and last class of the "Americanism vs. Communism" course to demonstrate what students had learned. Not available for sponsorship. 30 and 60 minutes (12-6-16 and 7-17-63).

TAMPA PHILHARMONIC*

Edited video tape of a performance of the Tampa Philharmonic as the starting effort of a ticket selling campaign for the orchestra. Not available for sponsorship. 60 minutes (1-21-63).

* Made available to other stations.

GEORGIA

ALBANY

WALB-TV

CHANNEL 10

LICENSEE: Herald Publishing Co.

NETWORK: ABC TV, NBC TV

REPRESENTATIVE: Leonard, Torbet & McConnell

GENERAL MANAGER: Raymond E. Carole

AWARDS: Special Service award from the Georgia Sheriffs' Association (2)

EDITORIALIZING: Occasional

HOPE FOR THE HINDERED MIND*

Documentary showing the improved treatment and vocational rehabilitation of the mentally retarded at Gracewood State School and Hospital. Not sponsored. 60 minutes (10-19-63).

GEORGIA SHERIFFS BOYS RANCH TELETHON

Teletthon to raise funds for underprivileged Georgia boys. Program used the services of local and Hollywood talent. Not available for sponsorship. 18 hours (1-19-63).

YOUNG MEN IN WHITE: PREPARATION FOR INDEPENDENCE*

Presented the need of an Internship Program to train young doctors for future practice and provide free medical attention to the needy. Sponsor: Merck-Sharp & Dohme. 60 minutes (4-12-63).

THE WARD SYSTEM

Debate by city commissioners on the pros and cons of retaining the ward system in Albany, prior to a referendum. Not available for sponsorship. 30 minutes (7-26-63).

* Made available to other stations.

GEORGIA DEMOCRATS: THEIR SUMMER OF DISCONTENT

Study of President Kennedy's rise to power and his subsequent legislative programs, which disenchanted Georgia Democrats. Not available for sponsorship. 30 minutes (8-9-63).

ATLANTA

WAGA-TV

CHANNEL 5

LICENSEE: WAGA-TV

GROUP: Storer Broadcasting

NETWORK: CBS TV

GENERAL MANAGER: Kenneth Bagicell

AWARDS: Sigma Delta Chi monthly award (1); Georgia Motor Trucking Association award; Atlanta Traffic & Safety Council (2)

EDITORIALIZING: Daily

COUNTY CONSOLIDATION*

Decline of rural area counties documented, including costs of overlapping services. Not sponsored. 30 minutes (2-11-63).

DEADLY INNOCENCE

Accident-producing driving habits of motorists shown, plus major driving and traffic problems. Not available for sponsorship. 30 minutes (10-1-62).

SIGNAL 44

A look at incredible series of bank robberies, with in-depth interview with one participant. Not sponsored. 30 minutes (3-11-63).

PAPERBACK PLAGUE

Documentation of lurid, obscene-type material available to teenagers on public newsstands. Not sponsored. 30 minutes (4-15-63).

GREAT MILK DEBATE

Two members of Georgia Milk Commission and two critics over price-fixing and other Commission policies. Not available for sponsorship. 30 minutes (5-27-63).

* Made available to other stations.



WAGA-TV

"DIALOGUE" ON WAGA-TV FEATURES NATIONALLY KNOWN PERSONALITIES IN A HALF HOUR OF PENETRATING CONVERSATION. ABOVE, "MR. GOLF", ROBERT T. JONES, WITH ED THILENIUS, STATION SPORTS DIRECTOR. THE "BOBBY JONES" PROGRAM GENERATED NATIONAL ATTENTION, AND A REQUEST ON BEHALF OF ANOTHER WELL-KNOWN GOLFER, FORMER PRESIDENT DWIGHT D. EISENHOWER, FOR A FILM PRINT OF THIS "DIALOGUE" PROGRAM.



WHERE THERE'S NEWS, WAGA-TV GOES with portable Machtronics video tape recorders to capture action for viewers. The Governor's Press Conference, fast-breaking news and special events are telecast regularly.



KEN BAGWELL, general manager of WAGA-TV plays an important role in local affairs. Above, he reports to a United Appeal meeting on the progress of his division.



THE 4-H HOUR has aired weekly on Channel Five since November 5, 1955. WAGA-TV covers 752,500 TV homes in 115 counties.



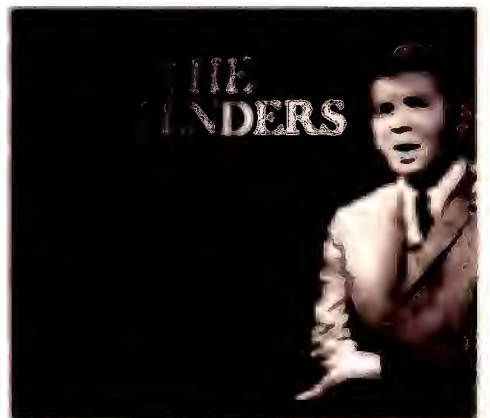
WAGA-TV FIRST televised Georgia Tech basketball! Twenty Cracker baseball games were televised in 1963! This season, WAGA-TV will telecast local college basketball, including an Invitational Tournament. Sports airs twice a day on PANORAMA NEWS.



DAILY TELEVISION EDITORIALS are discussed by the station Editorial Board, above, prior to airing. WAGA-TV has crusaded for city, county, and state improvements and never ducks controversial issues. Editorials air three times each day on WAGA-TV.



ATLANTA'S ONLY station-produced educational series features professors from local colleges and universities. Above, Dr. C. G. Alexandrides of Georgia State College.



CBS STARS promote Robert Reed of "Defenders" is a WAGA-TV spokesman for the Atlanta Bar Association Legal Aid Committee.

dynamic leader in local programming!



Boy Scouts pledge allegiance to the flag three times a day on WAGA-TV!

ATLANTA looks to WAGA-TV for local programming that reflects the pace of the city and the tone of the times. Channel Five has its sights on more than ratings; the growth of its market motivates the station to do the things it does! WAGA-TV programs the only weekly prime time network and local public affairs shows . . . punctuates the needs of the market with Atlanta's only daily television editorials . . . produces a daily television educational series . . . serves public interest with such programs as The 4-H Hour, Let's Discuss It, Reporter's Notebook, and others.

The ARB Circulation Report* shows that WAGA-TV reaches more homes daily and has more net daily and weekly circulation than any newspaper or TV station in an arc swinging from Washington, D.C. to Dallas, Texas. It's your best investment. Consult with STORER TELEVISION SALES, INC.



*ARB COVERAGE STUDY, BY FACTBOOK #12, PUBLISHER'S STATEMENTS
 AND THE SIZE DATA USED HEREIN IS BASED ON THE SOURCE'S REPORT. THE FIGURES ARE ONLY A GUIDE TO THE STATION'S REACH AND SHOULD BE CONSIDERED AS AN ESTIMATE.

GEORGIA

ATLANTA

WATL-TV

CHANNEL 11

LICENSEE: *WIBC, Inc.*

NETWORK: *ABC TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *Joseph M. Higgins*

EDITORIALIZING: *Occasional*

DOGWOOD GOLF INVITATIONAL

Telecast of the 17th golf tournament which attracts outstanding amateurs from all over the country. Sponsors: Participating. 7 hours (4-16 & 4-20-63).

MISS ATLANTA PAGEANT

Beauty contest and pageantry presented by the local Jaycees in order to raise funds for charity work. Sponsors: Participating. 120 minutes (4-27-63).

EASTER SHOW

Live telecast from Lenox Square featuring the Atlanta Symphony Orchestra and the annual Easter Parade. Not available for sponsorship. 60 minutes (4-14-63).

OPERA ATLANTA — A COMMUNITY AT WORK

Documentary of local citizens gathering together to organize, rehearse, and perform an opera. Sponsor: Citizen's and Southern National Bank. 30 minutes (12-10-62).

I PLEDGE ALLEGIANCE

Films of new naturalized citizens taking the Pledge of Allegiance, followed by discussion with newsmen concerning the reasons for their becoming citizens. Not available for sponsorship. 30 minutes (6-26-63).

ATLANTA

WSB-TV

CHANNEL 2

LICENSEE: *Atlanta Newspapers, Inc.*

GROUP: *Affiliated with WSOC-AM-TV, WSB-AM-FM, WIOD-AM, WHIO-AM-TV*

NETWORK: *NBC TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *Frank Gaither*

AWARDS: *Editorial documentaries First Place award of the Radio-Television News Director's Assn. (1); Georgia State AP competition (1 and 2)*

EDITORIALIZING: *Three times weekly*

BLOCKBUSTING: ATLANTA STYLE*

Documentary on the pattern of transition from white to Negro neighborhoods, exposing malpractices of some real estate dealers and city officials. Not available for sponsorship. 30 minutes.

THE QUITTER*

Dramatized true story of one boy who dropped out of high school and met with defeat and discouragement. Not available for sponsorship. 30 minutes.

FOOT IN A NEW DOOR

Study of labor-management relations detailing an historic breakthrough of a union in the tufted textile industry, a baby giant in Georgia. Not sponsored. 30 minutes.

RETURN: THE KILLING GROUND*†

Two station newsmen, both veterans, revisited European battlefields on the 20th anniversary of D-Day. First of three programs. Not available for sponsorship. 30 minutes.

* *Made available to other stations.*

† *Made available through TAC.*

AUGUSTA

WJBF

CHANNEL 6

LICENSEE: *Fuqua Industries Inc.*

NETWORK: *ABC TV, NBC TV*

REPRESENTATIVE: *Hollingbery*

GENERAL MANAGER: *J. B. Fuqua*

AWARDS: *Certificate of Merit from the Georgia Department of Education (1)*

EDITORIALIZING: *Occasional*

EDUCATION, KEY TO THE FUTURE

Designed to show many aspects of school life in the area, pointing out progress and problems in education. Not available for sponsorship. 60 minutes (11-12-62).

MEET THE CANDIDATES

The League of Women Voters comprise a panel to question all candidates for the Board of Education and describe the duties of the offices. Not available for sponsorship. 60 minutes (11-5-62).

ELECTION COVERAGE GEORGIA DEMOCRATIC PRIMARY

Returns from all counties in the area. Also interviews and switches to Atlanta for the state returns. Sponsors: First Federal Savings and Richards Buick. 8 hours (9-18-62).

HOSPITAL BOND ISSUE

Films showing the present hospital facilities and those of a hospital in another city similar to the facilities proposed in a pending bond issue. Not available for sponsorship. 60 minutes (9-5-62).

MEANING OF CHRISTMAS

A montage of seasonal activities meaningful to the viewers, including shopping, decorations, parades, choir caroling. Not available for sponsorship. 30 minutes (12-24-62).

GEORGIA

AUGUSTA

WRDW-TV

CHANNEL 12

LICENSEE: *Rust Craft Greeting Cards, Inc.*

NETWORK: *CBS TV*

GROUP: *Rust Craft Broadcasting*

REPRESENTATIVE: *Young*

GENERAL MANAGER: *Virgil B. Wolff*

EDITORIALIZING: *Bi-monthly*

FORT GORDON SCENE

News, weather, and sports program by the Public Information Office of Fort Gordon. Local and military news oriented to civilian-military community relationship. Not available for sponsorship. 30 minutes (daily).

NO UNITED FUND!

Dramatization of the sociological effect on the life of the community if none of U. F. participating agencies were in existence. Not available for sponsorship. 30 minutes (9-18-63).

CSRA SCIENCE FAIR

Demonstration of the winning science projects and awards by budding scientists from Georgia and South Carolina. Not available for sponsorship. 60 minutes (4-63).

HOSPITAL BOARD ISSUE?

Panel presentation of the pros and cons of the controversial issue then facing the citizens of the community. Not available for sponsorship. 30 minutes (8-9-62).

MEET YOUR CANDIDATE

Live panel of the five Mayoral candidates answering questions from the public concerning issues of community interest. Not available for sponsorship. 30 minutes (9-22-63).

COLUMBUS

WRBL-TV

CHANNEL 3

LICENSEE: *Columbus Broadcasting Company*

NETWORK: *CBS TV*

REPRESENTATIVE: *George P. Hollingbery*

GENERAL MANAGER: *J. W. Woodruff, Jr.*

EDITORIALIZING: *Twice daily*

THE BAREFOOT BOY GOES WEST

Study of the effects of change on both rural and urban areas as rural population moves into the cities. Not available for sponsorship. 30 minutes (10-19-62).

A NEW LOOK IN THE OLD SCHOOLHOUSE

Visits to college, high schools, elementary and vocational school examining new educational ideas and methods. Not available for sponsorship. 30 minutes (11-14-62).

ASSAULT BY AIR

Maneuvers of the new Air Assault division to acquaint the public with this new concept of air-ground tactics. Not available for sponsorship. 30 minutes (9-4-63).

CHRISTOPHER GOES TO THE CAPITOL

Schoolboy visits the state capitol, tours the House and Senate, participates in a news conference, and has interview with Governor and legislators. Not available for sponsorship. 30 minutes (3-27-63).

A CONVERSATION WITH DR. BELA DODD

Dr. Dodd describes her experiences as an operator for the Communist Party in the United States. Not available for sponsorship. 30 minutes (8-21-63).

COLUMBUS

WTVM

CHANNEL 9

LICENSEE: *Martin Theaters of Georgia*

NETWORK: *ABC TV, NBC TV*

REPRESENTATIVES: *Blair*

GENERAL MANAGER: *Joe Windsor*

EDITORIALIZING: *None*

CIVIL DEFENSE EMERGENCY

Four-part series on local and regional civil defense during the Cuban crisis. Not available for sponsorship. 15 and 30 minutes (10-24-31-62).

CHRISTMAS: WORDS AND MUSIC

Selected music and readings of the season by the Columbus Optimist Boys Choir with special readings by John Wilson. Not available for sponsorship. 30 minutes (12-23-62).

DATELINE — COLUMBUS PROJECTION '63

News director Peter Cole and local officials discuss plans for community progress in 1963. Not available for sponsorship. 30 minutes (2-5-63).

COMMUNISM

Three-part evaluation of Communism by the Junior Achievement Tv. Co. (sponsored by WTVM) in cooperation with local high schools. Sponsors: Coca-Cola, restaurant and men's store. 30 minutes (3-3, 10, 17, 63).

DATELINE — 1863

In observance of the 100th anniversary of banking. Active program participation by local banks and agencies. Not available for sponsorship. 30 minutes (3-19-63).

GEORGIA

MACON

WMAZ-TV

CHANNEL 13

LICENSEE: *Southeastern Broadcasting Corp.*

NETWORK: *ABC-TV, CBS-TV, NBC-TV*

GROUP: *Affiliated with WMAZ-AM-FM, WBIR-AM-FM-TV, WFBC-AM-FM-TV*

REPRESENTATIVE: *Avery-Knodel*

GENERAL MANAGER: *Frank Crouther*

EDITORIALIZING: *None*

CITY POLITICAL FORUM

All candidates for city office faced a panel of radio, television and newspaper editors for open questions on their candidacy. Not available for sponsorship. 120 minutes (6-16-63).

THE MAYORS MEET

Two candidates for mayor faced a panel of radio, television and newspaper editors for questioning. Not available for sponsorship. 60 minutes (6-23-63).

MACON STREETS AND SEWERS

Mayor, councilman and city engineer answered questions concerning the condition of the city's streets and sewers. Not available for sponsorship. 30 minutes (4-3-63).

YOUR BIBLE

Rotating ministers read from the Bible without personal or denominational interpretation. Not available for sponsorship. 15 minutes (daily).

ALMANAC

Series of interviews with persons of interest in every activity of community interest. Not available for sponsorship. 10 minutes (daily).

SAVANNAH

WSAV-TV

CHANNEL 3

LICENSEE: *B.S.H., Inc.*

NETWORK: *ABC-TV, NBC-TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *Harben Daniel*

AWARDS: *Associated Press Editorial Interpretation Category Rating: Superior (1)*

EDITORIALIZING: *None*

CANDID OPINION

News interview program featuring the top local news personalities of the day. Not available for sponsorship. 10 minutes (daily).

UCA PROGRAM*

Variety program appealing for funds to help UCA reach its goal by the end of its campaign. Not available for sponsorship. 60 minutes (10-8-62).

DAILY DEVOTIONAL

Brief talk by a different minister each day on religion or morals, giving every religion and opportunity for expression. Not available for sponsorship. 5 minutes (daily).

3 FOR THE SHOW

Variety and information show fulfilling a daily need for announcement of community activities, discussion of local events and recognition of local talent and achievements. Sponsors: Participating. 16 minutes (daily).

ARMED FORCES SALUTE

Musical salute commemorating Armed Forces Week, featuring 40-piece local Marine band. Not available for sponsorship. 30 minutes (5-13-63).

SAVANNAH

WTOC-TV

CHANNEL 11

LICENSEE: *Savannah Broadcasting Co.*

NETWORK: *ABC-TV, CBS-TV*

REPRESENTATIVE: *Avery-Knodel*

GENERAL MANAGER: *William T. Knight, Jr.*

EDITORIALIZING: *Often, but not scheduled*

OPERATION FELTHAT

Film, tape, and live presentation of local law enforcement activities combatting moonshine operations. Not available for sponsorship. 30 minutes (4-24-63).

WATER RATES

Panel discussion of city and station officials on the increase in water rates in the county. Not available for sponsorship. 30 minutes (7-21-63).

LEGISLATIVE REVIEW

Report and discussion by local representatives and senators of the current matters before the State Legislature. Not available for sponsorship. 30 minutes (1-11-63).

JAYCEE FORUM

Discussion of the current issue of Milk Price Fixing by the State Milk Commission. Sponsor: Atlantic Savings & Trust Company. 30 minutes (9-24-63).

SENATORIAL DEBATE

Unrehearsed debate between the two candidates for state senator, serving to point out the return of a meaningful two-party system in state elections. Not available for sponsorship. 30 minutes (10-30-62).

**IDAHO
BOISE**

KTVB

CHANNEL 7

LICENSEE: *KTVB, Inc.*

NETWORKS: *ABC TV, NBC TV*

REPRESENTATIVE: *Avery-Knodel*

GENERAL MANAGER: *Mrs. Georgia M. Davidson*

EDITORIALIZING: *Weekly*

NEWS SPECIAL

Sound-on-film recording of reception for General Eisenhower and an address delivered by him during his visit to Boise. Not available for sponsorship. 30 minutes (9-9-62)

GOVERNOR'S INAUGURAL*

Live remote telecast of Governor Sawlve's inaugural message to the State Legislature at the Statehouse. Not available for sponsorship. 90 minutes (1-5-63)

IDAHO PRESS CONFERENCE

Members of the Idaho Press question Governor Sawlve on the progress of legislation at the end point of the Idaho Legislature. Not available for sponsorship. 30 minutes (1-11-63)

YOUR TAXES

Tax panel featuring Idaho State College, Idaho Society of CPA's and Internal Revenue Service personnel answering telephoned questions. Not available for sponsorship. 30 minutes (2-6-63)

CENTENNIAL STORY

Sound-on-film record of the activity at the Boise Valley Centennial Celebration. Sponsor: Idaho First National Bank. 30 minutes (6-13-63)

* Made available to other stations

IDAHO FALLS

KID-TV

CHANNEL 3

LICENSEE: *Idaho Radio Corporation*

NETWORK: *CBS TV, ABC TV*

GROUP: *Skyline Television Sales*

REPRESENTATIVE: *George P. Hollingbery*

GENERAL MANAGER: *J. Allen Jensen*

MAN BEHIND THE BADGE

History, functions and problems of the Police Dept. Not available for sponsorship. 30 minutes (5-22-63)

UNCONTROLLED FIRE

History, aims and needs of the fire department. Need for alarm system, improved water main, etc. Not available for sponsorship. 30 minutes (7-17-63)

THE BIG SWEEP

How the problem of garbage disposal is being handled and what should be done to improve processing. Not available for sponsorship. 30 minutes (9-11-62)

AMBULANCES

Explores the need for ambulance service and possible solution to plans announced by funeral services to discontinue ambulance service. Not available for sponsorship. 7 minutes (2-10-63)

ON CALL

History and activities of "jeep posse," a volunteer group at work during flood disasters and subsequent searches for missing persons. Not available for sponsorship. 7 minutes (9-1-62)

IDAHO FALLS

KIFI-TV

CHANNEL 8

LICENSEE: *Eastern Idaho Broadcasting and Television*

NETWORK: *ABC TV, and NBC TV*

REPRESENTATIVE: *Avery-Knodel*

GENERAL MANAGER: *James M. Brady*

EDITORIALIZING: *None*

EYE ON EAST IDAHO

Prelude to the 35th Annual Sportsmen's Jamboree, a yearly civic event held by the Bonneville sportsmen's association. Not available for sponsorship. 15 minutes (2-21-63)

EYE ON EAST IDAHO

Interviews, projects, pictures and discussion of the Annual Junior Fat Stock Show. Not available for sponsorship. 30 minutes (5-9-63)

EYE ON EAST IDAHO

Students and professors of Idaho State University debating the Idaho State Loyalty Oath Law. Also audience participation via telephone. Not available for sponsorship. 30 minutes (5-27-63)

EYE ON EAST IDAHO

Debate concerning the National Wheat Referendum. Also viewer phone calls answered. Not available for sponsorship. 30 minutes (4-26-63)

EYE ON EAST IDAHO

Speaker from New York City representing Watchtower Magazine at the Jehovah's Witness Conference. Not available for sponsorship. 5 minutes (6-27-63)

IDAHO**TWIN FALLS****KMVT**

CHANNEL 11

LICENSEE: *The KLVX Corporation*NETWORK: *ABC TV, CBS TV,
NBC TV*GROUP: *Skyline Network*REPRESENTATIVE: *Hollingbery*GENERAL MANAGER: *Gordon O.
Glasmann*EDITORIALIZING: *None***HIGH SCHOOL BOWL**

Question and answer contest on American history between local high school students to demonstrate their knowledge and ability. Sponsor: Thorson Builders. 30 minutes (5-5-63).

SCHOOL BOND ELECTION

Local businessmen presented the facts behind a local school bond election to the community. Not available for sponsorship. 30 minutes (6-24-63).

WATER POLLUTION*

Explanation of the problem facing all communities in Magic Valley caused by mis-use of the water supply. Not available for sponsorship. 30 minutes (10-14-62).

CITY COUNCIL MEETING

Live telecast of an actual local City Council meeting to give the citizens of the community an opportunity to see how local government works. Not available for sponsorship. 30 minutes (1-28-63).

OUR NATURAL FORESTS

* Made available to other stations.

An explanation of the controversy over use of forests in an area heavily dependent upon natural resources. Not available for sponsorship. 30 minutes (9-6-63).

ILLINOIS**CHICAGO****WBBM-TV**

CHANNEL 2

LICENSEE: *Columbia Broadcasting
System*GROUP: *CBS Owned Stations*NETWORK: *CBS TV*REPRESENTATIVE: *CBS TV National
Sales*GENERAL MANAGER: *Clark B. George*AWARDS: *National Assoc. for Better
Radio and Television award (1 and
4); 20th Annual Pictures of the Year
Competition — Best Sound Film of
1962; (1); Three Chicago (4)*EDITORIALIZING: *Daily***THE DROP-OUT**

School problem documented through the eyes of educators, businessmen, civic leaders, parents, and the drop-out himself, exploring the socio-economic issues at stake. Sponsor: Illinois Bell Telephone Company. 60 minutes (11-18-62 and 9-11-63).

THE STRANGLING CITY

Two-part report on the mass transportation problem in Chicago and the opinions of the commuters, established through an extensive survey. Sponsor: First Federal Savings and Loan Ass'n of Chicago. 45 minutes (2-7-63) and 30 minutes (3-15-63).

STREETS OF DISPAIR

Two-part expose and attack against the demoralizing conditions of the slums as perpetrated by slum landlords in Chicago. Not available for sponsorship. 30 minutes (5-20 and 5-27-63).

THE MIKADO

Production of Gilbert and Sullivan's musical comedy by the students and faculty of Evanston Township High School. Sponsor: Hills Brothers Coffee. 90 minutes (9-11-62).

BURDEN OF ABUNDANCE*

Examination of the problem and political implications of America's surplus food in a hungry world with emphasis on the effects of the European Common Market. Not available for sponsorship. 30 minutes (6-22-63).

CHICAGO**WBKB**

CHANNEL 7

LICENSEE: *American Broadcasting-
Paramount Theatres*NETWORK: *ABC TV*GROUP: *ABC Owned TV Stations*REPRESENTATIVE: *ABC TV Spot Sales*GENERAL MANAGER: *Sterling C.
Quinlan*EDITORIALIZING: *None***WARSAW: A WALK THROUGH
THE CURTAIN**

Polish Chicagoan returned to his original home in Warsaw, bringing back a realistic look at life behind the Iron Curtain. Sponsors: Participating. 30 minutes (12-14-62).

**THE FACE OF MODERN
MEDICINE**

Host Norman Ross, discussed with world-renowned Dr. Walter Alvarez medicine's falacies, taboos and its great strides in modern times. Sponsors: Participating. 60 minutes (12-30-62).

AN EXPERIMENT

Cameras were sent to the street where passers-by were asked to comment, without prompting, on any subject of concern to them. Sponsors: Participating. 30 minutes (7-16-63).

THEY LIVE WITH LINCOLN

Interviews of the caretakers of Lincoln's Tomb providing observations of people and their feelings about the 16th president. Sponsors: Participating. 30 minutes (2-12-63).

**HOME AGAIN WITH STEVE
ALLEN**

Steve Allen, on returning to Chicago, viewed the city and his old neighborhood with Thomas Wolfe's question in mind, "Can you go home again?" Sponsors: Participating. 60 minutes (1-6-63).

FEEDBACK: STAGE 1

10:15 pm tonight

WBBM-TV 2

ISSUES*	The issues I would most like to see treated in FEEDBACK VIEWER SURVEYS (Please check one)	My second choice would be (Check one other)
A	<input checked="" type="checkbox"/>	<input type="checkbox"/>
B	<input type="checkbox"/>	<input checked="" type="checkbox"/>
C	<input type="checkbox"/>	<input checked="" type="checkbox"/>
D	<input type="checkbox"/>	<input type="checkbox"/>
E	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
F	<input checked="" type="checkbox"/>	<input type="checkbox"/>
G	<input checked="" type="checkbox"/>	<input type="checkbox"/>
H	<input checked="" type="checkbox"/>	<input type="checkbox"/>
I	<input type="checkbox"/>	<input type="checkbox"/>
J	<input type="checkbox"/>	<input type="checkbox"/>
K	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
L	<input type="checkbox"/>	<input checked="" type="checkbox"/>
M	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Are there any other issues that you would like to see treated in FEEDBACK VIEWER SURVEYS?

Finally, which one of all these should have top priority in the first FEEDBACK VIEWER SURVEY? **E**

Please indicate your

Sex: M F

Age: Under 20 21-25 26-35 31-65 Over 65

Residence: Chicago, North Side Chicago, South
Chicago, West Side Suburb (specify)

Marital Status: **MARRIED**

Children: Yes No If yes, **3, 5, 9**

Please mail your completed ballot to:
WBBM-TV FEEDBACK VIEWER SURVEY
Post Office Box 1111
Chicago 11, Illinois

Missing Link

Until recently there was no direct connecting link enabling Chicagoans to vote en masse for what they want to see on their favorite station. Now there is. Via a specially-prepared program, "Feedback: Stage One," WBBM-TV audiences were asked to name community issues they most urgently want explored on future public affairs programs. To facilitate returns, special "Feedback" write-in ballots appeared in six Chicago-area papers. Response was tremendous. Nearly 10,000 viewers filled in and returned ballots. As a direct result, on November 18 Channel 2 aired "Feedback: The Race Dialogue." And response was even more tremendous.

Within 48 hours alone, some 25,000 Chicago viewers had written WBBM-TV to comment on the program. Future broadcasts will cover such runner-up topics as medical care for the aged, crime in Chicago, taxes, schools, birth control and the Test Ban Treaty. This successful experiment in large-scale two-way communication accomplishes a dual purpose. It keeps WBBM-TV in closer touch with all segments of the far-reaching Chicago community. And thus guarantees that audiences seeking local programming that exactly matches their tastes, and answers their needs, will continue to keep in touch with Channel 2 - CBS Owned WBBM-TV.

WBBM-TV 2

ILLINOIS**CHICAGO****WGN-TV**

CHANNEL 9

LICENSEE: *WGN, Inc.*REPRESENTATIVE: *Petry*GENERAL MANAGER: *Ward L. Quaal*AWARDS: *New York International Film Festival 1963, (2); Alfred Sloan Award for Highway Safety (3); Freedom's Foundation Gold Medal, Chicago "Emmy" (4); National Music Clubs Award (5)*EDITORIALIZING: *None***BALLAD OF CHICAGO**

Filmed documentary of the past and present history of Chicago in honor of the 125th Anniversary of the city. Sponsor: Chicago Title and Trust Co. 60 minutes (10-62).

FRIDAY'S CHILDREN*

Documentary of Dixon School for mentally retarded revealing the plight of retarded people, the public apathy, lack of funds, etc. Sponsor: Sears, Roebuck. 60 minutes (8-9-63).

THE OTHER GUY

A quiz-type program on highway safety with high school team participation to encourage safe driving habits in teenagers. Sponsor: Seven-Up Bottling Co. 30 minutes (9-62 to 5-63).

CHICAGOLAND CHURCH HOUR

Live color telecast direct from Chicago area churches, representing all faiths and denominations. Not available for sponsorship. 60 minutes (weekly).

AUDITIONS OF THE AIR

Finals of a year-long audition process to seek out young operatic talent in a five state area. Produced in cooperation with the Illinois Opera Guild. Not available for sponsorship. 30 minutes (2-63).

* *Made available to other stations.*

CHICAGO**WNBQ**

CHANNEL 5

LICENSEE: *National Broadcasting Company*NETWORK: *NBC TV*GROUP: *NBC Owned TV Stations*REPRESENTATIVE: *NBC Spot Sales*GENERAL MANAGER: *Lloyd E. Yoder*AWARDS: *Ohio State Award (1); Chicago Emmy (2)*EDITORIALIZING: *None***ONE PALACE, F.O.B., CHICAGO***

Colorcast featuring great art works of France then on display at the Art Institute of Chicago's "Treasures of Versailles" exhibit. Sponsor: Home Federal Saving and Loan Association. 30 minutes (11-12-62).

IT'S ACADEMIC

Quiz programs with outstanding students from Chicago area schools competing as three teams per program. Sponsor: Dean Milk Company. 30 minutes.

THE PAST IS PRESENT

The history of the Ecumenical Councils of the Catholic Church recreated in a modern newsroom setting and dress. Not available for sponsorship. 30 minutes (9-62 to 12-62).

RELIGION AND RACE*

Discussion by religious leaders of the historic National Religion and Race Conference held in Chicago. Not available for sponsorship. 60 minutes (1-14-63).

CITY DESK

Local edition of "Meet the Press," with station newsmen questioning personalities in local and state news. 30 minutes (Weekly).

* *Made available to other stations.*

DECATUR**WTVP**

CHANNEL 17

LICENSEE: *Metromedia*GROUP: *Metropolitan Broadcasting*NETWORK: *ABC TV*REPRESENTATIVE: *Metra TV Sales*GENERAL MANAGER: *John H. Bane*EDITORIALIZING: *None***MAN OF AGES**

Story of Abraham Lincoln as young man in Illinois, commemorating Lincoln's birthday. Not available for sponsorship. 30 minutes. (2-5-63).

UNITED FUND AWARD DINNER

Annual dinner meeting of the United Fund of Decatur & Macon Counties. Not available for sponsorship. 60 minutes. (2-14-63).

REMOTIVATION TECHNIQUES

Demonstration of remotivation techniques implemented by nursing service aids working with chronically regressed patients. Not available for sponsorship. 30 minutes. (9-15-63).

PANORAMA SHOWCASE

Cross-section of local citizens in a program consisting of informative, educational and discussion-type programming. Not available for sponsorship. 10 minutes (daily).

INTER-FAITH RELIGIOUS WORKSHOP

Ministers representing local churches appeared to provide listeners with a better understanding of religion broadcasting. Not available for sponsorship. 30 minutes.

THE
MOST
RESPECTED
CALL LETTERS
IN BROADCASTING



WGN IS CHICAGO



IN BROADCASTING

WGN *radio* — *television* — **CHICAGO**

ILLINOIS

PEORIA

WMBD-TV

CHANNEL 31

LICENSEE: *Midwest Television, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *PGW*

GENERAL MANAGER: *William L. Brown*

EDITORIALIZING: *Weekly*

**CONVERSATION WITH
R. SARGENT SHRIVER***

Panel of newsmen in an informative and stimulating interview with R. Sargent Shriver, Director of the Peace Corps. Not available for sponsorship. 30 minutes (9-10-63).

**SPOON RIVER
ANTHOLOGY***

Documentary showing the area which inspired Edgar Lee Masters' work, with original musical score and readings. Sponsor: Commercial Travelers Savings and Loan Association. 30 minutes (1-30 and 7-17-63).

SPECTRUM — LOU GAETA*

Two discussions by Lou Gaeta on ornithology and on zoology. Not available for sponsorship. 30 minutes (3-24 & 3-31-63).

**CONVERSATION WITH
DR. ALBERT E. BURKE***

Panel of newsmen interview Dr. Albert E. Burke, noted lecturer and author. Not available for sponsorship. 30 minutes (6-18-63).

**THESE ARE YOUR
PROBLEMS**

Interviews and films concerning the Fire Bond Issue which was being placed before the voters of Peoria. Not available for sponsorship. 30 minutes (3-26-63).

* Made available to other stations.

PEORIA

WTVH

CHANNEL 19

LICENSEE: *Metromedia*

GROUP: *Metropolitan Broadcasting*

NETWORK: *ABC TV*

REPRESENTATIVE: *Metro TV Sales*

GENERAL MANAGER: *John H. Bone*

EDITORIALIZING: *None*

REBIRTH OF JONNY*

Tracing of the progress of an emotionally disturbed boy over a period of years, graphically illustrating the need for better mental health facilities. Sponsor: First Federal Savings and Loan, Peoria. 60 minutes (4-23-63).

THE RISE OF LABOR*

Attempt to clarify the labor movement by tracing its rise in the United States from 1917 to 1963. Sponsor: Peoria-Tazewell Illinois Labor Council. 60 minutes (9-1-63).

**THE RISE OF SOVIET
POWER***

Documentary tracing the rise of Communism from 1890 to the present day. Sponsor: Peoria Journal Star. 60 minutes (11-10-63).

QUESTION OF LIFE — VD

Presentation of the causes and effects of venereal disease and the problems of the increasing rate in America, with suggestions for solution. Not sponsored. 60 minutes (7-23-62).

* Made available to other stations.

QUINCY

KHQA

CHANNEL 7

LICENSEE: *Lee Broadcasting, Inc.*

NETWORK: *ABC TV, CBS TV*

GROUP: *Lee Stations*

REPRESENTATIVE: *ATS*

GENERAL MANAGER: *Walter J. Rothschild*

EDITORIALIZING: *Weekly*

FACE THE TRI-STATES

County Judge answers questions of area newsmen about his position with regard to young people and the juvenile delinquency problem. Not available for sponsorship. 30 minutes (4-24-63).

FACE THE TRI-STATES

F. B. I. Director for Illinois answered questions concerning the increase of crime in the United States and in Illinois. Not available for sponsorship. 30 minutes (5-22-63).

FACE THE TRI-STATES

An exchange student from West Berlin, about to return to Germany, gave his impressions after a year in Quincy, Ill. Not available for sponsorship. 30 minutes (6-19-63).

FACE THE TRI-STATES

Athletic Director of McMurray College explained the National Collegiate Baseball Foundation and its plans of operation. Not available for sponsorship. 30 minutes (7-17-63).

FACE THE TRI-STATES

Director of the Joint Industrial Commission of Adams County explained the problems of securing new industry in the areas. Not available for sponsorship. 30 minutes (8-14-63).

ILLINOIS

ROCKFORD

WREX-TV

CHANNEL 13

LICENSEE: *WREX-TV, Inc.*

NETWORK: *ABC TV, CBS TV*

GROUP: *Gannett*

REPRESENTATIVE: *H-R*

GENERAL MANAGER: *Joe M. Baisch*

EDITORIALIZING: *Occasional*

MEMORIAL DAY PARADE

Live remote telecast of the annual patriotic parade of area residents on Memorial Day. Sponsor: Colonial Bakery. 75 minutes (5-30-63).

ROCKFORD HIGH SCHOOL GRADUATION EXERCISES

Four high school exercises so that friends and relatives could view, as there was seating room only for parents. Sponsors. Participating. 20 minutes (6-5 and 6-6-63).

FRIDAY'S CHILDREN*

Documentary of a state school for the mentally retarded to encourage public support of mental health institutions. Sponsor: Sears, Roebuck. 60 minutes (6-20-63).

DEDICATION OF THE SWEDISH AMERICAN HOSPITAL

A tour of the newly remodeled facilities of this hospital. Not available for sponsorship. 60 minutes (3-27-63).

ST. ANTHONY HOSPITAL DEDICATION

Another tour, this time of a new hospital. Sponsors. Participating. 60 minutes (4-28-63).

* Made available to other stations.

SPRINGFIELD

WICS

CHANNEL 20

LICENSEE: *Plains Television Corp.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Young*

GENERAL MANAGER: *Milton D. Friedland*

EDITORIALIZING: *None*

OPINION

Roundtable discussion of local race problems presented in cooperation with the Human Relations Commission of the city. Not available for sponsorship. 30 minutes (8-12-63).

MENTAL HEALTH REPORT

Report on new techniques in treatment of mental patients by state hospital personnel to inform public of mental problems and methods of treatment. Not available for sponsorship. 30 minutes (4-27-63).

THIS IS ILLINOIS

Documentary on state government; the story of the various state offices and delineation of their functions and duties. 30 minutes (9-15-63).

EDUCATION TODAY

Part of a series highlighting outstanding education programs in various fields of education utilizing actual class-room situations, students and teachers. Program aim was to inform the public of the classes in various schools of Central Illinois. Not available for sponsorship. 30 minutes (3-3-63).

YOUR VETERINARIAN REPORTS

In a series of six programs, nationally known Dr. Rosoff discusses with guest experts different advances in veterinary medicine of interest to cattle breeders. (3-10-63).

INDIANA

EVANSVILLE

WFIE-TV

CHANNEL 14

LICENSEE: *WFIE, Inc.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Jack Douglas*

EDITORIALIZING: *None*

WHEAT REFERENDUM

Opponents and proponents of government wheat-support program, representing three states, discuss the matter shortly before referendum. Not available for sponsorship. 30 minutes (5-20-63).

SCOUT-O-RAMA

Boy Scout activities in the area, specifically with regard to the approaching Scout-o-rama. Not available for sponsorship. 30 minutes (5-17-63).

VINCENNES — HISTORICAL TREASURE

Pictorial documentary on the history of Vincennes to inform viewers of the historical value of the area. Not available for sponsorship. 30 minutes (7-22 and 8-3-63).

YOUR NEXT MAYOR

Six candidates for mayor in primary elections answering identical questions to give viewers basis for comparison. Not available for sponsorship. 60 minutes (5-4-63).

HOSPITAL CAREERS

Two-part vocational information program in which understaffed positions such as nursing and physical therapy outline typical task. Not available for sponsorship. 30 minutes (5-11 and 5-15-63).

INDIANA Not Reporting: WTVW, Evansville; WTTV, Indianapolis.

INDIANA

FORT WAYNE

WANE-TV

CHANNEL 15

LICENSEE: *Indiana Broadcasting Corp.*

NETWORK: *CBS TV*

GROUP: *Corinthian*

REPRESENTATIVE: *H-R*

GENERAL MANAGER: *Reid G. Chapman*

EDITORIALIZING: *Daily*

TEEN 15

A variety show completely produced by Junior Achievers from Fort Wayne area high schools during the school year. Sponsor: Participating. 30 minutes (10-27-62 to 5-4-63).

THE MISSING BLACKBOARD*

Study of the classroom shortage in the Fort Wayne area and throughout the state, showing the problem of revenue for public schools. Not sponsored. 30 minutes (1-19-63).

SEARCH FOR A KILLER*

An in-depth report on the heart and its problems with a detailed explanation of its functions and operation. Not sponsored. 30 minutes (5-22-63).

SOUNDING BOARD

Interview program dealing in controversial issues and/or community problems such as abortion, mental health, civil rights, etc. Not sponsored. 30 minutes (daily).

CHRIST CHILD FESTIVAL

* *Made available to other stations.*

A filmed documentary centered around the concept of bringing Christ and the original spirit of Christmas back to the Christmas season. Not sponsored. 30 minutes (1-2-63).

FORT WAYNE

WKJG-TV

CHANNEL 33

LICENSEE: *WKJG, Inc.*

NETWORK: *NBC TV*

GROUP: *Communicana Group*

REPRESENTATIVE: *ATS*

GENERAL MANAGER: *Hilliard Gates*

AWARDS: *Certificate of Appreciation from National Veterans of Foreign Wars (5)*

EDITORIALIZING: *None*

KILLER HIGHWAY

Film with commentary by law enforcement officials concerning driving hazards of a dangerous stretch of highway. Not available for sponsorship. 30 minutes (6-17-63).

THE PARKING GARAGE — BOON OR BUST

History and current condition of the municipally-owned parking garage through film and interviews. Not available for sponsorship. 30 minutes (3-11-63).

DOLLS FOR DEMOCRACY

Dolls of famous persons of different nationalities, races, and creeds shown to be alike in the fight for democracy. Not available for sponsorship. 30 minutes (1-27-63).

SEARCHLIGHT

Eight panel programs concerned with different aspects of a Community Services Survey report on municipal health recreational and welfare agencies. Not available for sponsorship. 30 minutes (2-10 to 3-31-63).

COMMUNISM LOOKS AT YOUTH

High school student panel discussions on the various aspects of international communism and its relation to youth. Not available for sponsorship. 30 minutes weekly (9-62 to 5-63).

FORT WAYNE

WPTA-TV

CHANNEL 21

LICENSEE: *Sarkes Tarzian, Inc.*

NETWORK: *ABC TV*

REPRESENTATIVE: *Young*

GENERAL MANAGER: *Richard D. Morgan*

EDITORIALIZING: *None*

SILENT WAR

Dealt with the U. S. Navy's Pacific operations, men and equipment, with emphasis on our nuclear sub fleet. Sponsor: Sears Roebuck. 30 minutes (8-29-63).

742-7125 (GENERAL TELEPHONE)

Demonstration of how the General Telephone Co. works, particularly regarding the switch to seven-digit numbers. Sponsor: General Telephone Co. 30 minutes (4-16-63).

SOVIET PRODUCTS — PRICE OR PRINCIPAL

Exploration of Communist-made goods sold at local retail outlets. Not available for sponsorship. 30 minutes (7-28-63).

COMMUNISM VS. AMERICANISM

Exploration of patriotism to provide insight into current problems confronting democracy. Not available for sponsorship. 30 minutes (10-28-63).

VOTES AND CANDIDATES

Forum discussion among candidates running for state and county office in past state election. Not available for sponsorship. 30 minutes (10-27-62).

INDIANA**INDIANAPOLIS****WFBS-TV**

CHANNEL 6

LICENSEE: *TimesLife Broadcast*GROUP: *TimesLife Broadcast*NETWORK: *ABC TV*REPRESENTATIVE: *Katz*GENERAL MANAGER: *Eldon Campbell*AWARDS: *Best cultural program in the Dia De La Radio ONDAS Award, Barcelona (2); Special award of Merit from Internal Revenue Service (5)*EDITORIALIZING: *None***THIS LAND**

Original patriotic work for the 4th of July—during the past, present, and future, and the people and places of America. Sponsor: Stokely-Carr Camp, Inc. 30 minutes (7-4-63)

LA CLASE DE ESPANOL

Beginning course in conversational Spanish produced in cooperation with local school system shown in classrooms and on home sets. Not available for sponsorship. 30 minutes (11-62 to 5-63)

NUTCRACKER BALLET

Tchankovsky's delightful fantasy performed by students of a near-by college featuring a cast of more than 100 persons. Not sponsored. 90 minutes (12-23-62)

OUR HOOSIER HERITAGE

Series of documentaries pointing out the history, traditions, culture and accomplishments of Indiana and its famous people. Sponsors: Seven-Up and The Kroger Company. 30 minutes each five weeks.

IS IT DEDUCTIBLE?

Annual program designed to aid viewers in completing income tax forms. Phoned-in questions answered on air by panel of experts. Not available for sponsorship. 60 minutes (3-5-63).

INDIANAPOLIS**WISH-TV**

CHANNEL 8

LICENSEE: *Indiana Broadcasting Corp.*NETWORK: *CBS TV*GROUP: *Corinthian*REPRESENTATIVE: *H-R*GENERAL MANAGER: *Robert B. McConnell*AWARDS: *Family Service Association (1)*EDITORIALIZING: *Three times daily***THE DANGEROUS YEARS**

Study of the marital problems that occur during the middle years of life using case histories and composite profiles. Not available for sponsorship. 30 minutes (11-11-62)

TOMORROW IS A JOURNEY*

Dramatization of a case of mental illness from the beginning of a person's battle with mental illness to his discharge from the hospital. Not available for sponsorship. 30 minutes (4-24-63).

OUR HOOSIER HERITAGE*

Series of six programs dealing with the life and works of six notable Indiana authors. Not available for sponsorship. 30 minutes (Monthly).

CHRISTMAS ON THE CAMPUS

Attempt to capture the spirit of Christmas and the Indiana and Purdue Universities featuring singing groups at each school. Sponsors: American Fletcher National Bank and Indianapolis Water Company. 60 minutes (12-23-62)

HOOSIER HOOTENANNY

* Made available to other stations

Groups of outstanding high school and college folk singers on a program in the Coliseum during the Indiana State Fair. Not available for sponsorship. 30 minutes (8-26-63)

INDIANAPOLIS**WLW-I**

CHANNEL 13

LICENSEE: *Crosley Broadcasting Corp.*NETWORK: *ABC TV*GROUP: *Crosley*REPRESENTATIVE: *Crosley, Bomar, Lourance, Petry*GENERAL MANAGER: *John H. Babcock*AWARDS: *Indianapolis Public Schools "Recognition of Excellence" (1); Community Service Council (2); Indiana Traffic Safety Foundation, Indiana State Police and Indiana Office of Traffic Safety (4)*EDITORIALIZING: *None***EXERCISE IN KNOWLEDGE**

Four-member high school teams competing in a contest of knowledge to acknowledge and encourage scholastic excellence. Not sponsored. 30 minutes (weekly)

CROSS EXAM*

Person of regional or national prominence examined by a three-member panel for his (or her) motives and justifications. Not available for sponsorship. 30 minutes (series)

TIMOTHY CHURCHMOUSE

A hand puppet leads children through a Sunday School lesson in order to have a down to earth religious presentation for children. Not available for sponsorship. 30 minutes (series)

ISP

An Indiana State Trooper interprets safety rules and the activities of the Indiana State Police for children. Not available for sponsorship. 30 minutes (series)

RED BLANKET

* Made available to other stations

Documentary on the emergency ward at a large hospital to demonstrate the competence of the hospital staff. Not sponsored. 30 minutes (10-16-62)

INDIANA

LAFAYETTE

WFAM-TV

CHANNEL 18

LICENSEE: *Sarkes Tarzian, Inc.*

GROUP: *Affiliated with WTTV, Bloomington-Indianapolis, and WPTA, Ft. Wayne*

NETWORK: *CBS TV*

REPRESENTATIVE: *Young*

GENERAL MANAGER: *Richard W. Long*

EDITORIALIZING: *None*

SPOTLIGHT ON LEGISLATURE

Report by the local representative to the State Legislature on the progress of new Indiana tax legislation. Not available for sponsorship. 30 minutes (3-14-63).

SPECIAL ON CUBA

Raoul Cabaza, a Cuban expatriate, described conditions in Cuba at the time of his departure, the characteristics of the Castro regime, and the missile situation. Not available for sponsorship. 30 minutes (10-15-62).

MARION

WTAF-TV

CHANNEL 31

LICENSEE: *Geneco Broadcasting Inc.*

REPRESENTATIVE: *Vic Piano*

GENERAL MANAGER: *Robert Fincannon*

EDITORIALIZING: *Occasional*

MEET YOUR CANDIDATE

A brief introduction to the seven candidates in the primary election for mayor in a very tight race. Sponsor: State Farm Mutual Insurance. 30 minutes (5-22-63).

FOCUS ON EDUCATION

Interview with president of a local college with regard to the expansion and new building plans of the college. Not sponsored. 15 minutes (8-10-63).

FOCUS ON EDUCATION

Discussion of a new state industrial university replacing Taylor University which had moved to a different location. Not sponsored. 15 minutes (8-15-63).

SO YOU MIGHT HAVE A BED

A report on the crowded conditions of the local hospital televised in conjunction with a hospital building fund campaign. Not sponsored. 60 minutes (1-15-63).

REPORT ON SCHOOLS

A half year report by the superintendent of schools on the activities and progress on the school system. Sponsor: Marion National Insurance Corporation. 30 minutes (2-22-63).

SOUTH BEND

WNDU-TV

CHANNEL 16

LICENSEE: *Michiana Telecasting Corp.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Leonard, Torbett & McConnell*

GENERAL MANAGER: *William Thomas Hamilton*

AWARDS: *Junior Achievement "Company of the Year" Award (3)*

EDITORIALIZING: *None*

INSIDE OUR SCHOOLS

An intimate look at the services offered by the local school system so that the public be made aware of them. Not available for sponsorship. 30 minutes (1-63 to 4-63).

CANVASS 16

A panel discussion of the local problem of discrimination in housing for the information and education of the public. Not available for sponsorship. 30 minutes.

IF I COULD TRADE PLACES

Game-quiz show produced and staffed by local high school students in cooperation with the Junior Achievement program. Participating sponsorship. 30 minutes (1-63 to 4-63).

INDIANA

SOUTH BEND

WSBT-TV

CHANNEL 22

LICENSEE: *South Bend Tribune*

NETWORK: *CBS TV*

REPRESENTATIVE: *Paul H. Raymer*

GENERAL MANAGER: *Arthur R. O'Neil*

EDITORIALIZING: *Occasional*

CONSECRATION OF A BISHOP*

A remote broadcast from the Episcopal Church, showing the consecration of the Bishop Coadjutor for the diocese. Not available for sponsorship. 60 minutes (4-21-63).

YOUTH LOOKS AT COMMUNISM

A panel of high school students discuss communism. Moderated by station newsmen and a member of the school city curriculum department. Not available for sponsorship. 30 minutes (3-31-63).

MISSILE FROM MISHAWAKA

An inside look at the workings of the Bendix Guided Missile plant, including films of the missile in action at White Sands. Sponsor: South Bend Federal Savings and Loan. 30 minutes (6-21 and 8-14-63).

AT YEAR'S END '62

A summary of the big local and national news stories of 1962 produced by the station's news department. Sponsor: *Ernie's Supermarket*. 30 minutes (1-2-63).

OUR NEXT MAYOR

A closeup look at all the mayoral candidates taken from films made during the campaigns shown on election eve. Not sponsored. 60 minutes (4-8-63).

SOUTH BEND-ELKHART

WSJV-TV

CHANNEL 28

LICENSEE: *Truth Publishing Co.*

NETWORK: *ABC TV*

REPRESENTATIVE: *ATS*

GENERAL MANAGER: *Paul C. Brines*

EDITORIALIZING: *Occasionally*

TIME AND TIME AGAIN

Study of the split time zone between South Bend and Elkhart and a recommendation for year-round fast time. Not sponsored. 30 minutes (9-4-62).

HISTORY OF THE INDIANA LEGISLATURE

Traced history of Indiana General Assembly and its activities as applied to local area. Sponsor: *Miles Laboratories*. 30 minutes (1-6-63).

INDIANA TAXES AND REAPPORTIONMENT

Discussion of the tax and reapportionment problem in Indiana. Sponsor: *Miles Laboratories*. 30 minutes (1-27-63).

A PLAYGROUND FOR THE PRINCESS

Study of the run-down conditions of the city parks of Mishawaka and recommendations for changes. Not sponsored. 30 minutes (6-30-63).

THE FOURTH R

Traced the history of Elkhart high school and explained plans of the board of education for a new school. Sponsor: *First National Bank of Elkhart*. 30 minutes (5-25-63).

TERRE HAUTE

WTHI-TV

CHANNEL 10

LICENSEE: *Wabash Valley Broadcasting Corporation*

NETWORK: *ABC TV, CBS TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *Anton Hulman, Jr.*

AWARDS: *McCall Golden Mike award (1)*

EDITORIALIZING: *Occasionally*

PATTERNS OF PROGRESS

Series interpretation of the accomplishments of the newly reorganized county School Corporation. Not available for sponsorship. 15 minutes (Weekly).

THE CHALLENGE OF RENEWAL AND HOUSING IN TERRE HAUTE

Report on the controversial issue of Urban Renewal and Re-development with representatives from both sides of the issue. Sponsor: *DX Sunray*. 30 minutes (10-3-63).

THE CHALLENGE OF COMMUNITY HEALTH

Discussion by officials and citizens on community health and sanitation problems and the need for more health legislation. Sponsor: *DX Sunray*. 30 minutes (11-28-62).

IT TAKES MORE THAN BRAINS*

The presidents of the four tax-supported colleges and universities discussed the needs of colleges in the coming decade and the state's responsibility to support them. Not available for sponsorship. 30 minutes (2-27-63).

ON THE TERRE HAUTE WATERFRONT

Discussion of the financial aspect and the impelling reasons for a new sewage treatment plant with emphasis on water conservation and public health. Not sponsored. 30 minutes (8-31-63).

* Made available to other stations

Q. What broadcast trade publication led its field in all large-scale surveys of agency and advertiser readership during 1963?

A. SPONSOR!*

** We'd love to give you
full details. When?*

IOWA**AMES****WOI-TV**

CHANNEL 5

LICENSEE: *Iowa State University*NETWORK: *ABC TV*REPRESENTATIVE: *H-R*GENERAL MANAGER: *Robert C. Mulhall*EDITORIALIZING: *None***EQUALITY IN IOWA**

An examination of race relations in central Iowa in terms of possible discrimination against Negroes in housing, employment, and the purchase of real estate. Not sponsored. 30 minutes (11-15-62).

THE PEOPLE'S VOICE

Discussion of legislative reapportionment in anticipation of the opening of the legislative session. Not sponsored. 30 minutes (1-4-63).

DES MOINES SCHOOL BOARD REFERENDUM

Two separate, back-to-back discussions, one favoring and the other opposing the multi-million dollar school bond issue. Not sponsored. 60 minutes (5-28-63).

UNREST IN RFD LAND

Positions of the National Farm Organization, the National Farm Bureau, and an economist from Iowa State U. at the time of the N.F.O. holding action on livestock in the Midwest. Not sponsored. 30 minutes (9-14-62).

CHILDREN IN DISTRESS

Program was built to present various facets of Aid to Dependent Children in Iowa. Not sponsored. 30 minutes (6-21-63).

CEDAR RAPIDS**WMT-TV**

CHANNEL 2

LICENSEE: *WMT-TV Inc.*NETWORK: *CBS TV*GROUP: *WMT Stations*REPRESENTATIVE: *Katz*GENERAL MANAGER: *William B. Quarton*EDITORIALIZING: *None***THE IMAGE OF IOWA***

Documentary based on a public opinion study conducted among Eastern industrialists to show Iowans how they look to those who can help them industrially. Not available for sponsorship. 30 minutes (4-24-63).

IOWA'S LOONY LIQUOR LAWS

A dramatization depicting the sometimes ludicrous consequences of strict compliance with Iowa's liquor laws. Not sponsored. 30 minutes (9-4-63).

TWENTY-SEVEN SINGERS AND A POET

Special Christmas broadcast featuring "Old Gold Singers" of Iowa State U., an illustrated reading of a Christmas poem by Dylan Thomas and the state's poet laureate. Sponsors: Farmers State Bank. 30 minutes (12-18-62).

YOUR KIDS AND THE NEW MATH

Telecast of a second grade math classroom session to acquaint the public with the new approach to teaching math in elementary school. Not available for sponsorship. 30 minutes (9-13-62).

* Made available to other stations.

THE DEATH PENALTY: YES OR NO?

Discussion involving proponents and opponents of continuing capital punishment in Iowa in order to enlighten the viewers. Not available for sponsorship. 30 minutes (12-5-62).

DES MOINES**KRNT-TV**

CHANNEL 8

LICENSEE: *Cowles Magazines and Broadcasting Inc.*GROUP: *Cowles*NETWORK: *CBS TV*REPRESENTATIVE: *Katz*GENERAL MANAGER: *Robert Dillon*EDITORIALIZING: *None***PEOPLE'S PRESS CONFERENCE**

Political, Business and Civic leaders answer questions called in by viewers during the programs. Not available for sponsorship. 30 minutes (weekly).

STATE FAIR TALENT SEARCH

Non-professional teen-age talent competing for opportunity to appear at the annual Iowa State Fair in a state-wide contest. Participating sponsorship. 30 minutes (weekly).

STATE MUSIC FESTIVAL*

Concert featuring the state's most outstanding musicians and vocalists in the All-State Orchestra, Chorus and Band. Sponsor: Iowa's Dairy Farmers' Association. 60 minutes (12-2-62).

SPECIAL REPORT*

Program dealing with any timely subject of major community importance. Not available for sponsorship. 30 minutes (monthly).

ON CAMERA WITH RUSS VAN DYKE

Daily public opinion poll of questions and issues of a timely nature. Participating sponsorship. 10 minutes (daily).

* Made available to other stations.

IOWA Not Reporting: *KCRG-TV, KWB L-TV, Cedar Rapids-Waterloo; WHBF-TV, WOC-TV, Davenport-Rock Island; WQAD-TV.*

IOWA

DES MOINES

WHO-TV

CHANNEL 13

LICENSEE: *Central Broadcasting Company*

NETWORK: *NBC TV*

REPRESENTATIVE: *PGW*

GENERAL MANAGER: *Paul A. Loyet*

AWARDS: *Junior Achievement Runner-Up for 1962-63 (2)*

EDITORIALIZING: *None*

U. C. KICKOFF RALLY*

Remote telecast of rally inaugurating the Greater Des Moines 1962-63 United Campaign. Not available for sponsorship. 90 minutes (10-2-62).

TELECHIEVERS

Produced by the Junior Achievement Telechangers in order to give young people an opportunity to experience broadcasting. Sponsor. Participating. 30 minutes (weekly).

800 HIGH STREET

* *Made available to other stations.*

Des Moines Jr. Chamber of Commerce program reflecting the non-occupational community efforts of the young men of the community. Not available for sponsorship. 30 minutes (monthly).

FORT DODGE

KQTV

CHANNEL 21

LICENSEE: *Northwest Television Company*

NETWORK: *NBC TV*

REPRESENTATIVE: *Bernard Howard*

GENERAL MANAGER: *Ed Breen*

EDITORIALIZING: *Occasional*

CALLING ED BREEN

People call and discuss problems, events and issues of timely local or national interest. Sponsors. Participating. 30 minutes (Series).

HUMBOLDT CENTENNIAL

Interview with the author of the history of Humboldt, celebrating its 100th year. Not available for sponsorship.

HERBERT HOOVER MUSEUM DEDICATION*

Dedication ceremony from West Liberty featuring addresses by President Hoover and President Truman. Sponsor. Local food company. 60 minutes (8-10-62).

GREAT DEBATE

Series of debates between the principal seekers of major offices in Iowa, such as Governor, Congressmen. Sponsors. Participating. 30 minutes (9-10 to 10-29-62).

TRIAL BY JURY

* *Made available to other stations.*

Actual jury trial of a case which went to the Supreme Court. Sponsors. Participating. 180 minutes.

MASON CITY

KGLO-TV

CHANNEL 3

LICENSEE: *Lee Radio, Inc.*

GROUP: *Associated with KEYC-TV, Mankato, Minn., and KHQA-TV, Quincy, Illinois*

NETWORK: *CBS TV*

REPRESENTATIVE: *Advertising Time Sales*

GENERAL MANAGER: *Walter Rothschild*

EDITORIALIZING: *None*

AT THE CROSSROADS

Documentary showing crowded classrooms and current conditions in the Mason City High School. Not available for sponsorship. 30 minutes (2-12-63).

DIAL CANCER

Public could call in directly to a panel of medical experts and receive answers to their questions about cancer. Not available for sponsorship. 60 minutes (4-9-63).

DEVELOPMENT

State and local development officials presented progress report on what has been accomplished and what might be expected in the future. Not available for sponsorship. 30 minutes (1-29-63).

BAND FESTIVAL PARADE*

Complete coverage of the 25th Anniversary Band Festival parade featuring 90 bands, plus queens and floats. Sponsor. Banks. 150 minutes (6-11-63).

SPANISH I, II, & III*

* *Made available to other stations.*

Spanish at 6th, 7th and 8th grade levels taught to grade school students and adults. Sponsor. Seven of the North Iowa County Boards of Education. 45 minutes (Daily).

OTTUMWA

KTVO

CHANNEL 3

LICENSEE: *KTVO Television, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *George P. Hollingbery*

GENERAL MANAGER: *James C. Conroy*

EDITORIALIZING: *Weekly*

SABIN ON SATURDAY*

Sixteen doctors and nurses demonstrated the need for public vaccine and showed how it would be administered. Not available for sponsorship. 15 minutes (10-5-62).

MOST ECONOMICAL USE OF MEAT*

Two meat experts demonstrated the best way to cut and prepare meat. Not available for sponsorship. 15 minutes (10-5-62).

JOSEF MEIER

Josef Meier, star of the Passion Play, appeared for an interview and gave a history of the play from its beginning. Not sponsored. 20 minutes (10-23-62).

FAIRFIELD CHAMBER OF COMMERCE

A group from the Fairfield Chamber of Commerce, including chorists, told about the advantages of the area. Not available for sponsorship. 30 minutes (12-21-62).

COMMUNICATIONS SUNDAY*

* *Made available to other stations.*

Reverend Stephenson, choir and officers of local Protestant church presented program concerning news media and the church. Not available for sponsorship. 30 minutes (1-18-63).

SIOUX CITY

KTIV

CHANNEL 4

LICENSEE: *KTIV Television Company*

NETWORK: *ABC TV, NBC TV*

REPRESENTATIVE: *George P. Hollingbery*

GENERAL MANAGER: *Deitrich Dirks*

EDITORIALIZING: *None*

SIOUX CITY SYMPHONY

In-school concert of the Sioux City Symphony Orchestra underscoring excellence and cultural contribution. Sponsor: Security National Bank, Sioux City. 60 minutes (3-12-63).

THE MESSIAH

Local high school chorus singing excerpts from the Messiah. Not available for sponsorship. 60 minutes (12-22-62).

THE MAN IN BLUE

Baseball seen by the umpire, plus an exploration of the life of an umpire. Not available for sponsorship. 30 minutes (7-20-63).

SWORD OF HOPE

Members of the County Medical Association discuss types of cancer common to women, reviewing case histories, and answering viewer questions. Not available for sponsorship. 30 minutes (2-12-63).

A FEATHER IN THEIR CAP*

* *Made available to other stations.*

Life on a nearby Indian reservation plus documentary discussions with tribal leaders. Not available for sponsorship. 30 minutes (4-21-63).

SIOUX CITY

KVTV

CHANNEL 9

LICENSEE: *People's Broadcasting Corporation*

NETWORK: *ABC TV, CBS TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Donald D. Sullivan*

EDITORIALIZING: *None*

U.R.

Documentary report on blight in the city's shums and the need for urban renewal. Not sponsored. 30 minutes (9-13-62).

PHYSICAL FITNESS IN THE SCHOOLS

Contemporary discussion of the physical education program developed in local high schools. Not sponsored. 30 minutes (11-14-62).

PROBE

Syndicated films of lectures delivered by Dr. Albert Burke concerning contemporary problems. Sponsor: Home Federal Savings and Loan. 30 minutes.

LEARN TO SWIM

Filmed swimming lessons, with special emphasis on swimming safety, done at a local pool with a Red Cross instructor. Sponsors: Participating. 5 minutes (9-63).

HOUSING CODE IN FACT AND FICTION

Graphic portrayal of the existing poor housing conditions and some of the unenforced housing regulations. Not sponsored. 30 minutes (1-30-63).

KANSAS

TOPEKA

WIBW-TV

CHANNEL 13

LICENSEE: *Stauffer Publications, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *Acery-Knodel*

GENERAL MANAGER: *Thad M. Sandstrom*

AWARDS: *PTA (4)*

EDITORIALIZING: *Occasional*

THE RELUCTANT WARRIORS*

A sound-and picture description of the Armed Forces Reserve program in the area. Not available for sponsorship. 30 minutes (11-23-63).

STEEL RAILS & DOLLAR SIGNS*

Study of the economic impact of the railroads on Kansas where it is the leading industry. Sponsor: Merchants National Bank of Topeka. 30 minutes (6-12-63).

ROCK SPRINGS RANCH

In-depth report on new 111 youth development center. Sponsor: C. G. & F. Gram Co. 30 minutes (3-2-63).

TOPEKA: NINE YEARS LATER

Negro situation in Topeka nine years after school segregation case came before the Supreme Court. Not sponsored. 15 minutes (6-1-63).

THE ROAD AHEAD*

A forecast of the upcoming session of the legislature. Not sponsored. 30 minutes (2-3-63).

* Made available to other stations

WICHITA

KAKE-TV

CHANNEL 10

LICENSEE: *KAKE-TV and Radio Inc.*

NETWORK: *ABC TV*

REPRESENTATIVE: *Kutz*

AWARDS: *Headliner award for public service (4)*

EDITORIALIZING: *Daily*

LET'S SPEAK SPANISH

Live program in which teacher from Wichita board of education taught conversational Spanish. Not sponsored. 30 minutes (weekly).

A NEGRO NEIGHBOR NEXT DOOR?

Documentary with SOT statements and silent film exploring issue of segregated housing in Wichita. Not available for sponsorship. 30 minutes (9-9-63).

OUTLOOK '63

A forecast of the year that lies ahead for south-central Kansas based upon the major news events of 1962. Not sponsored. 60 minutes (12-30-62).

EDUCATION OF RETARDED CHILDREN BY DERBY PUBLIC SCHOOLS

A report on the special program being conducted by the Derby Public Schools to train the mentally retarded. Incorporated into program with participating sponsorship. 10 minutes (12-20-62).

WICHITA

KARD-TV

CHANNEL 3

LICENSEE: *Wichita Television Corp.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *Don Sharra*

EDITORIALIZING: *Every other week*

WICHITA FAIR HOUSING COMMITTEE*

Professor of the U. of Wichita's political science department explored fair housing with members of the Wichita Fair Housing Committee. Not available for sponsorship. 30 minutes (1-6-63).

CIVIL RIGHTS CASE-BOOK*

Member of Wichita Urban League and a member of the Kansas Commission on Civil Rights interview persons denied jobs because of race or religious bias. Not available for sponsorship. 60 minutes (1-13-63).

WICHITA HUMAN RELATIONS*

Dean of the College of Liberal Arts and Sciences and chairman of the Wichita Human Relations Commission provide information about the commission and its members. Not available for sponsorship. 30 minutes (2-10-63).

COLLEGE DEBATE*

U. of Kansas and U. of Wichita debate the non-Communist nations forming an economic community. Not available for sponsorship. 30 minutes (9-18-62).

THE TRIAL PROCESS*

Dean of the College of Business Administration and Industry at the U. of Wichita and members of Wichita Bar Assn. enact a mock trial. Not available for sponsorship. 30 minutes (3-2-63).

* Made available to other stations

KANSAS Not Reporting: KTVC, Ensign; KAYS-TV, Hays.

KANSAS**WICHITA****KTVH**

CHANNEL 12

LICENSEE: *Wichita-Hutchinson Co., Inc.*NETWORK: *CBS*REPRESENTATIVE: *Blair*EDITORIALIZING: *None***HIGH SCHOOL DROPOUTS**

Study of high school dropouts from local and national standpoint. Why youths leave school, what problems do they face, how is their leisure time spent? Not available for sponsorship. 30 minutes (4-24-63).

GO BACK TO SCHOOL

Sequel to High School Dropouts. Programed to encourage youths to return to school. Not available for sponsorship. 30 minutes (8-14-63).

TODAY'S HOSPITALS — CAREER CENTER FOR AMERICA'S YOUTHS

Study of hospital services, personnel, programs, and opportunities. Not available for sponsorship. 30 minutes (5-14-63).

FARM PEOPLE

A report on one of the state's largest businesses. Covered many phases of farming and featured state agricultural experts. Not available for sponsorship. 30 minutes (6-28-62).

THE SPIRIT OF CHRISTMAS

Explored the religious meaning and true spirit of Christmas, featuring local opinions. Not available for sponsorship. 30 minutes (12-5-62).

KENTUCKY**LOUISVILLE****WAVE-TV**

CHANNEL 3

LICENSEE: *WAVE, Inc.*NETWORK: *NBC TV*REPRESENTATIVE: *Katz*GENERAL MANAGER: *Nathan Lord*AWARDS: *Farm Safety awards and citations (4)*EDITORIALIZING: *None***TOMORROW'S CHAMPION**

Amateur boxing in cooperation with Louisville Parks and Recreation Department to promote youth fitness and wholesome supervised activity. Not available for sponsorship. 30 minutes (Weekly).

KENTUCKY AFIELD

Outdoor activities, principally hunting and fishing, with Kentucky Fish and Wild Life Resources Dept., to promote fishing and hunting facilities and conservative practices. Not available for sponsorship. 30 minutes (Weekly).

YOUTH SPEAKS

Four high school students discuss current issues with moderator. Not available for sponsorship. 30 minutes (Weekly).

FARM*

Live remote telecast from station farm, covering all aspects of agriculture. Sponsor: International Mineral & Chemical. 30 minutes (5-11; 5-25; 6-15; 6-22-63).

LOUISVILLE'S NEEDS

Discussion of needs, plans, accomplishments on urban renewal and industrial expansion by people involved. Not available for sponsorship. 30 minutes (5-11; 5-25; 6-15; 6-22-63).

* Made available to other stations.

LOUISVILLE**WHAS-TV**

CHANNEL 11

LICENSEE: *WHAS*NETWORK: *CBS TV*REPRESENTATIVE: *Harrington, Richter & Parsons*GENERAL MANAGER: *Victor A. Sholis*AWARDS: *National Conference of Christians and Jews; Headliners; Kentucky Society of Crippled Children; American War Mothers, and 6 others (1)*EDITORIALIZING: *None***WHAS CRUSADE FOR CHILDREN**

Marathon to raise funds for physically and mentally handicapped children of Kentucky and So. Indiana. Not available for sponsorship. 17 hours (9-22 and 9-23-62).

NATIONAL MERIT SCHOLARS

Program gives recognition to 13 high school seniors, in Louisville, chosen as recipients of merit scholarships. Not available for sponsorship. 60 minutes (5-22-63).

P.K.U.—THE STORY OF SUSANNAH

Documentary explaining Phenylketonuria, its detection, control, results if not treated. Not available for sponsorship. 30 minutes (5-6-63).

CORPUS CHRISTI AND CHRISTIAN HERITAGE DAY

Corpus Christi procession is an annual event involving some 20,000 Catholics in the march. Christian Heritage Day program involves about the same number of Protestants. Not available for sponsorship. 75 minutes Corpus Christi (6-16-63); Christian Heritage (10-28-62).

HI VARIETIES

Variety show featuring local teen talent. Sponsors: Participating. 1 hour (weekly).

KENTUCKY Not Reporting: WLETV, Bowling Green; WKYT-TV, WLEX-TV, Lexington; WLKY-TV, Louisville.

KENTUCKY**PADUCAH****WPSD-TV**

CHANNEL 6

LICENSEE: *Paducah Newspapers, Inc.*NETWORK: *NBC TV*REPRESENTATIVE: *ATS*GENERAL MANAGER: *Sam Livingston*EDITORIALIZING: *None***CRIPPLED CHILDREN'S TELETHON**

Fifth Annual Variety telethon with appeal for public donations for Handicapped Center. Not available for sponsorship. 15 hours (10-17-18-62).

CITY HALL

Interview by station personnel with Paducah's mayor and four city commissioners. Not available for sponsorship. 15 minutes (Feb-March, 1963).

ACCENT

Topics of local interest, from politics to community needs. Not available for sponsorship. 30 minutes. Various.

ATOP THE FENCEPOST

Live discussions with local and area agriculture leaders. Not available for sponsorship. 30 minutes (weekly).

PRESS CONFERENCE

Area newsmen interview well-known or political figure. Not available for sponsorship. 30 minutes (Various).

LOUISIANA**ALEXANDRIA****KALB-TV**

CHANNEL 5

LICENSEE: *Lanfard Telecasting Company*GROUP: *T. B. Lanford Stations*NETWORK: *NBC TV*REPRESENTATIVE: *ATS*GENERAL MANAGER: *Willard L. Cobb*EDITORIALIZING: *None***THE TESTAMENT OF FREEDOM**

Pictorial essay on Randall Thompson's setting for orchestra and male chorus of passages from writings of Thomas Jefferson. Not available for sponsorship. 30 minutes (7-4-63).

FOCUS: STOP POLIO

Live demonstration and discussion of the administration of the oral polio vaccine and a film demonstration of mass inoculation. Not available for sponsorship. 30 minutes (4-6-63).

REFLECTIONS ON ROBERT FROST

Conversation with Robert Canzonert, American poet and Frost commentator, on the life of Frost as reflected in his poems. Not available for sponsorship. 30 minutes (1-30-63).

MODERN HERESIES

Conversation between a Roman Catholic priest, a Baptist chaplain and an Anglican bishop on the Church in the 20th Century. Not available for sponsorship. 30 minutes (5-11-63).

MID-LOUISIANA 1962

A year-end resume of the important news events of 1962 of the area. Sponsor: Winfield First Federal Savings and Loan Assoc. 60 minutes (1-6-63).

BATON ROUGE**WAFB-TV**

CHANNEL 9

LICENSEE: *Modern Broadcasting Company of Baton Rouge, Inc.*NETWORK: *CBS TV*REPRESENTATIVE: *Blair*GENERAL MANAGER: *Tom E. Gibbens*EDITORIALIZING: *None***LOUISIANA FIREBUG***

A study of the arsonist, one of the main causes of forest fires in Louisiana, how he starts fires and why. Sponsor: Wolf's Bakery. 30 minutes (2-15-63).

ARCHITECTURE IN SOUTHERN LOUISIANA

A history of architecture giving the reason for early designs and fundamentals still followed in Southern Louisiana. Not available for sponsorship. 30 minutes (6-23 and 8-18-63).

WHEN THE SUN BEGINS TO SHINE*

Problems inherent in a mental institution, contrasting the old concept of commitment with the new concept of rehabilitation. Not available for sponsorship. 30 minutes (8-29-63).

TO CLIMB A TOWER

Report on special classes offered by Louisiana State University to elementary school teachers to explain the new techniques of teaching foreign language. Not available for sponsorship. 30 minutes (8-10-63).

* Made available to other stations.

THE WORLD OF ARMIN SCHELER

Sculptor and professor of art presents purpose of sculpture by showing and explaining some of his own works. Not available for sponsorship. 30 minutes (7-11-63).

LOUISIANA Not Reporting: KATC, KLFY-TV Lafayette; KPLC-TV, Lake Charles.

LOUISIANA

BATON ROUGE

WBRZ

CHANNEL 2

LICENSEE: *Louisiana Television and Broadcasting Inc.*

NETWORK: *ABC TV, NBC TV*

REPRESENTATIVE: *George P. Hollingbery*

GENERAL MANAGER: *Douglas L. Manship*

EDITORIALIZING: *Occasional*

NO BELLS AT CARVILLE*

Origin, function and future of the U. S. Public Health Sanitarium (Leprosorium) at Carville, Louisiana. Not available for sponsorship. 60 minutes (9-17-62).

WITH NO LANGUAGE BUT A CRY*

Accomplishments of the Louisiana State School for the Deaf. Not available for sponsorship. 60 minutes (9-21-62).

THERE'S A LOT TO BE SAID FOR TEENAGERS*

Development of the positive side of the progress, personality, and thoughts of the teenage population of Baton Rouge. Not available for sponsorship. 60 minutes (6-13-63).

SOUTHERN UNIVERSITY SPECIAL*

History and services of Southern University, the largest Negro university in the United States, located in Baton Rouge. Not available for sponsorship. 60 minutes (6-20-63).

WITHOUT VIOLENCE*

A documentary study of peaceful integration in Southern states. Not available for sponsorship. 60 minutes (8-29-63).

* *Made available to other stations.*

MONROE

KNOE-TV

CHANNEL 8

LICENSEE: *Noe Enterprises, Inc.*

NETWORK: *ABC TV, CBS TV*

REPRESENTATIVE: *H-R*

GENERAL MANAGER: *Paul H. Goldman*

AWARDS: *Parish and State Heart Association Citation; Local and State Medical Society Citations (3)*

EDITORIALIZING: *Three times weekly*

OPERATION CHLORINE*

Preparation, precautions taken, the actual raising and disposal of a long-sunk barge loaded with deadly chlorine gas tanks, in an attempt to alleviate the fear of the community. Not available for sponsorship. 30 minutes (10-20-62).

POLIO CLINIC PREVIEW*

Completely manned inoculation clinic set up in studios and procedures of mass oral inoculation demonstrated, again to alleviate fear. Not sponsored. 30 minutes (2-2-63).

CARDIOVASCULAR PROGRAM*

One of an annual series of five programs devoted to news of new techniques and discoveries in the treatment of heart diseases. Not available for sponsorship. 30 minutes (2-17-63).

CITY SCHOOL BOARD REPORT

Financial report and discussion by the school board on the disposition of monies spent through a recent city school bond issue. Not sponsored. 30 minutes (3-16-63).

RULES OF THE WATER ROAD*

An informative and official program on boat safety with explanations of new boating laws and other pertinent data. Not available for sponsorship. 30 minutes (5-19-63).

* *Made available to other stations.*

NEW ORLEANS

WDSU-TV

CHANNEL 6

LICENSEE: *Royal Street Corporation*

NETWORK: *NBC TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *A. Louis Read*

AWARDS: *American Association for State and Local History and B.M.I. award; Ohio State (1); New Orleans Press Club award (1 and 2)*

EDITORIALIZING: *Twice daily*

THE HUEY LONG STORY*

Events that shaped the life of Huey Long and analysis of his impact on state and national politics. Sponsor: Ward Baking Company. 60 minutes (Series).

TARGET: MOON

The role of New Orleans in the U. S. Space effort, and progress in the race for the moon. Sponsor: Ward Baking Company. 30 minutes (5-13-63).

CITY COUNCIL MEETING

Important New Orleans City Council meetings and votes on controversial tax and zoning proposals. Not available for sponsorship. 240 minutes (11-30-62); 180 minutes (3-14-63).

SOUTH OF THE BORDER — COLOMBIA

Report on Alliance For Progress, the Peace Corps, and Colombia's problems in dealing with the U. S. Not sponsored. 30 minutes (2-11-63).

REPORT ON EL SALVADOR

Report from El Salvador whose problems are typical of many other Latin American nations. Not sponsored. 30 minutes (8-3-63).

* *Made available to other stations.*

LOUISIANA

NEW ORLEANS

WWL-TV

CHANNEL 4

LICENSEE: *Loyola University of the South*

NETWORK: *CBS TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *J. Michael Early*

AWARDS: *National Gold Bell Award of the Catholic Broadcasters Association (1)*

VATICAN II

Documentary on the opening of the Roman Catholic Ecumenical Council in Rome and explanation of the part played in the Council by local bishops. Sponsor: *Progresso Foods*. 60 minutes (1-20-63)

APOSTLE TO THE WORLD

Documentary of the coronation of Pope Paul VI and a discussion of what he means to the future of the Roman Catholic Church. Sponsor: *Progresso Foods*. 60 minutes (5-25-63)

SHREVEPORT

KSLA-TV

CHANNEL 12

LICENSEE: *KSLA-TV Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *HRP*

GENERAL MANAGER: *Winston B. Linam*

EDITORIALIZING: *None*

ARK-LA-TEX SPELLING BEE FINALS

Regional tri-state final contest between 60 students to determine which would participate in National Spelling Bee. Not available for sponsorship. 30 minutes (5-1-63)

JUNIOR LIVESTOCK AUCTION

Auction of the Junior Livestock championship animals at the Louisiana State Fair. Sponsor: *Kansas City Southern Railroad*. 30 minutes (1-27-63)

POLITICAL PROFILE*

Profile of the newest member of the Long "dynasty" to enter the political arena, Gillis Long. Not available for sponsorship. 30 minutes (1-27-63).

CLASS OF '63

An appraisal of the prospects for the graduates of the class of '63. Interviews with students, teachers, business people. Not available for sponsorship. 30 minutes (5-22-63).

WHAT'S NEWS

** Made available to other stations.*

Weekly series in which youngsters are tested on their knowledge of the preceding week's news. Not available for sponsorship. 30 minutes.

SHREVEPORT

KTAL-TV

CHANNEL 6

LICENSEE: *KCMC Inc.*

NETWORK: *NBC TV*

GROUP: *Palmer Media Group*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *James S. Dugan*

EDITORIALIZING: *Twice daily*

REVOLT AT OXFORD*

Highlights of the struggle during the enrollment of James Meredith at the University of Mississippi. Filmed on the campus. Not available for sponsorship. 45 minutes (10-1-63)

DEATH OF A BILL

The debate and vote on Free Electors in the state legislature of Louisiana. Not available for sponsorship. 30 minutes (6-6-63)

THE SCHOOL BOND ISSUE

Discussion of an important school bond election in Texas because of lack of community understanding of the issue. Not available for sponsorship. 30 minutes (5-20-63)

THE STORY OF A CHURCH

A film visit to the New First Baptist Church of Shreveport La., which took over a complete former college campus. Not available for sponsorship. 30 minutes (1-27-63)

POTENTIAL FOR PROGRESS

** Made available to other stations.*

Highlights of industrial development in the three state area and projection of future potential for increased development. Not available for sponsorship. 30 minutes (8-16-63)

LOUISIANA

SHREVEPORT

KTBS-TV

CHANNEL 3

LICENSEE: *KTBS, Inc.*

NETWORK: *ABC TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *E. Newton Wray*

EDITORIALIZING: *None*

RESTLESS CITY

Documentary of the industrial activity of Bossier City, La., presenting a pattern of industrial effort and a favorable psychological approach which could be of benefit to every community in the coverage area. Sponsors: Participating. 30 minutes.

GOODWILL TOUR REPORT

A report on a good will tour made in Arkansas and Texas by the local Chamber of Commerce to assist it in its industrial development program. Not available for sponsorship. 15 minutes.

MAINE

BANGOR

WABI

CHANNEL 5

LICENSEE: *Community Telecasting Company*

NETWORK: *ABC TV, CBS TV*

GROUP: *Hildreth Radio-TV network*

REPRESENTATIVE: *George P. Hollingbery*

GENERAL MANAGER: *Richard B. Bronson*

EDITORIALIZING: *Occasional*

CHRISTMAS DADDIES

Annual Christmas telethon for needy children produced in cooperation with local and state aid organizations. Not available for sponsorship. 300 minutes (12-62).

THIS IS YOUR CITY

Annual 13 week series by the City Manager discussing problems and projects relating to local citizens. Not available for sponsorship. 30 minutes (1-63 to 3-63).

ASK YOUR DOCTOR

Monthly panel of M.D.'s answering telephone questions on a pre-arranged medical topic with a brief opening statement by each doctor. Not available for sponsorship. 45 minutes (10-62 to 5-63).

THE UNIVERSITY AND YOU

Produced by the University of Maine with a variety of formats—entertainment, panels, dramas, lectures. Sponsor: Bangor Hydro Electric. 30 minutes (9-62 to 6-63).

QUODDY NEWS CONFERENCE

Secretary of the Interior Udall and Maine Congressional Delegation hold news conference on the administration's Quoddy Power Project Report. 60 minutes (8-2-63).

BANGOR

WLBZ-TV

CHANNEL 2

LICENSEE: *WLBZ-TV Inc.*

NETWORK: *ABC TV, NBC TV*

GROUP: *Maine Broadcasting System*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Rudolph O. Marcoux*

EDITORIALIZING: *None*

BREWER CENTENNIAL

Filmed documentary of the week-long celebration of the 100th anniversary of the city of Brewer. Sponsors: Participating. 30 minutes (9-20-62).

MAINE ELECTION REPORT

A succession of 5-minute reports every half hour throughout election night to provide comprehensive coverage of local and state returns. Sponsors: Sleeper's Men's Store. (11-6-62).

HANDS ACROSS THE BORDER

Live greetings with entertainment exchanged between Maine officials and New Brunswick officials to demonstrate international goodwill. Not available for sponsorship. 30 minutes (7-22-63).

MAINE

PORTLAND

WCSH-TV

CHANNEL 6

LICENSEE: *Maine Radio & Television Company*

NETWORK: *NBC-TV*

GROUP: *Maine Broadcasting System*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Jack Atwood*

EDITORIALIZING: *None*

HEART CYCLE

An explanation of the four common types of heart disorder and progress made in conquering them, featuring a heart specialist and a filmed documentary of surgical practice with special emphasis on work being done in Maine. Not available for sponsorship. 30 minutes (2-24-63).

PROFILE OF U. OF M.*

Series devoted to inspecting each facet of the University of Maine to educate viewers to the services provided by the University. Not available for sponsorship. 30 minutes (Saturdays).

VALEDICTORIAN SPEAKS

Six high school valedictorians in a round table to expose viewers to the attitudes and opinions of outstanding young people. Not available for sponsorship. 60 minutes (6-20-63).

MAINE DAIRY INDUSTRY

A thorough look into one of Maine's leading industries from the viewpoint of the farmer, the milk dealer and the consumer. Not available for sponsorship. 60 minutes (6-25-63).

* *Made available to other stations.*

PORTLAND

WGAN-TV

CHANNEL 11

LICENSEE: *Guy Gannett Broadcasting Services*

NETWORK: *CBS-TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *Donald S. Moeller*

EDITORIALIZING: *Occasional*

THE ALLAGASH

Program sets forth reasons for retaining the Allagash region, a vast tract of natural wilderness in northwestern Maine threatened by hydro-electric development and road building. Not sponsored. 30 minutes (2-23-63).

THE U. OF MAINE BUDGET

Pointed out the plight of educators in their appropriation trouble with the state legislature. Not available for sponsorship. 30 minutes (1-30-63).

THE PERSONAL TOUCH: PART I

Group of local businessmen head westward to "sell" Maine after unsuccessful attempt at same by the state Department of Economic Development. Not sponsored. 30 minutes (5-5-63).

THE PERSONAL TOUCH: PART II

Showed tangible results of western trip by local businessmen and gave first tv exposure to a new state promotion film. Not sponsored. 30 minutes (5-22-63).

THOSE BLANKETY-BLANK TAXES

Informational discussion by civic officials and business leaders on the revamped tax structure for the city. Not available for sponsorship. 30 minutes (9-10-62).

PORTLAND, MAINE — MT. WASHINGTON, N. H.

WMTW-TV

CHANNEL 8

LICENSEE: *Mt. Washington Tv. Inc.*

NETWORK: *ABC-TV*

REPRESENTATIVE: *HRP*

GENERAL MANAGER: *John W. Guider*

EDITORIALIZING: *Occasional*

McINTIRE-HATHAWAY DEBATE*

Political debate between the incumbent U. S. Congressional Representative and his opponent. Not available for sponsorship. 30 minutes (9-28-62).

JOURNEY TO THE ALLAGASH*

The Allagash region, a possible National Park area or site of a proposed hydro-electric project. Not available for sponsorship. 30 minutes (1-13-62).

MAINE TEACHERS ON TRIAL*

Maine teachers answered questions posed by PFA members concerning the quality of education in public schools. Not available for sponsorship. 30 minutes (5-28-63).

WOMEN'S CLUBS CONVENTION REPORT

Highlights of the 71st Annual Convention of the Maine Federation of Women's Clubs. Not available for sponsorship. 15 minutes (6-11-63).

MISSILES — DETERRENT TO DISASTER

Report tailored to Northern New England area of the posture of U. S. Army and Air Force missile defense. Not available for sponsorship. 15 minutes (3-5-63).

* *Made available to other stations.*

MAINE

PRESQUE ISLE

WAGM-TV

CHANNEL 8

LICENSEE: *Broostook Broadcasting Corp.*

NETWORK: *ABC TV, CBS TV, NBC TV*

GROUP: *Hildreth Network of Maine*

REPRESENTATIVE: *George P. Hollingbery*

GENERAL MANAGER: *Stanley A. Lyons*

EDITORIALIZING: *None*

LORING ANNIVERSARY

Brief program dealing with the impact which Loring Air Force Base has on the community, and has had for the previous 15 years. Not available for sponsorship. 15 minutes (9-20-63).

CHRISTIAN YOUTH RALLY

Remote telecast which included brief talks by local high school students, a panel discussion and talks by business and civic leaders. Sponsor: Christian Civic League. 60 minutes (10-12-62).

ROTARY RADIO-TV AUCTION

Televised auction of items solicited from the area presented by the local Rotary Club for the benefit of the Hospital Endowment Fund. Not available for sponsorship. 438 minutes (11-20-62 to 11-22-62).

POTATO BALLOT — INDUSTRY

A brief look at the sagging farming industry in the area, plus a discussion of a ballot on proposals to remedy the situation. Not available for sponsorship. 30 minutes (4-9-63 & 7-10-63).

AWARDS NIGHT

Annual Community Service Awards presented to persons who have given freely of time and effort for the betterment of the community. Not available for sponsorship. 30 minutes (12-24-62).

MARYLAND

BALTIMORE

WBAL-TV

CHANNEL 11

LICENSEE: *Hearst Corporation*

NETWORK: *NBC TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *Brent O. Gunts*

AWARDS: *Ohio State regional award (1)*

EDITORIALIZING: *None*

THE IMPERFECT PROMISE

Health problems of the aged and what individual families as well as the community as a whole can do about them. Sponsor: First National Bank. 60 minutes (1-21-63).

THE CANDIDATE SPEAKS

Live appearances by candidates for mayor, city council president and comptroller, presenting their platforms to the voters. Not available for sponsorship. Varied lengths. (April-May 1963).

CONSECRATION OF BISHOP MILLS*

Consecration ceremonies of the elevation of Father Cedric Mills, a Baltimore Negro, to the newly created office of Episcopal Bishop to the Virgin Islands. Not available for sponsorship. 90 minutes (4-19-63).

GWYNN OAK PARK DEBATE

Bringing together of two sides involved in the civil disobedience demonstrations seeking to integrate a local amusement park. Not available for sponsorship. 60 minutes (7-8-63 and 7-15-63).

PEABODY CONCERT

* *Made available to other stations.*

Performances of the student orchestra and vocal and instrumental soloists from the Peabody Conservatory of Music in Baltimore. Sponsors: Maryland Savings and Loan League. 30 minutes (5-20-63).

BALTIMORE

WMAR-TV

CHANNEL 2

LICENSEE: *A. S. Abell Company*

NETWORK: *CBS TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *E. K. Jett*

EDITORIALIZING: *Monthly*

FAITH TO FAITH*

Program explores differences and similarities of Christian beliefs of the Catholic and the Protestant faiths. Not available for sponsorship. 30 minutes (weekly).

THE TOOLS OF VIOLENCE

Documentary study of the legal and illegal weapons used in the commission of a growing number of crimes of violence. Not available for sponsorship. 30 minutes.

IN THE SUN'S ORBIT*

Linked seven Baltimore Sun foreign and domestic correspondents, in their respective bailiwicks, by phone and film, in a year-end discussion of the state of the world. Sponsor: Sunpapers of Baltimore. 60 minutes (1-2-63).

FACE TO FACE

Series of programs preceding general elections providing face-to-face confrontation of candidates for major political offices. Not available for sponsorship. 30 minutes.

MEDICINE '63

* *Made available to other stations.*

Members of the Baltimore City Medical Society illustrate and discuss the latest advances in medical sciences. Not available for sponsorship. 30 minutes (weekly).

THE



SUN

WMAR Show Exhilarates

By DONALD KIRKLEY

THE best documentary study of narcotics addiction I have ever seen was presented on WMAR-TV last Wednesday. It also set a new high in every phase of production for the station, which has made some good ones in the past year.

The first of a three-part study of the subject, it dealt with the problem from the point-of-view of one victim. The second will be on the relationship between the addicts and the law and what is being done by the authorities. The final one will discuss efforts to find a cure, and more satisfactory ways of providing help for those who need it.

The staff responsible for it scored an achievement which is extremely rare in television; indeed, I can think of only a very few factual programs in which it was noted. That is, they found a way to build the opening film around a real-life person, willing to brave the stigma which is the heroin user's lot. She talked freely about herself and a period of misery which began sixteen years ago, when she was 12 years old.

Tremendous Impact

This gave the story a human

quality and an impact which go beyond the power of words to describe. But this was only one of many assets. Technically, it was brilliant, an adjective which may be used only once in a while in reference to locally produced documentaries.

Everything meshed — the production by Bob Cochrane, the script by George Gipe, the photography by Charles Purcell, the direction by Janet Covington, the narration by Don Bruchey.

Part Of Pattern

They were fortunate as well as enterprising in their discovery of a young woman who was able to tell her own story, largely in her own words, in an articulate but simple, sincere manner. She didn't learn to talk this way in school; she was a high school drop-out. She was taught mostly during periods of confinement in the Maryland Institute For Women. She has three children, not shown, of course, in the film. She displayed, without coaching or rehearsing, a surprisingly thorough comprehension of the nature of the drug habit and its consequences.

Her story was set off by concise statements of facts about the problem as it affects Baltimore, and the whole pattern, of which she is an individual part. Also, there was a most remarkable kind of counterpoint in Mr. Purcell's photography, which deserves special mention.

His camera, with liberal use of close-ups of inanimate objects as well as faces, told a complementary story about the various environments in which the young woman has lived—home, jail, the streets and alleys, stores. One of the most remarkable things about the film is that the sound track alone would be absorbing on radio, and the pictorial background, would be fascinating, if shown by itself with a few subtitles.

Both would profit from a fine musical score by Glenn Bunch, which stressed the changing moods without being obtrusive.

If Parts II and III, to follow on dates not yet announced, maintain this standard, Drug Addiction will be in strong contention for whatever prizes are offered in the documentary field this season.

"The Octopus . . . and the Addict"

Another in a series of documentary programs produced in the public interest by the WMAR-TV editorial projects team.

In Maryland Most People Watch

WMAR-TV



TELEVISION PARK, BALTIMORE 12, MD.

Represented Nationally by THE KATZ AGENCY, INC.

MARYLAND

BALTIMORE

WJZ-TV

CHANNEL 13

LICENSEE: *Westinghouse Broadcasting Company*

GROUP: *Group W Stations*

NETWORK: *ABC TV*

REPRESENTATIVE: *TvAR*

GENERAL MANAGER: *Herbert B. Cahan*

AWARDS: *Ohio State Honorable Mention 1962 (2)*

EDITORIALIZING: *Three times weekly*

THE MARK OF MAN*

History and current treatment of leprosy filmed in Africa and the U. S. attempt to eradicate the Biblical onus surrounding this illness. Not sponsored. 60 minutes (12-62).

LET'S PUT BALTIMORE ON THE MAP

Discussion aimed to break down general apathy, build a sense of pride in the community and stimulate existing civic organizations. Not sponsored. 60 minutes (4-63).

GWYNN OAK PARK

A confrontation of forces involved in the dispute over the desegregation of an amusement park. Not available for sponsorship. 60 minutes (7-63).

THE BALTIMORE JEWISH HERITAGE

History of the Jewish population and its contributions to Baltimore. Not sponsored. 30 minutes (4-63).

THE FORT AND THE ERA*

Commemoration of the 148th anniversary of the writing of the Star Spangled Banner by re-enactment of the Battle of Baltimore. Not sponsored. 30 minutes (10-62).

* *Made available to other stations.*

MASSACHUSETTS

BOSTON

WBZ-TV

CHANNEL 4

LICENSEE: *Westinghouse Broadcasting Company*

GROUP: *Group W Stations*

NETWORK: *NBC TV*

REPRESENTATIVE: *TvAR*

GENERAL MANAGER: *James E. Allen*

AWARDS: *Special award from the Governor of the Commonwealth of Massachusetts (5)*

EDITORIALIZING: *Four times weekly*

KENNEDY — McCORMACK DEBATE*

Televised debates between Edward M. Kennedy and Edward J. McCormack, Jr., prior to the primary election for Senator. Not available for sponsorship. 60 minutes (8-27 and 9-5-62).

FOCAL POINT: GOVERNMENT 1963*

Three public forums on morality, modernization and manpower in government. Not available for sponsorship. 90 minutes (11-26, 27, 28-63).

F. SCOTT FITZGERALD: A PORTRAIT SCRAPBOOK*

The life of this famous author hosted by Andrew Turnbull, personal friend and biographer. Not available for sponsorship. 30 minutes (11-28-62).

ELEVATION CEREMONY OF THE VENERABLE JOHN M. BURGESS

Ceremony in which a Negro was elevated to Bishop in the Episcopal Church for the first time in the U. S. Not available for sponsorship. 120 minutes (12-8-62).

ASSIGNMENT: PRISON*

Documentary about crime and the petty criminal that followed him from his apprehension to his first day in prison. Not available for sponsorship. 30 minutes (3-4 and 8-25-63).

* *Made available to other stations.*

BOSTON

WHDH-TV

CHANNEL 5

LICENSEE: *WHDH, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *William B. McGrath*

EDITORIALIZING: *None*

CHRISTIAN UNITY*

A dialogue on prospects for Christian unity between a Roman Catholic prelate and a ranking Protestant leader. Not available for sponsorship. 60 minutes (1-30 and 4-7-63).

FOR US THE LIVING*

An interpretation of the turning point of the Civil War, marking the 100th anniversary of the Battle of Gettysburg. Not available for sponsorship. 60 minutes (7-4-63).

BOSTON YOUTH SYMPHONY*

Series of three programs highlighting high school-age musicians of the area, with emphasis on high performance quality. Not available for sponsorship. 23 minutes (May, 1963).

ONE MORE HURRAH

Conversation with politician Michael Ward contrasting modern politics with the days of "The Last Hurrah," broadcast on election eve. Not available for sponsorship. 30 minutes (9-13-63).

BRAZIL EXCHANGE PROJECT*

An exchange of documentary programs explaining American way of life for Brazilian viewers, produced in Portuguese. Return programs from Brazil aired on the station. Not available for sponsorship. 20 minutes (Series).

* *Made available to other stations.*

FOCAL FADOI LEIT OIB'-SE, MAR
 SIN, A SHAEILGEORÍ: SO SCUIRE
 OIA SONAS AŽUS RAČ ORAIB';
 AŽUS ŽUR MÓR AŽAIB' TRÉITĒ
 TEANŽA BŪR SINSIR.*

With this Gaelic greeting by President Eamon De Valera of Ireland to the citizens of Boston, WHDH-TV begins its seventh year of "Dateline Boston", a unique series of daily television programs in the public interest.

"Dateline Boston" is seen each night of the week, Monday through Friday, from 6:05 to 6:30 PM on Channel 5. Produced in association with the Massachusetts Department of Education, "Dateline Boston" has presented more than fifteen hundred different programs in its long and illustrious career. The result has been an outstanding contribution to the New England community in the fields of art, science, music, medicine, theater, and education.

"The Green Roots", a new "Dateline Boston" series from which President De Valera's greeting is taken, will become part of the heritage of WHDH-TV programming. Filmed in color on location in Ireland by a WHDH-TV production unit, the five programs will be seen on successive weeks including a special program on Christmas Day. The series will explore Ireland today — its people —

its customs — its hopes for the future — and the warm personal ties that exist between Ireland and countless New England families.

"The Green Roots" has been produced in the same tradition that resulted in the WHDH-TV UNICEF series of ten programs filmed by a Channel 5 production unit in Asia and the internationally successful series of program exchanges with Brazil. The Brazilian series, a number of locally produced programs by WHDH-TV, has met with unusual response from the United States Government and is now being adapted by WHDH-TV for use in Japan.

"The Green Roots" joins a distinguished number of programs that have dramatically used the power of television to further international understanding among peoples of many lands.

WHDH-TV is proud of its ability to produce programs of this magnitude and to offer to New England viewers unusual television programs of lasting value.

**"A special word, then, for you, speakers of Irish: — May God grant you happiness and prosperity; and may you esteem the traits of the language of your forebears"*

WHDH-TV CHANNEL **5**

MASSACHUSETTS

BOSTON

WNAC-TV

CHANNEL 7

LICENSEE: *RKO General Inc.*

GROUP: *RKO General Broadcasting*

NETWORK: *ABC TV*

REPRESENTATIVE: *RKO General National Sales*

GENERAL MANAGER: *William M. McCormick*

AWARDS: *International Film Festival of N. Y. (2); General Federation of Women's Clubs (4)*

EDITORIALIZING: *None*

CONFLICT IN THE COUNCIL

Film documentary of city council meeting in which the commissioner of police was being questioned regarding city towing scandal. Not available for sponsorship. 60 minutes (3-26-63).

WHY CHARLESTOWN?

Film documentary showing both sides of the Boston Redevelopment controversy over rebuilding Charlestown. Not sponsored. 30 minutes (2-5-63).

LIFE OR DEATH

History of capital punishment and an airing of opposing views on this issue which was before the state legislature. Not available for sponsorship. 30 minutes (3-12-63).

EXPERT OPINION

Daily program in which interested groups asked questions of an expert on timely, important and/or controversial subjects. Sponsors: Participating. 25 minutes daily (3-11 to 9-7-63).

VIEWPOINT*

* *Made available to other stations.*

Roundtable discussion of controversial issues presenting two people from each side. Sponsors: Participating. 30 minutes (Series).

GREENFIELD

WRLP

CHANNEL 32

LICENSEE: *Springfield Television Broadcasting Corp.*

NETWORK: *NBC TV*

REPRESENTATIVE: *George P. Hollingbery*

GENERAL MANAGER: *John A. Fergie*

EDITORIALIZING: *None*

WARWICK BI-CENTENNIAL*

U. S. Army old guard Colonial band, folk singers and samples of food of the colonial era. Not available for sponsorship. 30 minutes (8-30-63).

MT. HERMON VIEWS

Panel discussions with four students from the Mount Hermon School for boys. Not available for sponsorship. 30 minutes (6-6-63).

EDUCATION AND YOU

Demonstration of teaching techniques, discussion of problems of education. Not available for sponsorship. 15 minutes (7-18-63).

TOURIST CAPTIVE DAY

Local Chamber of Commerce "captured" tourists, presented gifts from local industries, held interviews. Not available for sponsorship. 15 minutes (7-26-63).

BOWL-A-STRIKE FOR CANCER

* *Made available to other stations.*

Tournament for local bowlers with proceeds donated to the American Cancer Society. Not available for sponsorship. 15 minutes (6-4-63).

SPRINGFIELD

WHYN-TV

CHANNEL 10

LICENSEE: *Hanover-Hampshire Corp.*

NETWORK: *ABC TV*

REPRESENTATIVE: *ATS*

GENERAL MANAGER: *Charles V. DeRose*

THE YOUNG CRIMINALS

Documentary dealing with the criminal element who are past juvenile delinquent stage, but short of being confirmed criminals. Not available for sponsorship. 30 minutes (9-5-62).

ELECTION RETURNS

Election returns of cities and towns in Western Massachusetts, plus interviews with candidates and political figures. Not available for sponsorship. 2 days (11-6-7-62).

SPECIAL NEWS FEATURE

Operations at the Atlas ICBM Missile Installation filmed by a civilian photographer. Not available for sponsorship. 5 minutes (12-21-62).

MODERN MEDICINE

Cardiologist interviewed regarding progress of treatment of heart disease and the pace maker, mechanism which takes over heart function. Not available for sponsorship. 30 minutes (2-24-63).

YOU AND THE WEATHER

Report of the operations of the Dept. of Commerce Weather Bureau at Bradley Field. Not available for sponsorship. 30 minutes (3-5-63).

MASSACHUSETTS

SPRINGFIELD

WWLP

CHANNEL 22

LICENSEE: *Springfield Television Broadcasting Co.*

GROUP: *Springfield Television Broadcasting*

NETWORK: *NBC TV*

REPRESENTATIVE: *George P. Hollingbery*

GENERAL MANAGER: *William L. Putnam*

AWARDS: *McCall's Magazine (3)*

EDITORIALIZING: *Three times daily*

SCHOOLS MATCH WITS

Panel show featuring high school students from the area in topical discussions of interest to teenagers. Not available for sponsorship. 30 minutes (weekly)

KITTY BROMAN SHOW

General information show. Designed to enlighten women on timely problems. Not available for sponsorship.

MASSACHUSETTS POLITICS*

Profiles of the Republican and Democratic parties and candidates in Massachusetts, with coverage of the state conventions. Not available for sponsorship. (6-62).

KENNEDY-McCORMACK DEBATE*

Live telecast of the face-to-face meeting of two nationally-known candidates for governor of Massachusetts. Not available for sponsorship. (9-5-62).

CONCERN

* Made available to other stations.

Panel discussion conducted in conjunction with the Massachusetts concerned with problems of current living and possible solutions. Not available for sponsorship. 30 minutes (weekly)

WORCESTER

WWOR

CHANNEL 14

LICENSEE: *Springfield Television Broadcasting Corp.*

GROUP: *Springfield Television Broadcasting*

NETWORK: *NBC TV*

REPRESENTATIVE: *Vic Piano*

GENERAL MANAGER: *William L. Putnam*

SCHOOLS MATCH WITS

Panel show featuring high school students from the area in topical discussions of interest to teenagers. Not available for sponsorship. 30 minutes (weekly).

KITTY BROMAN SHOW

General information show. Designed to enlighten women on timely problems. Not available for sponsorship.

MASSACHUSETTS POLITICS*

Profiles of the Republican and Democratic parties and candidates in Massachusetts, with coverage of the state conventions. Not available for sponsorship. (6-62).

KENNEDY-McCORMACK DEBATE*

Live telecast of the face-to-face meeting of two nationally-known candidates for governor of Massachusetts. Not available for sponsorship. (9-5-62)

CONCERN

* Made available to other stations.

Panel discussion conducted in conjunction with the Massachusetts concerned with problems of current living and possible solutions. Not available for sponsorship. 30 minutes (weekly)

MICHIGAN

ALLEN PARK

WJMY-TV

CHANNEL 20

LICENSEE: *Triangle Broadcasting Co.*

REPRESENTATIVE: *Vic Piano*

GENERAL MANAGER: *Albert Vanden Bosch*

EDITORIALIZING: *None*

HOME TOWN RODEO

Films of contests of all western activities, including roping, bulldogging, bronc riding, etc. Sponsors: Participating 15 minutes (9-62)

TOM TRESH DAY

Homecoming celebration and parade, with interviews and a brief history of Tom Tresh, New York Yankee rookie of the year. Sponsors: Participating 15 minutes (10-62)

MICHIGAN Not Reporting: *WKNX-TV, Saginaw; WPRN-TV, Traverse City*

MICHIGAN

CADILLAC AND SAULT STE. MARIE

**WWTV and
WWUP-TV**

CHANNEL 9 and 10 (satellite)
LICENSEE: Fetzer Television Inc.
GROUP: Fetzer Stations
NETWORK: CBS TV
REPRESENTATIVE: Avery-Knodel
GENERAL MANAGER: Gene Ellerman
EDITORIALIZING: None

EYE ON MICHIGAN

Series devoted to the presentation of experts or authorities on subjects, events or issues of particular interest to the northern Michigan area. Sponsors: Participating. 30 minutes (Series).

ACCENT

Interviews with persons who have accomplished or are doing something of exceptional interest in the area. Sponsors: Participating. 15 minutes (Series).

DETROIT

WJBK-TV

CHANNEL 2
LICENSEE: Storer Broadcasting Co.
NETWORK: CBS TV
GROUP: Storer Stations
REPRESENTATIVE: Storer Television Sales
GENERAL MANAGER: Laurence M. Carino
EDITORIALIZING: Three times daily

**THE MIRACLE AT
650 FREDERICK STREET**

Intimate view of the Children's Hospital, the only facility of its kind between Rochester and Chicago, during its fund-raising campaign. Not available for sponsorship. 30 minutes (4-24-63).

**WATER WONDERLAND —
OR WASTELAND?**

Explores the water pollution problem in Detroit via films of affected areas and interviews with industrial and government officials. Not available for sponsorship. 30 minutes (7-17-63).

BEHIND THE SIRENS

Story of the Detroit Fire Department in action. One of a series of programs showing key city activities. Sponsors: Participating. 30 minutes (3-27-63).

**DETROIT SPEAKS: WILL
OUR CHILDREN GET A
SECOND-CLASS EDUCATION?**

Citizens' groups and studio audience question school officials concerning a plan to cut three grades to half-day sessions. Not available for sponsorship. 30 minutes (8-14-63).

**GORDIE HOWE: HOCKEY'S
LIVING LEGEND**

Biography of Detroit Red Wing star, Gordie Howe, giving insight into his character and sportsmanship. Not available for sponsorship. 30 minutes (2-63).

DETROIT

WWJ-TV

CHANNEL 4
LICENSEE: The Evening News Association
NETWORK: NBC TV
REPRESENTATIVE: PGW
GENERAL MANAGER: James Schiavone
EDITORIALIZING: None

JOBS IN THE INNER CITY

Local experts explored problem of job availabilities in the inner city, particularly for minority groups. Not available for sponsorship. 30 minutes (8-5-63).

HENRY FORD, THE MAN

Story of the automotive mass production genius with previously undiscovered film clips and an interview with Allen Nevins, official Ford biographer. Sponsor: Automobile Club of Michigan. 60 minutes (7-30-63).

A CAR IS BORN

Comprehensive study of modern automobile production, from the initial conception of a new car to its life on the freeway. Sponsor: Automobile Club of Michigan. 60 minutes (2-26-63).

VANGUARD PLAYHOUSE

The struggle of a resident playhouse to establish itself in a major city was told with actual scenes from auditions, rehearsals and performances. Sponsor: The Detroit Bank and Trust Co. 60 minutes (4-16-63).

STATE OF THE FREEWAYS

The complete story of Michigan's freeway system, including a film tour from Detroit to Lake Michigan and return. Sponsor: Automobile Club of Michigan. 60 minutes (5-21-63).



Courtesy of The Detroit Institute of Arts

**"SELF PORTRAIT"
by VINCENT
VAN GOGH**

uniquely reveals the artist's character despite its lack of both detail and definition. The intense vitality and tortured expression vividly demonstrate Van Gogh's spiritual and emotional loneliness, as well as the abnormal sensitivity which dogged him all his life.

in a class by itself

Masterpiece — *exceptional skill, far-reaching values.* This is the quality of WWJ radio-television service—in entertainment, news, sports, information, and public affairs programming. The results are impressive—in audience loyalty and community stature, and in sales impact for the advertiser on WWJ Radio and Television.

WWJ and WWJ-TV
THE NEWS STATIONS

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward Inc.

MICHIGAN

DETROIT

WXYZ-TV

CHANNEL 7

LICENSEE: WXYZ-TV

NETWORK: ABC TV

GROUP: ABC Owned TV Stations

REPRESENTATIVE: ABC TV Spot Sales

GENERAL MANAGER: John F. Pival

AWARDS: Detroit Life Underwriters Association Citation (3)

EDITORIALIZING: Four times weekly

EMERGENCY ROOM #1*

Dramatized documentary at Detroit's Receiving Hospital. Case history of an automobile accident victim. Sponsor: Fellows-Testagar Co. 30 minutes (1-8- and 7-9-63).

THE CHURCH AND THE SCHOOLS

Three prominent Detroit churchmen, Roman Catholic, Protestant, and Jewish, discuss the issue of prayer in public schools. Not available for sponsorship. 30 minutes (6-16-63).

LIVE, DIE, OR QUIT?

A panel of life insurance experts answered telephoned questions about life insurance from viewers to help families plan adequate insurance protection. Not available for sponsorship. 60 minutes (3-3-63).

AT HOME WITH THE ROMNEYS

Informal interview with Governor and Mrs. George Romney at their home in the Capital. Not available for sponsorship. 30 minutes (3-31-63).

RIGHT NOW . . . THE WORLD OF THE SKID ROW BUM

* Made available to other stations.

In-depth study of Detroit's skid row—its inhabitants, its social and economic effects on the community, and its human and physical rehabilitation. Sponsors: Participating. 60 minutes (6-22-63).

DETROIT

CKLW-TV

CHANNEL 9

LICENSEE: Essex Broadcasters, Inc.

GROUP: RKO General Broadcasting

NETWORK: CBC

REPRESENTATIVE: RKO General National Sales

GENERAL MANAGER: S. C. Ritchie

EDITORIALIZING: none

FREEDOM FESTIVAL

Detroit-Windsor Freedom Festival program depicting bands, drill teams, color guards, Army, Navy, Air Force, Coast Guard and Royal Canadian Mounted Police. Program promoted international Freedom Festival, a United States-Canada cooperative venture. Not available for sponsorship. 120 minutes (7-1-63).

FLINT

WJRT

CHANNEL 12

LICENSEE: The Goodwill Stations, Inc.

GROUP: The Goodwill Stations

NETWORK: ABC TV

REPRESENTATIVE: HRP

GENERAL MANAGER: A. Donovan Faust

AWARDS: National Brotherhood Award (2); Associated Press Best Documentary Award (1)

EDITORIALIZING: Daily

MICHIGAN!*

Pointed out the advantages of living and working in the State, in part due to the natural beauty therein, as well as its capability in scientific research for business and industry. Not available for sponsorship. 30 minutes (5-19 and 8-25-63).

THE BRIDGE*

The story of Passover and the story of Easter presented in dramatic narrative form utilizing paintings and sculpture or great master artists. Not available for sponsorship. 30 minutes (5-19-63).

THE TRIUMPH AND THE DESTINY*

Presentation of America's trials and triumphs and ultimate destiny to commemorate July 4th and bring a keener awareness of our heritage. Not available for sponsorship. 30 minutes (6-30-63).

OPERATION AMIGO

Reported the events leading to the successful conclusion of a project that saw 30 or 40 students from Brazil living and attending school in Flint. Not available for sponsorship. 30 minutes (12-29-62).

THE CHALLENGE OF THE FUTURE

* Made available to other stations.

Examination of Flint's economic future underlining the potential employment problems in the graduation of the "war babies" and the decrease in unskilled jobs. Not available for sponsorship. 30 minutes (6-9 and 8-4-63).

HOW MANY OF THESE WXYZ-TV SPECIALS DID YOU SEE IN 1963?

(Space doesn't permit listing them all)



ROBERT FROST: A TRIBUTE

VINCENT

KOREAN ORPHANS CHOIR

POPE JOHN XXIII



CHURCH & SCHOOLS

KING TUT

DETROIT IN TRANSITION

MICHIGAN UNLIMITED

These are eight of more than fifty "Specials" produced by WXYZ-TV during 1963. Few television stations can even begin to equal this record of creative, imaginative production, geared to the public good. There will be more in '64 on WXYZ-TV.



WXYZ-TV
AN ABC OWNED STATION

MICHIGAN

FLINT-SAGINAW-BAY CITY

WNEM-TV

PEOPLE TO PEOPLE

Films of Ausbach, Germany, sister city to Bay City, illustrating how a German town of comparable size lives day-to-day. Sponsors: Bay Refining Division, Dow Chemical Co. 30 minutes (1-63).

CHANNEL 5

LICENSEE: *Gerity Broadcasting Company*

GROUP: *Gerity Broadcasting*

NETWORK: *NBC TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *James Gerity, Jr.*

EDITORIALIZING: *None*

EYNON'S ASIAN TRIP

Series of programs made by station's news director illustrating life in Asia, Japan, Hawaii and Alaska. Sponsors: Bay Refining Division of Dow Chemical Co. and Dow Corning. 30 minutes (10-1963).

KALAMAZOO

WKZO-TV

BLOSSOMTIME 1963

Description and highlights of all activities in connection with the annual Southwestern Michigan Blossom Festival. Sponsor: Theisen-Clemens (oil distributor). 60 minutes (5-15-63).

CHANNEL 3

LICENSEE: *Fetzer Broadcasting Company*

GROUP: *Fetzer Stations*

NETWORK: *CBS TV*

REPRESENTATIVE: *Avery-Knodel*

GENERAL MANAGER: *Carl E. Lee*

EDITORIALIZING: *Occasional*

KALAMAZOO COMMUNITY IMPROVEMENT PROGRAM

Discussion of the major civic issue soon to be balloted on by the citizens of the community. Sponsor: Kalamazoo Committee for Progress. 5 minutes (7-26 and 8-2-63).

MICHIGAN'S CONSTITUTIONAL CONVENTION*

Debate on the merits of the state's proposed new constitution to enlighten the voters on the issues involved. Sponsor: First Federal Savings & Loan Association. 30 minutes (3-27-63).

SPEAKING FOR MYSELF

A tour of the city of Kalamazoo showing famous landmarks, industries, cultural activities, etc. Not available for sponsorship. 20 minutes (4-13-63).

SOAP BOX DERBY WORKSHOP

Demonstration for youngsters building a soap box racer for entrance in the local station-sponsored contest. Not available for sponsorship. 30 minutes (3-17-63).

* Made available to other stations.

GRAND RAPIDS

WOOD-TV

SURGEON IN SAIGON*

Local orthopedic specialist narrates his participation in Orthopedics Overseas Project of Saigon, describing the training of Vietnamese physicians and the treatment of victims. Sponsor: Upjohn. 30 minutes (1-26 and 2-24-63).

CHANNEL 8

LICENSEE: *Time-Life Broadcast, Inc.*

GROUP: *Time-Life Broadcast*

NETWORK: *NBC TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Willard Schroeder*

AWARDS: *Michigan Adult Education Association Award (3)*

EDITORIALIZING: *Occasionally*

AT ISSUE: THE CONSTITUTION*

Michigan's proposed new state constitution probed during series of "Town Meetings," featuring debates and an authority on constitutional law. Not available for sponsorship. 30 minutes (weekly).

TEN O'CLOCK SCHOLAR

Series of non-credit adult education courses for daytime viewing audience presented by faculties of local colleges. Not available for sponsorship. 30 minutes (daily).

UNIT 8

People, places, and events of the community covering, from the zoo to the fire department, all aspects of interest or activity. Sponsor: Participating. 30 minutes (weekly).

GRAND RAPIDS SYMPHONY†

Performances of the local symphony orchestra throughout its season including guest artists. Sponsor: Old Kent Bank & Trust Co. 60 minutes (monthly).

* Made available to other stations.

† Made available through TAC.

MICHIGAN

GRAND RAPIDS

WZZM-TV

CHANNEL 13

LICENSEE: *Channel Thirteen Grand Rapids, Inc.*

NETWORK: *ABC TV*

REPRESENTATIVE: *PGW*

GENERAL MANAGER: *Harold C. Sundberg*

EDITORIALIZING: *Occasionally*

ADMIRAL RICKOVER

Speech of Admiral Rickover on Aboard an education to the local Chamber of Commerce. Not available for sponsorship. 30 minutes (4-15-63)

PROJECT '63

Presentation of people representing Grand Valley College to show the progress in the building of the college. Not available for sponsorship. 15 minutes.

SENATOR HART

Discussion between Senator Hart and local Citizens relative on their problems. Not available for sponsorship. 15 minutes.

CROSS EXAMINATION

Panel of attorneys asking questions concerning important issues of the day, such as re-apportionment of various guests in their respective fields. 30 minutes.

CONGRESSIONAL REPORT

Discussion between congressmen and various distinguished guests of current problems affecting the area. Not available for sponsorship. 30 minutes (7-21-63)

LANSING

WILX-TV

CHANNEL 10

LICENSEE: *Television Corporation of Michigan*

NETWORK: *NBC TV*

REPRESENTATIVE: *Young*

GENERAL MANAGER: *William J. Hart*

EDITORIALIZING: *None*

4000 COOPER STREET

Documentary on the life of the inmates and the problems involved in the operation of the largest walled prison in the world. Not available for sponsorship. 30 minutes (10-3-62)

SMUT

Outline of the local and national problem of obscenity and pornography and its influence on our population, especially youth. Not available for sponsorship. 30 minutes (2-12-63)

NEWCON YES — NO

An attempt to clarify the issues on adoption or rejection of the new Constitution of the State of Michigan through debate. Not available for sponsorship. 60 minutes (3-26-63)

THE THIRD HOUSE

A look at behind-the-scenes lobbying techniques and the pressures brought to bear on government personnel and legislators. Not available for sponsorship. 30 minutes (7-8-63).

DAY AT THE FAIR

Description of a typical family outing at a county fair to bring light to the efforts involved in the making of a fair sponsor. Eckrich. 30 minutes (8-6-63).

LANSING

WJIM-TV

CHANNEL 6

LICENSEE: *Gross Telecasting*

NETWORK: *CBS TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *Harold F. Gross*

EDITORIALIZING: *Three times daily*

INAUGURATION OF GEORGE W. ROMNEY*

Inauguration ceremonies from the steps of the State Capitol. Sponsor, American National Bank and Trust. 70 minutes (1-1-63).

LANSING SYMPHONY

Concert of the Lansing Symphony Orchestra to help strengthen interest in the organization. Sponsors Michigan National Bank and Trust, Board of Water and Light. 60 minutes (4-24-63).

SALUTE TO SPRING

Michigan State University Women's Glee Club, folk fiddlers, concert band and water ballet group in a program of music and dance. Sponsor, Peter Eckrich and Sons. 30 minutes (5-29-63).

THE DAY DEATH STAYED HOME

Memorial Day traffic safety program featuring important state and local officials in an effort to help curtail traffic accidents. Not available for sponsorship. 30 minutes (5-30-63).

HELPING HANDS*

Observance of the 50th Anniversary at Starr Community Center for Boys. Founder and director of school attended as inmate through the boys' correctional institution. Not available for sponsorship. 30 minutes (4-4-63)

* Made available to other stations.

MICHIGAN

MARQUETTE

WLUC-TV

CHANNEL 6

LICENSEE: North Central Broadcasting Co.

NETWORK: ABC TV, CBS TV, NBC TV

GROUP: Morgan Murphy Enterprises

REPRESENTATIVE: PCW

GENERAL MANAGER: James L. Tomlin

THE GOVERNOR REPORTS*

* Made available to other stations.

Governor George Romney interviewed "off-the-air" by representatives of tv, press and radio. Not available for sponsorship. 30 minutes (6-22-63).

MINNESOTA

ALEXANDRIA

KCMT-TV

CHANNEL 7

LICENSEE: Central Minnesota Television Company

GROUP: Sioux Empire

NETWORK: NBC TV

REPRESENTATIVE: Avery-Knodel

GENERAL MANAGER: Glenn Flint

EDITORIALIZING: Twice monthly

SAUK CENTRE HOME

Probe of the conditions at an antiquated state girls' reformatory and the need for reforms and new buildings. Not sponsored. 30 minutes (9-10-62).

THE RAINMAKERS

Explanation of the methods of inducing rain such as cloud seeding and ground-furnace rainmakers during period of drought in the area. Not sponsored. 15 minutes (5-63).

DOLLARS FOR SCHOLARS

Telethon-talent type effort to raise money for scholarship fund for nearby branch of the University of Minnesota. Not available for sponsorship. 60 minutes (5-63).

ST. CLOUD STATE COLLEGE

Various courses offered for credit by the respective departments of St. Cloud State College. Not available for sponsorship. 60 minutes (weekly).

SCHOOL BELLS AND BONDS

Documentary concerning the worth of a local school bond issuance; the cost to the taxpayer, need, etc. Not available for sponsorship. 30 minutes (10-62).

DULUTH

KDAL-TV

CHANNEL 3

LICENSEE: KDAL, Inc.

GROUP: Subsidiary of WGN, Inc., Chicago

NETWORK: ABC TV, CBS TV

REPRESENTATIVE: Petry

GENERAL MANAGER: Odin S. Ramsland

AWARDS: State of Minnesota Schoolbell awards (3)

EDITORIALIZING: Daily

MR. TOLLIVER VISITS THE SCIENCE FAIR

Visited the U. of Minnesota Science Fair and questioned the students on scientific subjects. Sponsor: Minnesota Power & Light Company. 30 minutes (3-23 and 3-27-63).

FIRE AND ICE

An "anthology" of poetry and music on the theme of inter-racial understanding produced for Brotherhood Week. Not available for sponsorship. 30 minutes (2-17-63).

PROJECT SCHOOLERAMA

Report on Franklin School which has an overcrowded, underprivileged student body. Not available for sponsorship. 30 minutes (6-5-63).

THE GATE, AND THE GLORY OF GOD

History of rapidly-growing but little understood Bahai religion with a historical survey supplied by the local congregation. Not available for sponsorship. 30 minutes (6-5-63).

ROCHESTER REPORT*

* Made available to other stations.

Collection of community reactions to the arena-auditorium recently built in Rochester, Minn., in anticipation of a bond issue for an arena-auditorium for Duluth. Not available for sponsorship. 30 minutes (1-28-63).

MINNESOTA Not Reporting: KMMT, Austin; KEYC-TV, Mankato; KROC-TV, Rochester.

MINNESOTA

DULUTH

WDSM-TV

CHANNEL 6

LICENSEE: *Northwest Publications, Inc.*

NETWORK: *ABC TV, NBC TV*

REPRESENTATIVE: *PGW*

GENERAL MANAGER: *Robert J. Rich*

EDITORIALIZING: *Weekly*

THE MESABI RANGE

Discussion of the future of the Great Mesabi Iron Range upon which the present and future economy of the area depends. Not sponsored. 30 minutes (10-20-62)

THE ECUMENICAL CONFERENCE*

Reports by two Roman Catholic Bishops returned from the Ecumenical Council in Rome, followed by a panel interview. Not available for sponsorship. 30 minutes (1-11-62)

DEATH RIDES THE HILLS

First of several programs occasioned by traffic accidents in the hilly area of the city with suggestion for solution. Not sponsored. 30 minutes (6-11-63)

A CITY'S FUTURE

Roundtable discussion by city officials of the long term plans for Superior and introduction of the new city planning director. Not sponsored. 30 minutes (10-1-62)

POWER OF A POTROAST

Films and discussion by local State Employment official of the serious economic and social problems in the current local high rate of unemployment. Not available for sponsorship. 30 minutes (8-20-63).

* Made available to other stations.

MINNEAPOLIS-ST. PAUL

WCCO-TV

CHANNEL 4

LICENSEE: *Midwest Radio and Television, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *PGW*

GENERAL MANAGER: *F. Van Konynenburg*

AWARDS: *Minnesota Cancer Society (3); Minnesota School Bell Award (4)*

EDITORIALIZING: *Daily*

CANON 35

Discussion of the pros and cons of Canon 35, a ban of cameras and microphones in court. A mock trial featured. Not sponsored. 30 minutes (8-14-63)

ETHICS IN OUR TIME

Highlights of eight Symposium lectures given by leaders in business, labor, education, literature and government. Not sponsored. 30 minutes (2-27-63)

A DAY BEYOND TOMORROW

Story of a three-year-old victim of leukemia, the reaction of her family and research at the University of Minnesota Hospitals. Sponsor, Culligan. 30 minutes (3-27-63)

PROJECT DROPOUT

Report on the future prospects for employment of those who leave high school before graduation and case studies on dropouts. Not sponsored. 30 minutes (4-24 and 5-31-63)

POPULATION EXPANSION

A look into how this phenomenon will affect transportation, the labor market and other aspects of the Twin Cities and their suburbs. Not sponsored. 30 minutes (7-17-63)

MINNEAPOLIS-ST. PAUL

WTCN-TV

CHANNEL 11

GROUP: *Time-Life Broadcast*

LICENSEE: *Time-Life Broadcast*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Arthur M. Suft*

SEVEN STEPS TO SAFETY

Spearheaded campaign to induce state legislature to make automobile safety belts mandatory. Not available for sponsorship. 30 minutes (2-26 and 3-10-63)

LAND OF THE DAILY WATERS

Plea for safety and common sense in water sports. Not available for sponsorship. 30 minutes (7-3-63)

A MATTER OF LIFE OR DEATH

Spearheaded campaign to gain necessary legislation to divert to support of Minneapolis General Hospital by Hennepin County. Not available for sponsorship. 30 minutes (4-25-63)

THE SCHOOL DROPOUT PROBLEM

Panel discussion of local school dropouts and its factor in the cause of "unemployables." Not available for sponsorship. 30 minutes (8-17-63)

THE GOVERNORSHIP AT STAKE

Debates with the incumbent Gov. Elmer L. Andersen and challenger Lt. Gov. Karl Rolvaag. Not available for sponsorship. 30 minutes (10-1-16-30-62)

MINNESOTA

MINNEAPOLIS

KMSP-TV

CHANNEL 9

LICENSEE: *United Television, Inc.*

NETWORK: *ABC TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *Donald Swartz*

EDITORIALIZING: *Daily*

A LONELY PLACE

A look into the problems of men in state prisons with the hope that that knowledge would help reduce the recidivism in crime. Not available for sponsorship. 30 minutes (2-27-62).

WHY?

Sequel to above delving into the "why" of crime and the efficacy of rehabilitative attempts in Minnesota penal institutions. Not available for sponsorship. 30 minutes (3-20-62).

RED RECRUITERS

A former communist party member told of the inside workings and aims of the Communist Party in Minnesota especially with regard to state educational institutions. 30 minutes. (1-6-63).

THE BRAINPICKERS

An examination into the controversy of the administration of personal inventory tests on grade and high school students. 30 minutes (3-10-63).

THE HOODS IN OUR MIDST

An exploration into the *modus operandi* of modern organized crime and police attempts to cope with these new methods. 30 minutes (6-16-63)

ST. PAUL-MINNEAPOLIS

KSTP-TV

CHANNEL 5

LICENSEE: *Hubbard Broadcasting, Inc.*

GROUP: *Hubbard Broadcasting*

NETWORK: *NBC TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *Stanley S. Hubbard*

EDITORIALIZING: *None*

FREEDOM IMPRISONED

Films of the Berlin Wall with commentary by local people who are familiar with the Wall. Sponsor: Minneapolis Federal Savings & Loan. 30 minutes (8-19-63).

AQUATENNIAL PARADE

Color telecast of the Aquatennial Parade during the largest summer festival in the nation. Sponsor: Hennepin Federal Savings and Loan. 165 minutes (7-20-63).

MAYORALTY DEBATE

Debate between the candidates for the office of mayor of Minneapolis concerning the issues of the campaigns. Not available for sponsorship. 30 minutes (6-9-63).

SOUTHWEST HIGH SCHOOL CHOIR

Color telecast of the choir in performance of religious music and traditional Christmas songs. Not available for sponsorship. 30 minutes (12-23-62).

AMENDMENT #2 DEBATE

Debate between those who support and those who oppose the controversial Charter Reform Amendment in Minneapolis. Not available for sponsorship. 30 minutes (11-4-62).

MISSISSIPPI

JACKSON

WJTV

CHANNEL 12

LICENSEE: *Capitol Broadcasting Company*

NETWORK: *ABC TV, CBS TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *L. M. Sepaugh, Sr.*

EDITORIALIZING: *None*

UGF KICKOFF*

Participating agencies on the United Givers Fund, with a statement from the campaign chairmen. Not available for sponsorship. 30 minutes (9-24-62).

UNIVERSITY OF MISSISSIPPI FIRST FEDERAL AWARDS

Annual awards banquet at which awards are given to three of the state's outstanding citizens of the past year. Sponsor: First Federal Savings & Loan Assn. 60 minutes (1-3-63).

PROGRESS REPORT — 1962*

Report of the progress of the Agricultural and Industrial Board in securing new industry for the State of Mississippi. Not available for sponsorship. 30 minutes (1-7-63).

PANEL DISCUSSION: LT. GOVERNOR

All candidates for election to the office of lieutenant governor were invited to participate in a discussion. Not available for sponsorship. 60 minutes (7-31-63).

ELECTION RETURNS

First primary election returns including results of every political race from Constable to Governor. Sponsors: Blue Cross-Blue Shield; Deposit Guaranty Bank. 390 minutes (8-6- and 8-27-63).

* Made available to other stations.

How often have you seen Variety talk like this about a local TV series?

- *"highly commendable . . . engrossing as well as timely, reflected much credit on KMSP-TV staffers . . .*
- *"skillfully handled in all respects . . . disseminated valuable information . . . a worthwhile 30 minutes . . .*
- *"provided much human interest in a commendable manner . . . profound and extremely interesting and attention riveting . . .*
- *"a meritorious presentation on par with more pretentious and costly TV networks' specials . . .*
- *"a milestone in TV reporting . . . a laudable effort, carried out with smashing impact."*

All these comments were made about a local series on KMSP Channel 9—Pursuit. This locally produced program deals directly with important problems in the upper midwest area—and does it with gloves off. As one advertising man put it: "There isn't another local program in our area that's got so many people talking and thinking."

Pursuit is just one representative part of our regular local programming. Just one of many reasons why KMSP is the favorite station of thoughtful people in the upper midwest.

Isn't this the kind of open-minded climate where your products would get a good showing?

REPRESENTED NATIONALLY BY BLAIR TV



MISSISSIPPI

LAUREL-HATTIESBURG

WDAM-TV

CHANNEL 7

LICENSEE: *South Mississippi Television Co.*

NETWORK: *ABC TV, NBC TV*

REPRESENTATIVE: *Weed*

GENERAL MANAGER: *Marvin Reuben*

EDITORIALIZING: *Twice weekly*

ELECTION PARTY '63

Returns of the Mississippi second primary election covering races in 13 counties and the state. Sponsors: Local participating. 300 minutes (8-27-63).

POLITICAL PRESS CONFERENCE

Press conferences with two of three candidates for the office of governor of Mississippi. Not available for sponsorship. 30 minutes (6-30 and 7-21-63).

CAPITOL CLOSEUP

Rotating panel of three state legislators and a moderator present a picture of weekly legislative activities. Not available for sponsorship. 30 minutes (weekly).

LAUREL CIVIC BOND ISSUE

Presentation of the reasons in favor of approving a multi-million dollar bond issue in Laurel. Sponsor: City of Laurel. 30 minutes (5-63).

CONTROVERSY

Panel discussion presenting both sides of controversial issues to the community. Not available for sponsorship. 30 minutes.

MISSOURI

COLUMBIA

KOMU-TV

CHANNEL 8

LICENSEE: *University of Missouri*

NETWORK: *NBC TV, ABC TV*

GROUP: *Missouri Broadcasters' Association*

REPRESENTATIVE: *Avery-Knodel*

GENERAL MANAGER: *Edward C. Lambert*

EDITORIALIZING: *None*

MISSOURI FORUM: PESTICIDE OR SUICIDE*

Panel presented differing views on the controversy over the possible dangers of insecticides. Not sponsored. 30 minutes (12-9-62).

MANAGED NEWS?*

** Made available to other stations.*

Panel of journalists discussed the use of news as a political weapon and importance of subject in our society. Not sponsored. 30 minutes (5-28-63).

JOPLIN

KODE-TV

CHANNEL 12

LICENSEE: *Gilmore Broadcasting Corporation*

NETWORK: *CBS TV*

REPRESENTATIVE: *Avery-Knodel*

GENERAL MANAGER: *D. T. Knight*

EDITORIALIZING: *None*

PROFILE: PHYSICAL FITNESS IN JOPLIN SCHOOLS

Documentary on the present status and the future plans of the physical fitness program in Joplin schools. Students activities shown. Sponsor: First National Bank of Joplin. 15 minutes (11-23-62).

MISSOURI Not Reporting: KFVS-TV, Cape Girardeau; KRCC-TV, Jefferson City; KOAM-TV, Pittsburg; KMOX-TV, St. Louis; KITS-TV, Springfield.

MISSOURI

KANSAS CITY

KCMO-TV

CHANNEL 5

LICENSEE: *Meredith Broadcasting Co.*

GROUP: *Meredith Owned Stations*

NETWORK: *CBS TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *E. K. Hartenbower*

EDITORIALIZING: *Four times daily*

CANDIDATE FOR MAYOR

Interview with each of five candidates for mayor of Kansas City. Not available for sponsorship. 30 minutes. February 1963.

PRAIRIE PARSON

Documentary of the earliest Protestantism west of the Mississippi in observation of a local religious inventory. Not available for sponsorship. 30 minutes. 11-11-62.

THE GLASS NOOSE

Documentary study of alcoholism and the effect it has upon its victims and the community in general. Not available for sponsorship. 30 minutes (2-27-63).

FLIGHT 1963

Study of airport facilities of Kansas City, needed to reduce the current limitations and investigate the potentials for necessary expansion. Not available for sponsorship. 30 minutes (9-4-63).

THE QUALITY HORIZONS

Study of the progress of downtown Urban Renewal in Kansas City pinpointing achievement to date and future goals. Not available for sponsorship. 30 minutes. 8-14-63.

KANSAS CITY

KMBC-TV

CHANNEL 9

LICENSEE: *Metromedia, Inc.*

GROUP: *Metropolitan Broadcasting*

NETWORK: *ABC TV*

REPRESENTATIVE: *Metro TV Sales*

GENERAL MANAGER: *Mark L. Wodlinger*

EDITORIALIZING: *None*

FOOTBALL SELLATHON

1962 American Football League Championship game with interviews of team members and manager. Not available for sponsorship. 240 minutes (4-21-63).

REBIRTH OF JONNY*

Study of the mental problems of an artistic school boy child and the work of his therapist. Not available for sponsorship. 60 minutes (4-27-63).

THE COURT, THE CHURCH, AND THE CLASSROOM

Discussion by clergymen, lawyers and educators of the Supreme Court ruling on Bible readings in the classroom. Not available for sponsorship. 30 minutes (6-20-63).

IN THESE STREETS, FOR THESE REASONS

Study of the causes and objectives of Kansas City's first protest march by Negroes. Not available for sponsorship. 30 minutes (7-1-63).

IN THIS CORNER JOE LOUIS*

Character study and portrait of the life and circumstances influencing the life of the great boxing champion. Sponsors participating. 120 minutes (7-21-63).

** Made available to other stations.*

KANSAS CITY

WDAF-TV

CHANNEL 1

LICENSEE: *Transcontinent Television Corporation*

GROUP: *Transcontinent*

NETWORK: *NBC TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *William A. Bates*

EDITORIALIZING: *Occasionally*

REHABILITATION OF A PRISONER

Description of the efforts to help prisoners in Leavenworth Penitentiary and the progressive changes in penal thinking. Not available for sponsorship. 30 minutes (3-12-63).

HOW TO LOOK AT A TORNADO

Collection of fact and fancy about tornadoes with "do's and don'ts" in the event of this type of storm. Sponsor: Seaton Printing. 30 minutes (4-23-63).

INSIGHT

Series of interview-in-depth programs handled by two newsmen featuring local and national news personalities. Not available for sponsorship. 30 minutes weekly.

OPERATION ALPHABET

Series to teach illiterate adults to read and write. Work Books, Texts, other material distributed. Working with board of education. Not available for sponsorship. 30 minutes daily.

THE NATIVITY*

A look at the famous Alexander Girard collection of Christmas scenes and Christmas music by the Kansas City University Choir. Not available for sponsorship. 30 minutes 12-23 and 12-24-62.

** Made available to other stations.*

MISSOURI

ST. JOSEPH

KFEQ

CHANNEL 2

LICENSEE: Mid-States Broadcasting Corporation

NETWORK: ABC TV, CBS TV

REPRESENTATIVE: Bolling

GENERAL MANAGER: Tom Matthews

EDITORIALIZING: None

DOWNTOWN ST. JOSEPH TRAFFIC PATTERN

St. Joseph city traffic engineer and his assistant on the effect the proposed downtown traffic pattern would have on the city. Not available for sponsorship. 30 minutes (9-13-63).

INTERSTATE 4-H SHOW

Interviews with 4-H livestock winners and home economics winners plus displays by area 4-H groups. Sponsors: Dannen Mills and Green Hills Supermarkets. 60 minutes (9-20-62).

FLOURIDATION — YES OR NO?

Due to upcoming flouridation vote, station presented leaders and experts from both sides of the issue. Not available for sponsorship. 30 minutes (10-17-62).

SERTOMA AUCTION

Auctioning of articles donated to the Sertoma International (service club) as a means to raise funds for its many charities. Sponsors: Participating. 210 minutes (2-23-63).

AMELIA EARHART — THE AIRBORNE

Photographs tracing the early history of Amelia Earhart's life, interviews with friends and description of the Amelia Earhart Commemorative Stamp. Not available for sponsorship. 30 minutes (7-17-63).

ST. LOUIS

KPLR-TV

CHANNEL 11

LICENSEE: 220 Television, Inc.

REPRESENTATIVE: PGW

GENERAL MANAGER: Saul Rosenzweig

EDITORIALIZING: Occasional

WHAT PRICE EXCELLENCE*

Greater St. Louis Fund for Arts and Education, to inform people of the need for funds. Not available for sponsorship. 30 minutes (4-30-63).

ARE PEOPLE REALLY FREE?

New program at Washington University in which students are invited to examine problems and conflicts of the world. Not available for sponsorship. 30 minutes (6-23-63).

YOUTH APPRECIATION WEEK

Program devoted to the youth of St. Louis and the contributions they are making to the community. Not available for sponsorship. 30 minutes (11-18-62).

S. LOUIS DECOY SQUAD

Documentary on the duties of the St. Louis decoy squad and the function it performs in the city. Not available for sponsorship. 30 minutes (12-9-62).

AIR AND WATER POLLUTION

Discussion on the current problems of air and water pollution in the city. Not available for sponsorship. 30 minutes (12-30-63).

* Made available to other stations.

ST. LOUIS

KSD-TV

CHANNEL 5

LICENSEE: The Pulitzer Publishing Co.

NETWORK: NBC TV

REPRESENTATIVE: Katz

GENERAL MANAGER: Harold Grams

EDITORIALIZING: None

THE TRIUMPH AND THE PROMISE

Portrayal of the three-fold mission—teaching, research, and patient care—of Barnes Hospital and Washington University School of Medicine. Not available for sponsorship. 30 minutes (6-29-63).

THE TEST BAN TREATY

Series of discussions by a distinguished panel of the Test Ban Treaty. Not sponsored. 30 minutes (8-25-63).

THE EASTER MASS

His Eminence, Cardinal Joseph E. Ritter, Archbishop of St. Louis, celebrated the Mass and delivered the Easter sermon. Not available for sponsorship. 90 minutes (4-14-63).

FESTIVAL OF ARTS*

Dramatization of the student planning and effort behind Washington University's annual musical and theatrical "Festival of Arts." Not sponsored. 30 minutes (4-14-63).

LACLEDE CHRISTMAS SPECIAL

Christmas production featuring the talent of Raymond Massey, Grace Bumbry, and choirs from Notre Dame and Concordia Seminary. Sponsor: Laclede Gas Company. 30 minutes (12-23-62).

* Made available to other stations.

MISSOURI

ST. LOUIS

KTVI-TV

CHANNEL 2

LICENSEE: *Signal Hill Telecasting Corp.*

NETWORK: *ABC TV*

REPRESENTATIVE: *H-R*

GENERAL MANAGER: *Paul E. Peltason*

EDITORIALIZING: *None*

ST. LOUIS STORY

Documentary of St. Louis and its citizens designed to develop a better understanding of the community. Sponsor: Anheuser-Busch. 30 minutes (monthly)

UNWED MOTHER

A sympathetic study of the unwed mother and the work done in handling this common social problem by the Booth Memorial Hospital. Not available for sponsorship. 30 minutes (2-5-63)

THE CONFESSION

Documentary study of a crime recently committed in St. Louis relating to causes of many social problems of the city. Not available for sponsorship. 30 minutes (1-8-63)

SEDALIA

KMOS-TV

CHANNEL 6

LICENSEE: *Jefferson Television Company*

NETWORK: *ABC TV, CBS TV*

GROUP: *Satellite to KRCG-TV, Jefferson City, Missouri*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *Robert Blosser*

EDITORIALIZING: *None*

MISSOURI ON PARADE

Missouri State Fair Parade prior to the opening of the 1962 fair. Sponsor: Radio & TV Supply. 60 minutes (9-5-62)

THE SEWER BOND ISSUE

Discussion of the sewage contamination problem facing the citizens of the community. Not available for sponsorship. 30 minutes (8-28-63)

AA*

Discussion by several members of Alcoholics Anonymous about preventative measures and the everyday life of an alcoholic. Not available for sponsorship. 30 minutes (7-15-63)

THE POLICE MERIT SYSTEM

Newsmen questioning members of the Citizens' Police Merit System Committee, prior to voter's decision to adopt this system. Not available for sponsorship. 30 minutes (3-16-63)

* Made available to other stations

SPRINGFIELD

KYTV-TV

CHANNEL 3

LICENSEE: *Springfield Television, Inc.*

NETWORK: *ABC TV, NBC TV*

REPRESENTATIVE: *Hollingbery*

GENERAL MANAGERS: *Carl Fox and R. L. Stufflebam*

THE WIND THAT KILLS

Dan Maguire, chief of Springfield office of U. S. Weather Bureau explained tornadoes. Not available for sponsorship. 30 minutes (4-2-63)

THE POLICE

Policeman's typical tour of duty, officer training, departmental tour, interview with police chief. Not available for sponsorship. 30 minutes (5-26-63)

CAMPUS MUSIC

College band traced history of modern U. S. band, and showed its functions. Not available for sponsorship. 30 minutes (6-9-63)

TENT THEATRE

College erected tent on campus and presented entertainment. Not available for sponsorship. 30 minutes (7-11-63)

MODERN MINUTEMEN

Two-week active duty training of National Guard, filmed by station members who are part of the unit. Not available for sponsorship. 30 minutes (7-28-63)

MISSOURI

BILLINGS

KOOK-TV

CHANNEL 2

LICENSEE: *The Montana Network*

GROUP: *Skyline*

NETWORK: *ABC TV, CBS TV*

REPRESENTATIVE: *George P. Hollingbery*

GENERAL MANAGER: *Cliff Ewing*

EDITORIALIZING: *Monthly, or as warranted*

YELLOWSTONE COUNTY MUSEUM

Introduction of a new museum showing some of the historic Montana items that are on display. Sponsors: IGA, Ideal Bread, Westwood Appliance. 30 minutes (9-3-62).

CONSTITUTION DAY

Background for the observance of Constitution Day. Sponsors: IGA, Ideal, Hart Albin Dept. Store. 30 minutes (9-14-62).

MEDICAL PROGRAM*

Doctors' discussion of heart disease, cancer, new local hospital facilities, The Poison Center for child safety, Nurses Aid Service. Sponsors: IGA, Ideal, Bennett Drug. 30 minutes (3-4-63).

BILLINGS CULTURE

Interview with the directors of the Billings Symphony and Community Concert Association. Sponsors: IGA, Ideal, Hart Albin. 30 minutes (8-21-63).

GOVERNOR'S SAFETY COMMITTEE*

Governor of Montana and his Safety Committee urge Labor Day highway safety and explain the functions and goals of the Committee. Not available for sponsorship. 30 minutes (8-26-63).

* *Made available to other stations.*

MONTANA

BUTTE

KXLF-TV

CHANNEL 4

LICENSEE: *Garryowen Butte TV, Inc.*

GROUP: *Skyline*

NETWORK: *ABC TV, CBS TV, NBC TV*

REPRESENTATIVE: *Hollingbery*

GENERAL MANAGER: *Edmund L. Peiss*

EDITORIALIZING: *Occasionally*

MENTAL HEALTH*

Panel program with laymen, medical people, institution director, and clergymen to detail the problem as relates to the state of Montana and delineate care and methods available in state institutions. Not available for sponsorship. 30 minutes (10-3-63).

HIGHWAY FATALITIES*

Discussion of the highway fatality problem in Montana by the governor and highway officials pointing out methods that could be used to prevent the deaths and costs to the taxpayers. Not available for sponsorship. 30 minutes (8-28-63).

* *Made available to other stations.*

HELENA

KBLL-TV

CHANNEL 12

LICENSEE: *Capital City Television Inc.*

NETWORK: *CBS TV, ABC TV, NBC TV*

REPRESENTATIVE: *Breen & Ward, Feltus Dove/Cannon*

GENERAL MANAGER: *Douglas C. Sutherland*

EDITORIALIZING: *None*

OPENING OF 1963 LEGISLATURE*

Live telecast of the opening of the state legislature. A first in Montana history. Sponsors: Local merchants. 60 minutes (1-7-63).

GOVERNOR'S STATE OF THE STATE MESSAGE*

Governor's "State of the State" message to the legislature in Montana. Sponsors: Local merchants. 60 minutes (1-8-63).

VIGILANTE PARADE

Telecast of the 30th Annual Vigilante Parade, local equivalent of the Rose Parade, in which many groups from the city are represented. Sponsors: Local merchants. 60 minutes (5-3-63).

EMPHASIS HELENA

Film followed by a panel of townspeople and city-county health department personnel concerning the teenage venereal disease problem. Not available for sponsorship. 60 minutes (3-7-63).

EMPHASIS HELENA

Panel of tax experts conducted three programs in which viewers could phone in questions on income tax and have them answered on the air. Not available for sponsorship. 30 minutes (3-14, 3-21, and 3-28-63).

* *Made available to other stations.*

MONTANA Not Reporting: KFLR-TV, Billings; KXGN-TV, Glendive; KFBB-TV, KRTV, Great Falls; KMSO-TV, Missoula.

NEBRASKA

HASTINGS

KHAS-TV

CHANNEL 5

LICENSEE: *Nebraska Television Corp.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Leonard, Torbet & McConnell*

GENERAL MANAGER: *Duane L. Watts*

EDITORIALIZING: *None*

ADAMS COUNTY FAIR

Interviews with James Drury (The Virginian) and entourage to promote Adams County Fair. Not available for sponsorship. 30 minutes (5-63)

THIS IS THE CHURCH

Discussions with local ministers and presentation of speakers, musicians, etc. from their churches. Sponsor: Hastings and Grand Island Ministerial Association. 15 minutes (weekly)

NEBRASKA-OKLAHOMA FOOTBALL GAME

Sound on film presentation of game played at Norman, Oklahoma, brought game to many who could not travel. Participating sponsorship. 120 minutes (11-25-62)

DAME JUDITH ANDERSON

Interview with Dame Anderson discussing her personal history and an upcoming appearance. Not available for sponsorship. 10 minutes (9-11-62)

HOUSE OF YESTERDAY

Curator and staff of local museum discuss nature, antiques, oddities, astronomy. Sponsors: Jack & Jill Food Store, Kansas-Nebraska Gas Co. 30 minutes (weekly)

KEARNEY

**KHOL-TV
KHPL-TV**

CHANNELS 13 and 6

LICENSEE: *Bi States Company*

NETWORK: *ABC TV*

REPRESENTATIVE: *Mecker*

GENERAL MANAGER: *F. Wayne Breuster*

EDITORIALIZING: *When need arises*

A RIBBON OF LIFE

Documentary on Interstate Highway opening and recreational use of chain of lakes along it. Sponsor: Rockwell Manufacturing. 15 minutes (8-20-63)

STORY OF DR. BREWSTER

Biography of world's first flying doctor who founded air-hospital and practiced medicine until his death at 80. Not available for sponsorship. 30 minutes (5-19-63)

FORT KEARNEY 1963

Past, present, and future of fort, the "iron guard of the trail which won the West." Not available for sponsorship. 30 minutes (7-19-63)

BOY SCOUT TV JUBILEE

Importance of Scout activities and development as well as the need for improving a scout camp to give impetus to a fund-raising campaign. Not available for sponsorship. 30 minutes (10-2-62)

LINCOLN AND GRAND ISLAND

**KOLN-TV
KGIN-TV**

CHANNELS 10 and 11

LICENSEE: *Cornhusker Television Corp.*

GROUP: *Fetzer Broadcasting Corp.*

NETWORK: *CBS TV*

REPRESENTATIVE: *Avery-Knodel*

GENERAL MANAGER: *A. James Ebel*

EDITORIALIZING: *None*

CIRCLE OF SERVICE

Pictorial resume of Lincoln's United Fund agencies concluding with an interview of Fund's president. Not available for sponsorship. 30 minutes (10-9-62)

CHRISTMAS IN LINCOLNLAND

Four-part series devoted to recording mood, tempo, and spiritual feeling of citizenry during the Holiday season. All set to music. Not available for sponsorship. 30 and 10 minutes (12-62)

XMAS EVE IN LINCOLNLAND

Midnight Mass at Holy Trinity Episcopal Church on Christmas Eve, presented for the first time on tv. Not available for sponsorship. 75 minutes (12-24-62)

CHAMBER OF COMMERCE ANNUAL REPORT

Report to members and citizens of Lincoln on Chamber's progress during previous 12 months. Not available for sponsorship. 75 minutes (1-30-63)

A DAY OF JUBILEE

Program honoring 75th anniversary of Lincoln Catholic Diocese. Ceremonies include consecration of 1000 adults into Catholic faith. Not available for sponsorship. 60 minutes (3-31-63)

NEBRASKA Not Reporting: KNOI-TV, North Platte.

NEBRASKA

OMAHA

KETV

CHANNEL 7

LICENSEE: Herald Corporation

NETWORK: ABC TV

REPRESENTATIVE: HRP

GENERAL MANAGER: Eugene S. Thomas

EDITORIALIZING: None

THE BIG DROPOUT

In-depth probe of school dropout problem analyzing factors leading to dropouts, social and economic effects. Participating sponsorship. 30 minutes (8-18-63).

BRING BACK THE CITY

Urban renewal problem, what other cities are doing, with an approach to Omaha. Officials' opinions, objectors' viewpoints. Sponsor: Wray M. Scott Co. 60 minutes (7-21-63).

EMANCIPATION PROCLAMATION

Story of the Negro in the past, present and future to celebrate 100th anniversary of Proclamation. Not available for sponsorship. 30 minutes (2-10-63).

BEWARE THE STRANGER

Problem of child molestation in Omaha; police detective, Junior League member, psychiatrist included on panel. Not available for sponsorship. 30 minutes (1-13-63).

REAPPORTIONMENT QUESTION

Nebraska Legislature reapportionment discussed. During statewide disagreement, station invited both sides to present views. Not available for sponsorship. 30 minutes (10-14-62).

OMAHA

KMTV

CHANNEL 3

LICENSEE: May Broadcasting Company

GROUP: May Stations

NETWORK: NBC TV

REPRESENTATIVE: Petry

GENERAL MANAGER: Owen L. Saddler

AWARDS: Omaha Radio/TV Council Gold Frame (1, 3, 4); State American Legion (2)

EDITORIALIZING: None

OPERATION S.O.S.*

Series of programs, including seven-hour telecast, in behalf of Sabin Oral Polio Vaccine. More than 85% of population took vaccine. Not available for sponsorship. Various lengths (June-Sept. 1962).

TEEN KALEIDOSCOPE

Series of programs giving teen-agers opportunity to see how business functions. Written, produced, directed by teen-agers. Sponsors: local, sold by students. 30 minutes (1962-63).

YOUR NEIGHBOR'S FAITH*

Discussions of 57 different religious faiths represented in Omaha area. Not available for sponsorship. 25 minutes (weekly).

PLAYGROUND CHAMPIONS

Program produced in cooperation with Omaha Parks and Recreation Department, to aid organized playground participation. Sponsors: participating. 30 to 60 minutes (weekly).

KMTV AWARD DINNER

An about-face of normal award routine, recognizing individuals who have performed outstanding public service through television. Not available for sponsorship. 60 minutes.

* Made available to other stations.

OMAHA

WOW-TV

CHANNEL 6

LICENSEE: Meredith WOB, Inc.

GROUP: Meredith

NETWORK: CBS TV

REPRESENTATIVE: Blair

GENERAL MANAGER: Howard Stalnaker

EDITORIALIZING: Twice weekly

SAC: A CHANGING FORCE FOR PEACE

Strategic Air Command story, including weapons development, evolution, operational philosophy of deterrence. Sponsor: Omaha Public Power District. 60 minutes (5-24-63).

OMAHA YOUTH BASEBALL

Ten programs showing activities of various major boys' baseball programs. Not sponsored. 15 minutes (5-25 through 7-27-63).

WOW-TV FARM SHORT COURSE

Ten-program course to present new developments that help farmers to manage profitable operation, featuring leading agricultural experts. Sponsor: International Harvester. 30 minutes (1-28 through 2-8-63).

ORDINATION OF PRIESTS

Telecast of Celebration of the Mass and Sacrament of Holy Orders at Ordination of 13 men into Roman Catholic Priesthood. Not available for sponsorship. 90 minutes (5-25-63).

YOUR QUESTION, PLEASE

Monthly program featuring senators, congressmen, mayors, etc. answering questions telephoned by viewers. Sponsors participating. 30 minutes.

NEVADA

LAS VEGAS

KLAS-TV

CHANNEL 8

LICENSEE: *Las Vegas Television, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *Avery-Knodel*

GENERAL MANAGER: *William D. Stiles*

EDITORIALIZING: *Occasionally*

SHALL WE PICKET

Panel of NAACP and newsmen on the question of demonstrations at local hotels. Sponsor: First Western Savings & Loan. 60 minutes (7-17-63)

SCHOOL CRISIS

Panel of legislators and school board directors deal with shortage, bringing to light political maneuvering. Sponsor: First Western Savings & Loan. 60 minutes (6-5-63)

CENSORSHIP

Local city Censorship Committee questioned by newsmen increasing awareness of individual responsibility in controlling indecent literature. Sponsor: First Western Savings & Loan. 30 minutes (4-14-63)

ROVER

Explanation of how the Rover Project can give the public better understanding of what is done at the Nevada Test Site. Sponsor: First Western Savings & Loan. 30 minutes (11-20-62)

RENO

KCRL

CHANNEL 4

LICENSEE: *Circle L, Inc.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Hollingbery*

GENERAL MANAGER: *Charles E. Cord*

EDITORIALIZING: *Frequently*

LEGISLATIVE REPORT

Recap of State Legislature meetings, interviews with legislators during session to inform public on Nevada State Legislature events. Not available for sponsorship. 15 minutes (Monday through Friday)

TOWARD TOMORROW

Religious services featuring all faiths from Washoe County Ministerial Alliance. Not available for sponsorship. 30 minutes (weekly)

YOUTH CONCERTS

Music appreciation concerts developed by various high schools and junior highs in Northern Nevada. Not available for sponsorship. 30 minutes (weekly)

SAFETY CORNER

Police officials present safety programs with guest interviews of children from Reno Public School System. Not available for sponsorship. 30 minutes (weekly)

OUTDOOR REPORT

All phases of fishing, hunting, conservation, and laws governing same presented by State of Nevada Department of Fish and Game. Sponsor: Cal-Vada Automobile. 15 minutes (weekly)

NEW HAMPSHIRE

MANCHESTER

WMUR-TV

CHANNEL 9

LICENSEE: *United Television Co. of N. H.*

GROUP: *United Broadcasting Co.*

NETWORK: *ABC TV*

REPRESENTATIVE: *Young TV*

GENERAL MANAGER: *Sam Phillips*

EDITORIALIZING: *Twice monthly*

UNITED FUND

Ann. goals and achievements of N. H. Red Feather program in the state which supports some 20 agencies. Not available for sponsorship. 30 minutes (9-24-62)

BACKGROUND

Interview program spotlighting New Hampshire newsmakers and topical and controversial state issues. First reporting sponsorship. 30 minutes (9-20-62)

INAUGURATION OF A GOVERNOR

Inaugural ceremonies and address of New Hampshire's first democratic governor in 40 years. Sponsor: Merchants Bank of Manchester. 30 minutes (4-3-63)

NEWPORT WINTER CARNIVAL

History and coverage of the oldest winter carnival in the Northeast. Participating sponsorship. 30 minutes (2-1-63)

YOUR LEAGUE IN ACTION

State, local and civic questions are covered in this report covering the League's approach. Not available for sponsorship. 30 minutes (2-10-63)

NEVADA Not Reporting: KORK-TV, KSHO-TV, Las Vegas; KOLO-TV, Reno

NEW MEXICO

ALBUQUERQUE

KGGM-TV

CHANNEL 13

LICENSE: *New Mexico Broadcasting Co.*

NETWORK: *CBS TV*

REPRESENTATIVE: *ATS*

GENERAL MANAGER: *A. R. Hebenstreit*

EDITORIALIZING: *None*

TOMORROW'S LEADERS

Interview-participation program spotlighting activities and objectives of youth groups in the city, including Boy Scouts, Girl Scouts, Boys' Club, YMCA. Sponsor: Driver-Miller Plumbing Company. 15 minutes (Saturdays).

ARTESIA H. S. ORCHESTRA

Musical program by 60-piece high school orchestra from Artesia, New Mexico, taking part in state teachers' convention, demonstrating accomplishments of state's schools and students in this field. Not available for sponsorship. 30 minutes (10-27-62).

ALBUQUERQUE

KOB-TV

CHANNEL 4

LICENSE: *Albuquerque Broadcasting, Division of Hubbard Broadcasting*

NETWORK: *NBC TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *George Johnson*

EDITORIALIZING: *Daily*

LEAGUE OF WOMEN VOTERS

Each of five candidates were given time to discuss their views, an additional two minutes to answer questions. Not available for sponsorship. 30 minutes (10-14-62).

GREAT DECISIONS 1963

Eight half-hour programs on world topics in cooperation with Foreign Policy Association, Univ. of New Mexico educational channel, and Albuquerque Greater Decisions Committee. Not available for sponsorship. 30 minutes (Feb.-March 1963).

HAPPY CHRISTMAS TREE

Original play written and produced by Sisters and orphans from St. Anthony's Orphanage for Boys. Sponsor: Albuquerque Bus Company. 30 minutes (12-21-62).

THE HOPEFUL SIDE

A discussion on the optimistic outlook for cancer research, cures, etc. Not available for sponsorship. 30 minutes (8-4-63).

SOCIAL SECURITY IN ACTION

Topics included federal old age survivors, disability insurance, importance of checking records every three years, etc. Not available for sponsorship. 15 minutes (March-Sept. 1963).

ROSWELL

KSWS-TV

CHANNEL 8

LICENSE: *John A. Barnett*

NETWORKS: *NBC TV, CBS TV, ABC TV*

REPRESENTATIVE: *Meeker*

GENERAL MANAGER: *John A. Barnett*

EDITORIALIZING: *None*

THE TAMING OF THE WATER

Telecast in connection with dedication of saline water conversion plant. Technical aspects of plant presented on vital water problem. Not available for sponsorship. 30 minutes (7-1-63).

YOUR LEGISLATURE, POLITICS AND YOU, 1963

General review of action taken by New Mexico Legislature provided by newspaper editors, KSWS-TV news editor, and New Mexico legislators. Not available for sponsorship. 30 minutes (3-31-63).

MAYOR'S REPORT TO THE PEOPLE

Mayor's report on action taken by city council at its meetings to keep public informed on a continuing basis. Not available for sponsorship. 10 minutes (monthly).

1963 CANCER VARIETY SHOW

Program to stimulate interest in cancer crusade, inform public of latest cancer research developments. Not available for sponsorship. 150 minutes (4-26-63).

1962 ELECTION COVERAGE

Complete state, local, and area coverage of election in New Mexico. Sponsor: Malco Oil and Gas Company. 210 minutes (11-6-63).

NEW MEXICO Not Reporting: KOAT-TV, Albuquerque; KAVE-TV, Carlsbad; KICA-TV, Clovis.

ALBANY

WAST-TV

CHANNEL 13

LICENSEE: *Van Curler Broadcasting Corp.*

NETWORK: *ABC TV*

REPRESENTATIVE: *PGW*

GENERAL MANAGER: *William A. Riple*

EDITORIALIZING: *None*

CONSECRATION OF THE VEN. CHAS. P. PERSELL*

A remote broadcast of the consecration of the Suffragan Episcopal Bishop of Albany. Not available for sponsorship. 150 minutes (2-9-63)

CHRISTMAS EVE MASS

Broadcast of Christmas Eve Mass from the Holy Trinity Cathedral of the Immaculate Conception. Not available for sponsorship. 120 minutes (12-21-62)

RPI HOCKY

Collegiate ice hockey from RPI Field House in Troy, N.Y. Sponsors: local bank and other. 120 minutes (1-11-63 and 3-2-63)

1962 ELECTIONS

Election coverage from City Rooms of the Albany Trade Union. Sponsors: local participating. 100 minutes (11-6-62)

100 YEARS — AMERICA'S CHALLENGE

History of the American Negro in the capital district on 100th anniversary of Emancipation Proclamation. Not available for sponsorship. 30 minutes (3-23-63)

** Made available to other stations.*

BINGHAMTON

WNBF

CHANNEL 12

LICENSEE: *Triangle Publications, Radio & Television Division*

GROUP: *Triangle*

NETWORK: *CBS TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *George R. Dunham*

EDITORIALIZING: *Monthly*

VALIANT OF SUSQUEHANNA

Dramatization of part taken by men of Broome County, New York State, during Civil War, using local photographs. Not sponsored. 60 minutes (3-23-63)

EXPERIMENT

A look in depth at local problems — traffic safety, water purification, new citizens, etc. Not sponsored. 30-minute series (6-10 to 7-19-63)

GREAT DECISIONS

Six programs dealing with different world problems, in cooperation with local World Affairs Council. Sponsors: IBM, Marine Midland, Binghamton Savings Bank. 60 minutes (2-2 to 3-9-63)

THE SCHOOL DROPOUT

Documentary of high school dropouts in cooperation with Binghamton City Schools and N.Y. State Commission. Not sponsored. 60 minutes (5-1-63)

STORM IN THE VALLEY

Film and live presentation of over-night storm which took the lives of five area teenagers. Not available for sponsorship. 30 minutes (10-12-62)

** Made available to other stations.*

BUFFALO

WBEN-TV

CHANNEL 4

LICENSEE: *WBEN, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *HRP*

GENERAL MANAGER: *C. Robert Thompson*

AWARD: *N. Y. State Bar Association (3)*

EDITORIALIZING: *None*

UNIVERSITY OF BUFFALO ROUNDTABLE

Local, national and international personalities discuss problems of community interest. Not available for sponsorship. 30 minutes (weekly).

YOU AND YOUR FAMILY

Home demonstration series presented in cooperation with Erie County Extension Service. Not available for sponsorship. 30 minutes (weekly)

THE LAW AND YOU

The need for and use of law in our lives is pointed up in this series. Not available for sponsorship. 30 minutes (monthly).

CANCER — TODAY AND TOMORROW

Cancer diagnosis, treatment, and research were covered in depth in this five-part series. Not available for sponsorship. 30 minutes (monthly)

PROJECT OPPORTUNITY

Showcase for outstanding area talent with interviews to discuss aspirations. Not available for sponsorship. 30 minutes (monthly).

NEW YORK Not Reporting: W-TEN, Albany; WBJA-TV, WINR-TV, Binghamton; WPTZ-TV, Plattsburgh; WROC-TV, Rochester; WNYS-TV, Syracuse.

NEW YORK**BUFFALO****WGR-TV**

CHANNEL 2

LICENSEE: *Transcontinent Television*GROUP: *Transcontinent*NETWORK: *NBC TV*REPRESENTATIVE: *Petry*GENERAL MANAGER: *Van Beuren
W. De Vries***ASSAULT ON CANCER***

Program helped to break down the fear barrier and demonstrate that most cancers can be cured. Not available for sponsorship. 30 minutes (11-2-62).

ALCOHOLISM†

Alcoholics need help and can be helped demonstrated in this program. Study of causes and effects of alcoholism. Not available for sponsorship. 30 minutes (1-27-63).

THIS IS OUR MUSIC

Seldom-heard Negro spirituals performed by local talent were presented. Research and illustrations of Negro religious music. Not available for sponsorship. 30 minutes (2-24-63).

CHANGING PATTERNS†

How automation has effected employment in Buffalo, stressing the need for specialized job training. Not available for sponsorship. 30 minutes (2-25-63).

THE PROFESSIONAL NURSE†

View of the important position of the nurse, her training, and why she chose this career. Problems of service in local hospitals. Not available for sponsorship. 30 minutes (3-25-63).

* *Made available to other stations.*† *Made available through TAC.***BUFFALO****WKBW-TV**

CHANNEL 7

LICENSEE: *Capital Cities Broadcasting*GROUP: *Capital Cities*NETWORK: *ABC TV*REPRESENTATIVE: *Blair TV*GENERAL MANAGER: *Robert K. King*EDITORIALIZING: *None***DON JUAN IN HELL***

Local live drama, including local artists, featured in Shaw's memorable work. First 90-minute live drama in Buffalo. Not available for sponsorship. (12-2-62).

LOCAL BOY MAKES GOOD

Instant special on the capture and life of a Buffalo-born FBI fugitive. Not sponsored. 30 minutes (11-7-62).

THE BEST OF EVERYTHING*

Off-Broadway hit adapted to television. Station had exclusive rights for Buffalo market. 30 minutes (3-5-63).

**CONVERSATION WITH
CHRISTIAN HERTER**

Discussion with former Secretary of State and local educators. Not available for sponsorship. 30 minutes (11-11-62).

THE HOLY MASS

Re-enactment of the Holy Sacrifice of the Mass, live from station's studios. Series now in third year. Not available for sponsorship. 30 minutes (weekly).

* *Made available to other stations.***NEW YORK****WABC-TV**

CHANNEL 7

LICENSEE: *American Broadcasting-
Paramount Theaters*GROUP: *ABC owned tv stations*NETWORK: *ABC TV*REPRESENTATIVE: *ABC TV Spot Sales*GENERAL MANAGER: *John O. Gilbert*EDITORIALIZING: *Once weekly***BLOWUP AT BREEZY POINT**

Assessment of dispute on whether to reserve city's last remaining beachfront for future public park. Not available for sponsorship. 30 minutes (6-21-63).

**BABE RUTH: A LOOK BEHIND
THE LEGEND**

Myth and reality of Babe Ruth as a ball player-hero and as a man, through the words of people who knew him. Sponsor: Shell Oil. 30 minutes (8-15-63).

**DIARY OF A FAILURE: THE
PAPERS & THE PEOPLE**

Analysis of the failure of collective bargaining in New York newspaper strike, ways of avoiding recurrence. Not available for sponsorship. 30 minutes (3-5-63).

**ACTION IN
STRYCKER'S BAY**

Picture and narrative of a pilot project area undergoing urban redevelopment on upper West Side of Manhattan. Sponsors: participating. 30 minutes (2-5-63).

FOCUS ON THE NEWS

In-depth consideration of public and community issues arising out of the news of the day using interviews, debates, film, commentary. Sponsors: participating. 15 minutes (various).



Don't just sit there.

Do something!

The ABC Owned Television Stations do!

We provoke. We challenge. We arouse the people of the five great cities we serve.

On the next two pages you'll read how one of the ABC Owned Television Stations urged the viewing public in its city to do something for the common good.



Why station WABC-TV took a stormy stand

IN AUGUST, 1962, a movement started to have New York City acquire Breezy Point, a beachfront area on the tip of Rockaway Peninsula.

The ultimate plan was to convert this privately owned area into a 1,400-acre park for all the people of New York. Its proponents foresaw it as the Central Park of this age.

Opposition to the plan was bitter and immediate. The residents of Breezy Point decried the proposal vigorously. Builders, with private contracts at stake, strenuously voiced their disapproval. Even some of the Mayor's advisors suggested abandonment of the idea.

Nobody, it seemed, saw a need for the park except the people of New York.

On June 1, 1963, despite the vocal and influential opposition, Mayor Wagner publicly announced his decision to

lead the fight for the creation of a Breezy Point Park.

First editorial aired

Three days later WABC-TV, New York, went on the air with its first editorial. The subject, Breezy Point. Like the Mayor, the station took a seemingly unpopular stance. It supported Mayor Wagner's position in a series of eight editorials in three days.

On June 21, WABC-TV ran a half-hour documentary film, presenting the many viewpoints on the Breezy Point controversy.

The response to the editorials and the film was instantaneous. Letters and telegrams poured in. Phone calls flooded the station's switchboard. Bouquets and brickbats were tossed at us with equal passion. Detractors characterized our editorials as "...irresponsible journalism..."

In this continuing series, you will read how the ABC Owned Television Station... of the issues, express their views in the best interests of the communities they serve.



over Breezy Point, New York



"...shocking that a TV station take a stand..." "...some pretty wild statements..."
When a station, after analyzing a problem, expresses its honest beliefs, it must be prepared to take bitter criticism with sweet praise. The reaction to our Breezy Point editorials gave us our share of each.

Editorial mission accomplished

But the responses, regardless of their attitudes, proved that our editorials accomplished what they set out to do. They provoked, they challenged, they aroused the public to doing something in their own interests.

In September of 1963, WABC-TV began to pursue in earnest its policy of editorializing. In a ten-week period, John O. Gilbert, Vice President and General Manager of WABC-TV, addressed the station's audience a total of 103 times, expressing the station's views on twelve significant community subjects.

It is just one example of how the ABC Owned Television Stations participate in helping to solve the problems of people they live with and serve.

WABC-TV
NEW YORK



NEW YORK

NEW YORK

WCBS-TV

CHANNEL 2

LICENSEE: CBS, Inc.

GROUP: CBS Owned Stations

NETWORK: CBS TV

REPRESENTATIVE: CBS TV National Sales

GENERAL MANAGER: Norman E. Walt, Jr.

EDITORIALIZING: Intermittent

AWARDS: Emmy (1, 5)

HOMELESS CHILDREN

13-part series, part of *Eye on New York*, on care and placement of homeless children. Racial and religious barriers to placement uncovered and reported. Sponsor: Chock Full O' Nuts. 30 minutes (8-19- to 11-18-62).

WHAT'S GOING ON HERE: PRO FOOTBALL MADNESS

Popularity of pro football and resultant madness of fans analyzed with satire and tongue-in-cheek. Sponsors: Marlboro, Hertz, Manhattan Hanover Bank. 60 minutes (12-28-62).

WHY CAN'T THEY SETTLE THE NEWSPAPER STRIKE

Both sides in controversy brought together to analyze the issues, contributing to public knowledge, and hopefully to earlier solution. Not available for sponsorship. 30 minutes (1-13-63).

THE HOUSE THAT JACK BUILT

Suburban architecture and developments in mass-constructed dwellings explored in metropolitan area and Cape Cod. Sponsor: Chock Full O' Nuts. 30 minutes (4-24-63).

ANTONY AND CLEOPATRA

Complete N. Y. Shakespeare Festival production as produced for station and broadcast on opening night in Central Park. Not available for sponsorship. 165 minutes (6-20-63).

NEW YORK

WNBC-TV

CHANNEL 4

LICENSEE: National Broadcasting Co.

GROUP: NBC owned tv stations

NETWORK: NBC TV

REPRESENTATIVE: NBC Spot Sales

GENERAL MANAGER: Theodore H. Walworth, Jr.

EDITORIALIZING: None

SEARCHLIGHT

On crucial final day of negotiations between United Federation of Teachers and Board of Education, a status report. Not sponsored. 30 minutes (9-8-63).

DIRECT LINE

Major gubernatorial candidates questioned by viewers by phone, sometimes by League of Women Voters. Not sponsored. 60 minutes (11-4-62).

V. D. TEENAGE TROUBLE

Report on venereal disease among teenagers showing the increase and exploring reasons, and possible solution. Not sponsored. 30 minutes (4-22-63).

THE AMERICAN FUNERAL

Startling discussion of burial customs preceding by many months the much publicized network presentation. Sponsors: Mobil Oil, P. Lorillard, Bowery Savings Bank. 60 minutes (6-9-63).

LEGISLATIVE REPORT

Roundup from state capital on record of N. Y. State Legislature which had just ended its session. Not available for sponsorship. 30 minutes (4-9-63).

NEW YORK

WNEW-TV

CHANNEL 5

LICENSEE: Metromedia, Inc.

GROUP: Metropolitan Broadcasting

REPRESENTATIVE: Metro TV Sales

GENERAL MANAGER: John E. McArdle

EDITORIALIZING: None

WHAT'S GOING ON HERE*

Satire of world politics, government officials, socialized medicine, situation in Laos, forerunner of trend in topical humor. Sponsors: participating. 30 minutes (7-11 and 12-63).

THE REBIRTH OF JONNY*

True story concerning the love of a therapist for a schizophrenic child. Problems faced by mentally disturbed children. Narrated by David Wayne. Not available for sponsorship. 60 minutes (4-7-63).

IN THIS CORNER: JOE LOUIS*

Documentary of fighter's life and times, featuring films of great fights, interviews of friends, and narrated by Louis. Sponsors: participating. 120 minutes (7-21 & 22-63).

RACE RELATIONS IN CRISIS*

Divergent viewpoints from Negro spokesmen examined. Malcolm X, James Farmer, Wyatt Tee Walker, joined in program with Richard Heffner. Sponsors: participating. 120 minutes (6-16 & 7-14-63).

VNR: THE TRUE STORY OF LOWELL SKINNER*

Interview with Korean War veteran who refused to return to the U. S. Non-repatriation discussed with Allen Dulles, Senator Keating, others. Sponsors: participating. 120 minutes (8-18 & 19-63).

* Made available to other stations.



Key to the City

New York's achievements are tremendous. Inevitably, many of its problems are king-size too. By consistently delineating achievements and problems in proper perspective, a television station of stature and perception performs a vital service, creating greater appreciation of the city's advantages and understanding of its needs.

This is the role WCBS-TV fills. On the one hand, highlighting achievements with precedential broadcasts of Shakespeare from Central Park; of the All-City High School Chorus and Orchestra concert from Philharmonic Hall; of hour-long specials designed to introduce children to the arts. With weekly high-school workshop programs on the history of the musical theatre, and workshop programs to encourage new talent. With college courses broadcast in

cooperation with NYU, Rutgers and Princeton; with biographical portraits of worth-knowing members of the New York-New Jersey-Connecticut community; with in-depth coverage of legislative hearings.

And on the other hand, underscoring problems with bold pictorial investigations of legalized gambling, arrest and seizure laws, the suburban building boom, transportation, the financial needs of our schools, taxes, the plight of working girls in the big city, and the question of individual rights in cases of demolition for public improvements.

The record of significant broadcasts is as varied as the New York community itself. This sensitivity *and response* to the pulsebeat of the nation's greatest city has made CBS Owned WCBS-TV its most respected (and most popular) station.

NEW YORK

NEW YORK

WOR-TV

CHANNEL 9

LICENSEE: *RKO General*

GROUP: *RKO General Broadcasting*

REPRESENTATIVE: *RKO Genl. Natl. Sales*

GENERAL MANAGER: *Robert J. Leder*

EDITORIALIZING: *None*

THE SOUNDS OF SILENCE*

Study of the research on the causes of nerve deafness conducted by Dr. Samuel Rosen in the Republic of The Sudan. Not available for sponsorship. 30 minutes (3-10-63).

TAKE HIS HAND & LEAD HIM*

Documentary on educational and personal plight of New York's mentally ill children and their families. Not available for sponsorship. 60 minutes (5-26-63).

CORONATION FOR THE WORLD*

Coronation of Pope Paul VI, featuring exclusive commentary of Most Rev. Fulton J. Sheen. Not available for sponsorship. 30 minutes (6-30-63).

DAY ON THE MOON*

Entertaining, semi-historical, and scientific delineation of man's fascination with the moon from time of caveman to project Apollo. Sponsors: Local and national participating. 60 minutes (7-2-63).

BREATH AT YOUR OWN RISK*

Documentary on air pollution in New York, its adverse effects on life, health, and its control. Sponsors: Local and national participating. 60 minutes (12-11-62).

* *Made available to other stations.*

NEW YORK

WPIX

CHANNEL 11

LICENSEE: *WPIX, Inc.*

REPRESENTATIVE: *PCB*

GENERAL MANAGER: *Fred M. Thrower*

EDITORIALIZING: *None*

CASTRO, CUBA & COMMUNISM*

An informative report and definitive expose of the Red takeover in Cuba. Sponsor: Thermo-Fax Sales. 60 minutes.

SECRET LIFE OF ADOLF HITLER*

A personality profile of the former Nazi dictator in his social life, using film footage obtained from Hitler's sister. Sponsor: Rootes Motors. 60 minutes.

MOST POWERFUL WOMAN OF THE CENTURY*

A historical first on America's first political demagogue using exclusive footage on the life of Eve Peron. Sponsors: Bayuk, Best Foods, Corn Products, W. A. Sheaffer. 60 minutes.

THE WAR THAT CREEPS*

The war in Vietnam as shot by a Japanese production team who lived with anti-guerilla forces and went on patrol. Sponsors: Bayuk, Manufacturers Trust, Lever. 60 minutes.

RISE AND FALL OF BENITO MUSSOLINI*

An historical primer on the life and times of the Italian dictator including footage on his home life. Sponsors: Bayuk, Colgate-Palmolive, Manufacturers Trust. 60 minutes.

* *Made available to other stations.*

ROCHESTER

WHEC-TV

CHANNEL 10

LICENSEE: *WHEC, Inc.*

GROUP: *Gannett*

NETWORK: *CBS TV*

REPRESENTATIVE: *H-R*

GENERAL MANAGER: *C. Glover De Laney*

EDITORIALIZING: *None*

ONE WAY?

Documentary on the city's one-way street controversy. Program demonstrated the effectiveness of tv reporting techniques, and ability of station to analyze important public questions. Not sponsored. 30 minutes (3-63).

75 FROM SCHOOL NUMBER FIVE

Means by which Rochester Public Schools handle orthopedic and other handicapped children, presenting insight into their activities. Not sponsored. 30 minutes (5-63).

MEETING OF THE WORLD COUNCIL OF CHURCHES

Discussion with Archbishop of Canterbury, Pastor Martin Niemöller of Germany and Dr. Charles Parlin of New York, three of six presidents of the World Council. Not sponsored. 30 minutes (8-63).

ROCHESTER

WOKR

CHANNEL 13

LICENSEE: *Channel 13 Television of Rochester*NETWORK: *ABC TV*REPRESENTATIVE: *Blair TV*PRESIDENT: *Richard C. Landsman*EDITORIALIZING: *None*WHAT'S BEHIND
BEETHOVEN

Rochester Philharmonic Orchestra from Eastman Theater musical demonstration of importance of good music to community. Opened drive for fund to support Civic Music Association. Not available for sponsorship. 60 minutes (2-3-63)

NEGRO HOUSING IN
ROCHESTER

In depth discussion of lack of proper housing facilities for minority groups with movies, stills, etc. Provided info to citizens who couldn't believe these things exist. Not available for sponsorship. 60 minutes (2-5-63)

INTERACTION

Representatives of Jewish, Roman Catholic, and Protestant faiths discuss current issues as they relate to religion. 30 minutes (weekly)

SCHENECTADY

WRGB

CHANNEL 6

LICENSEE: *General Electric Company*NETWORK: *NBC TV*REPRESENTATIVE: *Kutz*GENERAL MANAGER: *J. Milton Lang*EDITORIALIZING: *None*

BLOOD VESSEL SURGERY

Documentary of complex surgical operation performed at Albany Medical Center Hospital. Sponsor: Schenectady General Electric. 60 minutes (9-17-62)

POLLUTION OF THE
MOHAWK RIVER

Documented appalling pollution of a magnificent river by the towns and cities through which it passes. Topic was selected in support of various local and area efforts to clean up the river. Sponsor: Schenectady General Electric. 30 minutes (10-27-62)

OPERATION BREAKTHROUGH

Development of world's first machine capable of reconstituting whole milk from butter, water, and milk powder. Invention has enormous potential impact on New York State's dairy industry, as well as promising nutritional help for underfed children in foreign countries. Not available for sponsorship. 30 minutes (7-8-63)

SYRACUSE

WHEN-TV

CHANNEL 5

LICENSEE: *Meredith Syracuse TV Corp.*GROUP: *Meredith Stations*NETWORK: *CBS TV*REPRESENTATIVE: *Kutz*GENERAL MANAGER: *Paul Abanti*EDITORIALIZING: *As needed*

THE TARNISHED BLADE

Study of alleged corruption in Syracuse Police Department as reported by State Crime Commission Investigation. Not available for sponsorship. 30 minutes (1-1-63)

COMMUNITY CURTAIN CALL

Salute to organizations which earned special Community Chest awards. Performance devoted to two hour "thank you." Not available for sponsorship. 120 minutes (1-28-63)

DON'T BLOW THE TRUMPET

Story of Syracuse University's first interfaith, interracial, international sorority. Organization has solved a serious problem faced by the country. Not available for sponsorship. 30 minutes (5-26 and 6-7-63)

LIGHT IN THE DARKNESS

Documentary in cooperation with Handicapped Council on Alcoholism offering facts about a problem many don't want to face. Not available for sponsorship. 30 minutes (6-5 and 7-17-63)

ONE O'CLOCK SCHOLAR

Salute to Syracuse University's School of Speech, the nation's first, on its 50th anniversary. Changes in teaching techniques in field of communications shown. Not available for sponsorship. 60 minutes (3-16-63)

NEW YORK

SYRACUSE

WSYR-TV

CHANNEL 3

LICENSEE: *Newhouse Broadcasting Corp.*

NETWORK: *NBC TV*

REPRESENTATIVE: *HRP*

GENERAL MANAGER: *E. R. Vadeboncoeur*

EDITORIALIZING: *Monthly*

JAMAICA SCHOOL MARM

Documentary filmed by station in Jamaica tells story of a Syracuse Peace Corps volunteer teacher. Sponsor: Don Elliott Fuel Service. 60 minutes (3-25 and 3-28-63).

THE ERNIE DAVIS STORY

Biography and tribute to Ernie Davis, including highlights of his football career, teammates, teachers, friends and family. Not available for sponsorship. 60 minutes (5-17 and 5-19-63).

THOSE WE CAN HELP

Local school for retarded children showing training, progress, and personnel including an appeal for funds in local drive. Not available for sponsorship. 20 minutes (3-16 and 3-17-63).

INTERNATIONAL FLOWER SHOW

Preview of international flower show in New York, filmed by station cameramen. Sponsor: P & C Food Market. 30 minutes (3-31 and 4-3-63).

FREEDOM'S WEDGE

A look at Guantanamo Naval Base and its importance to the United States, including interviews with New York servicemen and women. Sponsors: Don Elliott Fuel, Pepsi-Cola, Syracuse Savings Bank. 60 minutes (2-12 and 2-14-63).

UTICA

WKTV

CHANNEL 2

LICENSEE: *Mid New York Broadcasting Corp.*

NETWORKS: *NBC TV, ABC TV*

REPRESENTATIVE: *H-R Television*

GENERAL MANAGER: *Gordon Gray*

EDITORIALIZING: *Twice weekly*

YOUR MAYOR SPEAKS

City Hall events, urban renewal, public safety, city progress, airport property among subjects covered. Not available for sponsorship. 15 minutes (monthly).

HIGH SCHOOL QUIZ

Local high schools compete with each other for prizes in their school, encouraging scholastic competition. Not sponsored. 30 minutes (weekly).

YOUR SOCIAL SECURITY

General social security information including new benefits as enacted are reported by local office members. Not available for sponsorship. 15 minutes (weekly).

COMMENT

Important community affairs are discussed, a program of views that make the news. Not available for sponsorship. 25 minutes (weekly).

EXPRESSION

A presentation of works of art from the 50th anniversary showing at the Armory in New York. Sponsor: Mohawk Airlines, 30 minutes (2-17-63).

WATERTOWN

WCNY-TV

CHANNEL 7

LICENSEE: *Brockway Company*

GROUP: *Watertown Daily Times*

NETWORKS: *CBS TV, ABC TV*

REPRESENTATIVE: *Young*

GENERAL MANAGER: *James W. Higgins*

EDITORIALIZING: *None*

URBAN RENEWAL DEBATE

Live, unrehearsed debate between mayor and leading opponent of proposed urban renewal plan for the city. Not available for sponsorship. 60 minutes (1-2-63).

URBAN RENEWAL HEARING

Remote coverage of urban renewal hearing from city council chamber, including final vote by council. Sponsors: participating. 150 minutes (1-7-63).

THE BIG SNOW JOB

Watertown had become internationally famous for snow. Program explored snowfall, efforts to maintain normal activity, removal problem. Not available for sponsorship. 30 minutes (3-27-63).

THE VANISHING SHAME

Film tour of St. Lawrence State Hospital showing new open door policy. Interviews with hospital official and Mental Health Association member. Not available for sponsorship. 30 minutes (5-22-63).

NORTH CAROLINA

ASHEVILLE

WLOS-TV

CHANNEL 13

LICENSEE: Skyway Broadcasting Company

GROUP: Wometco

NETWORK: ABC-TV

REPRESENTATIVE: PGW

GENERAL MANAGER: Martin S. Cohen

EDITORIALIZING: Twice daily

QUESTION OF COLOR?*

Examination of Negro Harvey Gantt's attempt to enter Clemson College. Legal aspect, student's background, why Clemson among topics. Not sponsored. 30 minutes (11-27-62)

THE PRICE OF MODERNIZATION*

Story of modernization of Carolina Division of Champion Paper and Fibre Company. Plant had 600 employees in automation process. Not sponsored. 30 minutes (2-5-63)

GOODBYE DONALDSON*

Story of political football made of Donaldson Air Force Base, reporting past action involving base, suggestion for future development. Sponsor: Greenville Boating. 30 minutes (3-12-63)

SCHOOL DROPOUTS*

Leading educators, dropouts interviewed. Subjects included why drop-outs, reasons, job prospects. Not sponsored. 30 minutes (5-14-63)

HEALTH CAREERS*

Investigation of need for medical personnel, not only doctors, dentists, but nurses, hygienists. Sponsor: Blue Cross-Blue Shield. 30 minutes (6-11-63)

* Made available to other stations.

CHARLOTTE

WBTV

CHANNEL 3

LICENSEE: Jefferson Standard Life Insurance Corporation

GROUP: Jefferson Standard Broadcasting

NETWORK: CBS-TV

REPRESENTATIVE: TVAR

GENERAL MANAGER: Charles H. Crutchfield

MANAGING DIRECTOR: Wallace Jorgenson

EDITORIALIZING: Three times daily

AWARDS: Faith and Freedom Forum Award 1963 (2)

TODAY'S CHURCHES: LEADERS OR LED?†

Interviews with leading ministers, rabbis and pastors of Charlotte churches. Not sponsored. 30 minutes

DUTY, HONOR, COUNTRY†

General MacArthur's farewell address to West Point Cadets with filmed sequences showing story of points made in address. Not sponsored. 30 minutes (7-4-63)

GOVERNOR AND THE STATE†

Governor's reactions to North Carolina's future in economics, racial situations. Not sponsored. 60 minutes (10-9-62)

THE BRIGHT ONES†

Biographical sketch and listings of intentions of a local summer school for exceptionally intelligent students. Not sponsored. 30 minutes (11-14-62)

NEW LUNGS FOR THE VOICE†

A look at the new Voice of America transmitter located in Greensboro, N. C. showing changing operations of the VOVA. Not sponsored. 30 minutes (2-27-63)

† Made available through TAC.

CHARLOTTE

WSOC-TV

CHANNEL 9

LICENSEE: Carolina Broadcasting Co.

GROUP: Miami Valley Broadcasting

NETWORKS: NBC-TV and ABC-TV

REPRESENTATIVE: H-R

GENERAL MANAGER: C. George Henderson

AWARD: Edison Foundation Award as "The Television Station That Best Served Youth" for various programs

HOUR OF OPPORTUNITY

Series delineates opportunities, accomplishments of Charlotte Negro community and points out ways for economic improvement. Not available for sponsorship. 30 minutes (weekly)

COLLEGE CULTURE SERIES

Academic and cultural presentations as well as professional entertainment productions featuring four area colleges. Not available for sponsorship. 30 minutes (weekly)

TARGET: CHARLOTTE CRIME

Discussion between newsmen and city officials on various economic and social problems facing Charlotte citizens. Not available for sponsorship. 30 minutes (9-20-63)

NEW DAY IN THE CAROLINAS

Local social and professional activities and events of interest. Not sponsored. 15 minutes (daily)

THE SPORTSMAN

Water and boat safety promoted for junior high and high school youngsters, demonstrating basic points of various sports. Not sponsored. 30 minutes (weekly)

NORTH CAROLINA Not Reporting: WISE-TV, Asheville; WITN-TV, Greenville-Washington; WMBE-TV, New Bern; WFII, Wilmington.

NORTH CAROLINA

DURHAM

WTVD

CHANNEL 11

LICENSEE: *Capital Cities Broadcasting*

NETWORKS: *CBS TV, NBC TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGERS: *Harmon Duncan,
Floyd Fletcher*

EDITORIALIZING: *None*

MEET THE CANDIDATES

Interviews of Congressional candidates from sixth N. C. district by newsmen. Not available for sponsorship. 30 minutes (9-12-63).

1969

Report on Durham area and urban renewal projects during a bond issue showing changes to take place. Not available for sponsorship. 30 minutes (9-14-62).

NORTH CAROLINA —DIXIE DYNAMO

Court improvement in North Carolina discussed by governor, legislators, judges and civic leaders. Not available for sponsorship. 30 minutes (9-28-63).

90° SOUTH

Report on trip to Antarctica by WTVD news director on a U. S. Navy training mission. Not available for sponsorship. 30 minutes (12-18-63).

REPORT OF THE MAYOR'S INTERIM COMMITTEE ON RACIAL AFFAIRS

Durham mayor explains appointment of community bi-racial committee to obtain voluntary desegregation of public facilities. Not available for sponsorship. 30 minutes (6-4-63).

GREENSBORO

WFMY-TV

CHANNEL 2

LICENSEE: *Greensboro News Co.*

NETWORK: *CBS TV*

REPRESENTATIVE: *HRP*

GENERAL MANAGER: *Gaines Kelley*

AWARDS: *N. C. School Bell Award (1)*

EDITORIALIZING: *Occasionally*

SONS AND DAUGHTERS

Teenagers, their problems, social clubs, plus mayor's report on teen-age activities. Not available for sponsorship. 60 minutes (10-10-62).

IN WHOSE HANDS

A searching among educational leaders concerning the condition of school system and indicating where the responsibilities lie. Sponsor: Gate City Savings and Loan. 60 minutes (5-24-63).

GETTYSBURG*

Centennial celebration documented. Sponsor: Gate City Savings and Loan. 60 minutes (7-17-63).

BULL ON THE WING

A look at what really goes on in ice hockey, particularly through the eyes of one player. Sponsor: Gate City Savings and Loan. 30 minutes (12-4-62).

WHICH WAY TO JUSTICE

Effort to enlighten the people on issues in court reform bill in upcoming general election. Not available for sponsorship. 30 minutes (10-17-62).

* Made available to other stations.

GREENVILLE

WNCT-TV

CHANNEL 9

LICENSEE: *Roy H. Park Broadcasting*

NETWORK: *CBS TV*

REPRESENTATIVE: *Hollingsbery*

GENERAL MANAGER: *A. Hartwell
Campbell*

EDITORIALIZING: *None*

VOA DEDICATION*

Tour of Voice of America facilities explaining work being done and remarks by VIP's. Not available for sponsorship. 30 minutes (2-10-63).

PRESBYTERIAN SESQUICENTENNIAL*

History of Presbyterian Church in North Carolina traced by program. Not available for sponsorship. 30 minutes (4-21, 6-15, and 5-12-63).

ARMED FORCES DAY AT CHERRY POINT

Coverage of open house activities at Marine base. Program of special interest to 75,000 Marines and dependents in area. Not available for sponsorship. 68 minutes (5-18-63).

EDUCATIONAL TV

Merits of educational tv, and station's stand on educational tv network for state explained. Not available for sponsorship. 30 minutes (5-19-63).

LET'S GO TO COLLEGE

News of East Carolina College—features, students, faculty, events. Not available for sponsorship. 30 minutes (weekly).

* Made available to other stations.

NORTH CAROLINA

RALEIGH

WRAL-TV

CHANNEL 5

LICENSEE: Capital Broadcasting Co.

NETWORK: ABC-TV

REPRESENTATIVE: H-R

GENERAL MANAGER: Fred Fletcher

EDITORIALIZING: Daily

LITTLE PEOPLE*

Mental retardation problem tried through various stages from diagnosis to institution and home care. Not available for sponsorship. 60 minutes (1-15-62)

NO MOMENT TO SPARE*

Defense and offense capabilities of Air Force to deliver nuclear weapons or defend against attack. Tour of air command post at Goldboro, N.C. Not available for sponsorship. 30 minutes (4-27-63)

N. C. LEGISLATURE BUILDING*

Tour of \$7 million legislative building prior to opening to the general public. Not available for sponsorship. 30 minutes (1-5-63)

IN MY OPINION*

Discussion of Constitution and Declaration of Independence with Sen. Sam Ervin and historian Dr. Fitch Miller. Not available for sponsorship. 60 minutes (1-10-63)
Second program in this series, debated N.C. Constitutional amendment calling for reorganization of state's court system. 60 minutes (11-1-62)

* Made available to other stations

WASHINGTON

WITN-TV

CHANNEL 7

LICENSEE: North Carolina Television

NETWORK: NBC-TV

REPRESENTATIVE: Venard, Torbet & McConnell

GENERAL MANAGER: W. R. Roberson, Jr.

EDITORIALIZING: None

N. C. CHARTER STAMP CELEBRATION*

North Carolina tercentenary celebration featuring unveiling of stamp by Postmaster General Day. Not available for sponsorship. 60 minutes (4-7-63)

DEDICATION OF VOICE OF AMERICA*

Dedication of VOA installations at Greenville, S.C. by Edward R. Murrow. Not available for sponsorship. 30 minutes (2-8-63)

300th ANNIVERSARY CHURCH SERVICE*

Bath, oldest town in North Carolina, and first Episcopal church in state held services in commemoration of tercentenary. Not available for sponsorship. 60 minutes (3-31-63)

CASWELL OPEN HOUSE

Open house at Caswell Training School, state-operated institution for retarded children in Kinston, N.C. Not available for sponsorship. 30 minutes (5-12-63)

DOUBLE CHANGE OF COMMAND AT CHERRY POINT

Exercise at world's largest Marine Air Station when change of command involving four generals took place. Not available for sponsorship. 60 minutes (8-7 & 8-11-63)

* Made available to other stations

WINSTON-SALEM

WSJS-TV

CHANNEL 12

LICENSEE: Triangle Broadcasting Corp.

NETWORK: NBC-TV

REPRESENTATIVE: PGW

GENERAL MANAGER: Harold Essex

EDITORIALIZING: None

THE QUITTERS*

Analysis of school dropout problem, interviewing actual dropouts, students, educators, employers. Not available for sponsorship. 30 minutes (1-7 and 2-9-63)

WINSTON-SALEM BUSINESS DISTRICT PLAN

Program outlined \$60 million downtown redevelopment plan. Program focused on efforts to improve downtown. Not available for sponsorship. 30 minutes (2-18-63)

GOVERNOR'S SCHOOL*

Story of experimental Governor's School for gifted children from inception of idea to raising of money to instruction. Not available for sponsorship. 30 minutes (3-10-63)

MASHOKO STORY

Missionary work in the African Bush country, relating story of building and operation of hospital in Southern Rhodesia. 60 minutes (6-17-63)

NO STRANGER IN THE HOUSE

Visit of 37 foreign students to Winston-Salem provided exchange of ideas between them and audience. Not available for sponsorship. 30 minutes (7-1 and 7-7-63)

* Made available to other stations

NORTH DAKOTA

FARGO

KXJB-TV

CHANNEL 4

LICENSEE: *North Dakota Broadcasting Co.*

GROUP: *KV Network*

NETWORK: *CBS TV*

REPRESENTATIVE: *Young*

GENERAL MANAGER: *John W. Boler*

EDITORIALIZING: *Three times daily*

THE 164th INFANTRY

Reunion of 164th Infantry which served in Guadalcanal during World War II. Not available for sponsorship. 60 minutes (10-14-62).

REPORT ON ECUMENICAL COUNCIL

Report by Bishop of Fargo Diocese on proceeding of first Ecumenical Council in Rome. Not available for sponsorship. 30 minutes (12-16-62).

FARGO-MOORHEAD SYMPHONY

Four concerts by symphony orchestra to stimulate interest and support. Not available for sponsorship. 30 minutes (monthly).

ELLENDALE STORY

Story of Ellendale State Teachers' College; problems of student recruitment, budget allocations at time when closing was under consideration. Not available for sponsorship. 60 minutes (1-4-63).

PROGRESS, NORTH DAKOTA*

Report on North Dakotans at work, industry in the state, development of natural resources. Sponsor: Greater North Dakota Association. 30 minutes (weekly).

* *Made available to other stations.*

FARGO

WDAY-TV

CHANNEL 6

LICENSEE: *WDAY, Inc.*

NETWORK: *NBC TV*

REPRESENTATIVE: *PGW*

GENERAL MANAGER: *Jack Dunn*

EDITORIALIZING: *occasionally*

BIG STEP FORWARD

Documentary of the development of a rehabilitation home, by local capital and effort in McVile, N. D. Not sponsored. 30 minutes (4-28-63).

THE GOLDEN YEARS*

A report on activity at a nursing home, how the elderly were helped and given a chance to enjoy their golden years through recreational programs. Not available for sponsorship. 30 minutes (11-12-62).

THE FARMER & THE WEATHER

The effect on the farmer of alternate years of drought and flooding, how weather extremes affect the economy of the area. Not available for sponsorship. 30 minutes (6-22-62).

URBAN RENEWAL

The reasons for and against an urban renewal project examined to clarify information on the project for the voters. Not available for sponsorship. 30 minutes.

AN ETV CARNIVAL

Film of a school carnival at Halsted, Minn., and report on desires of citizenry to have educational tv. Not available for sponsorship. 20 minutes (2-3-63).

* *Made available to other stations.*

OHIO

AKRON

WAKR-TV

CHANNEL 19

LICENSEE: *Summit Radio Corp.*

NETWORK: *ABC TV*

REPRESENTATIVE: *Raymer*

GENERAL MANAGER: *Roger G. Berk*

EDITORIALIZING: *None*

NEIGHBORHOOD FORUMS

Eight groups in various parts of the city participate in discussion, followed by questions phoned in by viewers, which participants answer. Not available for sponsorship. 60 minutes (series).

NORTH DAKOTA Not Reporting: KEYR-TV, KAMB-TV, Bismarck; WDAY-TV, Fargo; KNOX-TV, Grand Forks; KXMC-TV, Minot; KOND-TV, Pembina; KXJB-TV, Valley City.

OHIO Not Reporting: WKRC-TV, Cincinnati; WFMJ-TV, WKBN-TV, Youngstown; WHIZ-TV, Zanesville.

OHIO**CINCINNATI****WCPO-TV**

CHANNEL 9

LICENSEE: *Scripps-Howard Broadcasting*GROUP: *Scripps-Howard*NETWORK: *CBS TV*REPRESENTATIVE: *Blair*GENERAL MANAGER: *M. C. Waters***NEWPORT—A YEAR OF TURMOIL**

Study and analysis of the efforts of reform groups to rid the community of vice and corruption. Not available for sponsorship. 30 minutes. 10-20-62.

OPERATION ELECTION

Demonstration of the proper way for precinct workers to handle ballots and count and tabulate votes at election time. Not available for sponsorship. 30 minutes. 10-10-62.

HE NEVER QUILS

Story of Maurice Stokes, paralyzed by encephalitis at the peak of his career as star of the Cincinnati Royals. Not available for sponsorship. 30 minutes. 3-27-63.

TARGET—CINCINNATI

Explanation of the use of Cincinnati as a practice target by B-75 Hustler Bombers with resultant "out losses." Not available for sponsorship. 30 minutes. 5-5-62.

IMPACT

A panel representing various political and sociological viewpoints in the community. Not available for sponsorship. 30 minutes (weekly).

CINCINNATI**WLW-TV**

CHANNEL 5

LICENSEE: *Crosley Broadcasting Corp.*GROUP: *Crosley*NETWORK: *NBC TV*REPRESENTATIVE: *Crosley, Bomar
Loicence; Petry*GENERAL MANAGER: *James H. Burgess*

AWARDS: *International Association of Advertising Agencies Gold Medal Award (1); Runner-up on Columbus, Ohio, Film Festival in Documentary Category (2); Alfred P. Sloan Award for Highway Safety (4)*

EDITORIALIZING: *None***DECISION FOR A CITY***

In support of a bond issue, depicted conditions of downtown core and river front areas and compared what other cities had done to revitalize theirs. Not available for sponsorship. 30 minutes (10-29 and 10-31-62).

THE LAST PROM*

Folly of reckless driving with teenagers during what is usually a pleasantly memorable evening dramatized. Sponsors: Ohio Appliances, RCA Products. 30 minutes (5-26-63).

TWO FACES OF GAMBLING*

Principals discuss pro and con of gambling and the effects in a city when largely eliminated, as illustrated in Newport, Kentucky. Sponsors: Ohio Appliances, RCA Products. 30 minutes (8-27-63).

SIGNAL 3

Series of quiz programs concerning highway safety education for young people. Sponsor: H. H. Meyer Packing. 30 minutes (weekly).

TV IN EDUCATION

Special program telecast from aircraft to ground to demonstrate use of ETV in Cincinnati. Not available for sponsorship. 30 minutes. 3-21-63.

* Made available to Crosley stations.

CLEVELAND**KYW-TV**

CHANNEL 3

LICENSEE: *Westinghouse Broadcasting Co.*GROUP: *Group W Stations*NETWORK: *NBC TV*REPRESENTATIVE: *TU-AR*GENERAL MANAGER: *George Mathieson*AWARDS: *Ohio State Award (2)*EDITORIALIZING: *Daily***OPEN CIRCUIT**

Direct phone contact with people in the news with a moderating host asking questions. Participating sponsorship. 30 minutes (weekly).

BARNABY GOES TO PLYMOUTH*

Barnaby, a children's show character, visited Plymouth, Massachusetts, and celebrated a history of Thanksgiving. Sponsor: McDonald's Hamburgers Shops. 60 minutes (11-21-62).

CHILDREN'S CONCERT*

Robert Shaw conducted the Cleveland Orchestra in a program of good music designed to appeal to children. Sponsor: Central National Bank. 90 minutes (5-10-62).

ARMS AND THE MAN*

Classic comedy by George Bernard Shaw produced in cooperation with the Cleveland Playhouse. Sponsors participating. 90 minutes (5-6-62).

DISCUSSION WITH WILL IRWIN*

Malcolm X, leader of the Black Muslims, and Mr. Irwin debated and discussed the Black Muslims in regular discussion program. Sponsors participating. 60 minutes (7-6 and 7-13-63).

* Made available to other stations.

OHIO**CLEVELAND****WEWS-TV**

CHANNEL 5

LICENSEE: *Scripps-Howard
Broadcasting Corp.*GROUP: *Scripps-Howard*NETWORK: *ABC TV*REPRESENTATIVE: *Blair*GENERAL MANAGER: *James C.
Hanrahan*AWARD: *Nationalities Services Center
(1); Gold Bell Award (2); Tyla
M. Conway award (2)*EDITORIALIZING: *None***ALL-NATIONS FESTIVAL**

1,000 participants from 41 nationality groups; dancing and singing and re-enactment of the swearing-in of 300 citizens. Sponsors: Participating. 90 minutes (9-27-62).

CONSECRATION OF A BISHOP

Ceremony consecrating Monsignor Clarence E. Elwell, Cleveland diocesan school superintendent since 1946, as auxiliary bishop. Not available for sponsorship. 170 minutes (12-21-62).

TOWN MEETING

Debate on subject of proposed amendment which would permit Sunday sale of specified merchandise. Not available for sponsorship. 60 minutes (10-25-62).

A DAY IN JAIL

Procedures of admittance and conditions existing in Cuyahoga County Jail were revealed to viewers by newsman posing as a new prisoner. Not available for sponsorship. 30 minutes (7-21-63).

RABBI SILVER

The 70th birthday of the Jewish leader, Rabbi Abba Hillel Silver, was marked by a special telecast of festivities from the temple. Not available for sponsorship. 30 minutes (1-20-63).

CLEVELAND**WJW-TV**

CHANNEL 8

LICENSEE: *Storer Broadcasting Co.*GROUP: *Storer*NETWORK: *CBS TV*REPRESENTATIVE: *Storer TV Sales*GENERAL MANAGER: *Robert S.
Buchanan*AWARDS: *American Legion Golden
Mike (1); Radio-TV Council of Clevel-
land (1, 2); 1962 AFTRA award (4)***JUNIOR OLYMPICS**

Summer playground activity conducted jointly by Cleveland Board of Education and city of Cleveland Recreation Dept. Not available for sponsorship. 30 minutes (series).

ADVENTURE ROAD*

Travel-adventure series featuring world travelers, explorers, photographers. Sponsors: participating. 60 minutes (series).

THE FREEWAY DILEMMA

Local documentary based on editorial research into local freeway jurisdictional problems. Not available for sponsorship. 30 minutes (series).

CLEVELAND CAUCUS

* Made available to other stations.

Discussion series based on interview with local dignitaries, hosted by Sidney Andorn. Not available for sponsorship. 30 minutes (series).

COLUMBUS**WLW-C**

CHANNEL 4

LICENSEE: *Crosley Broadcasting Corp.*GROUP: *Crosley*NETWORK: *NBC TV*REPRESENTATIVE: *Crosley and Petry*GENERAL MANAGER: *Walter E. Bartlett*AWARD: *Ohio State (4)*EDITORIALIZING: *None***CHRISTMAS IN THE AIR**

Film of the increasing tempo of Christmas activities in the city. Music of the voices of Walter Schumann. Sponsor: State Automobile Mutual Insurance Co. 30 minutes (12-23-62).

SPECIAL REPORT: KRABACH*

First major tv appearance of Richard L. Krabach, controversial Ohio State Finance Director, interviewed by members of the Ohio Legislative Correspondents Assn. Sponsors: participating. 30 minutes (5-6-63).

VIEWPOINT: BLUE LAWS

Debate between a leading opponent and proponent of the Ohio Blue Law Amendment on the November ballot. Sponsor: Nationwide Insurance. 30 minutes (10-29-63).

PROBE: ONE IN THREE

Documentary of the school dropout problem in Columbus. School, welfare and government officials gave their views. Not available for sponsorship. 30 minutes (8-26-63).

COMMUNION FOR SICK AND SHUT-IN

* Made available to other stations.

Members of churches help the sick and shut-in take communion in their homes on World-Wide Communion Sunday. Not available for sponsorship. 30 minutes (10-7-62).

OHIO

COLUMBUS

WTVN-TV

CHANNEL 6

LICENSEE: *Taft Broadcasting Company*

NETWORK: *ABC TV*

GROUP: *Taft*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Robert C. Wiegand*

AWARDS: *Boy Scouts of America Outstanding Service Award (3); Veterans of Foreign Wars Outstanding Service Award (4); City of Columbus, Ohio, Outstanding Service Award (5)*

EDITORIALIZING: *Daily*

TO THE MOON AND BEYOND†

COLUMBUS TOMORROW*

BOY SCOUT SPECIAL*

1963 VOICE OF DEMOCRACY CONTEST FINALISTS*

FUN FOR EVERYONE

* *Made available to other stations.*
† *Made available through F.A.C.*

Interview with Dr. Werner von Braun concerning the current status of the U.S. in the space race followed by plans of missiles and personnel in the space program. Not sponsored. 30 minutes (5-27-63)

Interview with the City Planning Commission on the comprehensive master plan for the city of Columbus with illustrations. Sponsor: Buckeye Federal Savings and Loan Company. 30 minutes (10-3-63)

Live studio program of kick-off breakfast meeting of BSA officials outlining campaign plans to volunteer. Not available for sponsorship. 60 minutes (3-16-63)

Six finalists in essay writing contest for high school student appeared to present their winning essays. Not available for sponsorship. 30 minutes (3-3-63)

Groups from various City Recreation Parks demonstrate their activities in health, fitness, sports, drawing, crafts, etc. Not available for sponsorship. 30 minutes weekly

DAYTON

WHIO-TV

CHANNEL 7

LICENSEE: *Miami Valley Broadcasting Corp.*

GROUP: *Cox Broadcasting*

NETWORK: *CBS TV*

REPRESENTATIVE: *Hollingsbery*

GENERAL MANAGER: *Robert H. Moody*

EDITORIALIZING: *None*

WHIO-TV REPORTS

NEWS IMPACT

TECHNOLOGY FOR TOMORROW

Debate on "Strong mayor" form of government vs. present city manager form, to be voted on the following day. Not available for sponsorship. 30 minutes (5-5-63)

Exclusive film on the landing of the C-141 in Marietta, Ga. including interview with Senator B. Goldwater. Sponsor: Dayton Power and Light Co. 30 minutes (5-26-63)

Exclusive film and interview on the development and research of the B-70, with officers and civilians from Wright-Patterson Air Force Base. Not available for sponsorship. 30 minutes (3-15-63)

DAYTON

WLW-D

CHANNEL 2

LICENSEE: *Crosley Broadcasting Corp.*

GROUP: *Crosley*

NETWORK: *ABC TV, NBC TV*

REPRESENTATIVE: *Crosley Sales*

GENERAL MANAGER: *George Gray*

EDITORIALIZING: *None*

JOE LONGSTRETH CHRISTMAS PROGRAM

KINDER CONCERT

A CONVERSATION WITH S. C. ALLYN

THE CITY MANAGER ANSWERS

Imaginative presentation of the Christmas story with Mr. Longstreth portraying a clown and original carols played on a harp. Not available for sponsorship. 30 minutes (12-23-62)

Live coverage of a concert specially oriented for kindergarten children by the Dayton Philharmonic Young People's Concert Orchestra. Sponsors: Dayton Divisions, General Motors, Dayton Power and Light. 30 minutes (12-25-62)

News director talked informally with the retiring president of the National Cash Register Company. Not available for sponsorship. 30 minutes (12-2-62)

Dayton City Manager answered criticisms directed at the city government and reported on the problems of the city government. Not available for sponsorship. 30 minutes (3-11-63)

OHIO

LIMA

WIMA-TV

CHANNEL 35

LICENSEE: *WLOK, Inc.*

NETWORK: *ABC TV, NBC TV*

REPRESENTATIVE: *Meeker*

GENERAL MANAGER: *Jack Spring*

EDITORIALIZING: *None*

WIMA FORUM

Debate on Ohio's Blue Law Amendments followed by question and answer period via telephone. Not available for sponsorship. 60 minutes (10-21-62).

1962 ELECTION BALLOT

League of Women Voters presented the candidates and ballot, showing the correct use of election voting machines. Not available for sponsorship. 40 minutes (11-4-63).

LIMA-LAND REPORT

Interviews between college students and faculty concerning questions of interest to both. Sponsor: Metropolitan Bank. 30 minutes (3-17, 3-24-63).

LET'S LEARN SPANISH

Part of a series in educational television giving instruction in Spanish to all schools in Allen County. Not available for sponsorship. 30 minutes (10-2-62).

KNOW YOUR SCHOOLS

Members of the Board of Education introduced new teachers to the students and parents of the area. Not available for sponsorship. 30 minutes (10-5-62).

STEUBENVILLE

WSTV-TV

CHANNEL 9

LICENSEE: *Rust Craft Broadcasting Company*

NETWORK: *ABC TV, CBS TV*

GROUP: *Rust Craft Stations*

REPRESENTATIVE: *PGW*

GENERAL MANAGER: *Theodore Eiland*

EDITORIALIZING: *Bi-weekly*

FALLOUT IN THE OHIO VALLEY*

Documentary featuring industry representatives and municipal officers regarding progress made in air pollution control. Not sponsored. 30 minutes (8-9-63).

INDUSTRY LOOKS AHEAD

* *Made available to other stations.*

Forum type program involving executive officers of area steel mills and manufacturing plants with discussion of business forecast for 1963. Not available for sponsorship. 30 minutes (12-30-62).

TOLEDO

WSPD-TV

CHANNEL 13

LICENSEE: *Storer Broadcasting Corp.*

GROUP: *Storer*

NETWORK: *ABC TV*

REPRESENTATIVE: *Storer TV Sales*

GENERAL MANAGER: *Keith McKinney*

EDITORIALIZING: *Daily*

MIDNIGHT SERVICES*

Remote telecast of Episcopalian midnight Christmas services at Holy Trinity Church. Sponsor: Page Dairy Co. 30 minutes (12-24-63).

OPERATION RAD*

In-depth study of potential private enterprise's use of Rossford Army Depot when vacated by U. S. Army. Not available for sponsorship. 30 minutes (4-21-63).

PORT OF TOLEDO*

Special film documentary on the growth and future potential of Toledo Port facilities. Sponsor: Toledo Edison Co. 30 minutes (11-11-62).

LANDMARK AT LAGOONA*

* *Made available to Storer stations.*

Documentary on the development of the nuclear reactor under construction at Monroe, Michigan. Sponsor: Toledo Edison Co. 30 minutes (7-9-63).

OHIO**TOLEDO****WTOL-TV**

CHANNEL 11

LICENSEE: *Community Broadcasting Co.*NETWORK: *CBS TV*REPRESENTATIVE: *H-R Television*GENERAL MANAGER: *Thomas S. Bretherton*EDITORIALIZING: *Weekly***RESCUE**

On the scene coverage of Rescue Squad operations in Toledo, plus an examination of training and background of squad members. Sponsor: People's Savings and Loan Assn. 30 minutes (2-12-63)

CHILDREN OF SATURDAY

A report on Lucas County's effort to provide training facilities for retarded children. Not available for sponsorship. 30 minutes (3-27-63)

DEFEAT FOR DECAY

Report of self-help efforts of Toledoans to rehabilitate their homes and neighborhoods. Not available for sponsorship. 30 minutes (5-22-63)

IMAGE INDUSTRY

Behind-the-scenes tour of Toledo's major manufacturing plants, plus interviews with top management in each facility. Not available for sponsorship. 15 minutes weekly

MR. CONGRESSMAN

An examination of the U. S. Congress, filmed in Washington and featuring Ohio's congressmen. Sponsor: People's Savings and Loan Assn. 30 minutes (6-20-63)

YOUNGSTOWN**WYTV**

(formerly WKST-TV)

CHANNEL 33

LICENSEE: *WKST-TV, Inc.*GROUP: *Communications Industries, Inc.*NETWORK: *ABC TV*REPRESENTATIVE: *Young*GENERAL MANAGER: *Harry W. Reith*EDITORIALIZING: *None***RELIGION IN PUBLIC SCHOOLS**

Group of religious leaders, lay and clerical, discussed Supreme Court School Prayer decision. Not available for sponsorship. 105 minutes (9-12-62)

IS COST OF MEDICAL CARE TOO HIGH

Representatives of County Medical Society, local hospital, Blue Cross, drug wholesaler, answer and discuss viewer telephoned questions. Not available for sponsorship. 115 minutes (9-26-62)

ALCOHOLISM

Head of local alcoholic clinic, Episcopal minister, psychiatrist, answer viewers' questions. Not available for sponsorship. 122 minutes (10-17-63)

JOHN BIRCH-ADA

Area members of the John Birch Society and Americans for Democratic Action, answer viewers' questions on aims and attitudes. Not available for sponsorship. Birch show 191 minutes, ADA 126 (11-14 and 11-21-63)

CENSORSHIP

Local theater manager, Playhouse director, librarian, and newspaper drama critic discuss effects of censorship. Not available for sponsorship. 90 minutes (1-16-63)

OKLAHOMA**OKLAHOMA CITY****KOCO-TV**

CHANNEL 5

LICENSEE: *Cimarron Television Corporation*NETWORK: *ABC TV*REPRESENTATIVE: *Blair*GENERAL MANAGER: *Ben West*EDITORIALIZING: *None***LAND, WOOD, WATER***

Senator Robert S. Kerr discussed his plans for the conservation of land, wood and water in Oklahoma. Not available for sponsorship. 30 minutes (1-1-63)

FLIGHT TO YESTERDAY

A study of role played by Oklahoma in the aviation industry and the contributions made to progress in this area. Sponsor: Consumers Co-op. 30 minutes (9-10-62)

HORSE IN OKLAHOMA

A study of the history of the horse in the Southwest using old films and photos as well as current films of horses. Sponsor: Consumers Co-op. 30 minutes (3-63)

TO SAVE THIS LAND

Discussion of the methods Oklahoma conservationists used to save the soil in the state following the "Dust Bowl." 30 minutes (8-1-63).

* Made available to other stations

OKLAHOMA Not Reporting: KTEX, Ada; KXII, Ardmore; KSWB-TV, Elk City; KAUZ-TV, KSWO-TV, KFDX-TV, Lawton; KTUL-TV, Tulsa.

OKLAHOMA CITY

KWTV

CHANNEL 9

LICENSEE: *Oklahoma Television Corp.*NETWORK: *CBS TV*REPRESENTATIVE: *Petry*GENERAL MANAGER: *Edgar T. Bell*AWARDS: *Sigma Delta Chi award (1);
United Press International Broad-
casters of Oklahoma award (1);
Marshall Gregory award sponsored
by Oklahoma Education Assn. (5)*EDITORIALIZING: *Daily*

WAR AT OXFORD*

Rioting, in a six-day period, that followed James Meredith's admission to Ole Miss. KWTV reporters were only tv representatives in Lyceum during night of riots. Not available for sponsorship. 30 minutes (2 and 7-10-62).

FRANKLY SPEAKING

Weekly discussion program by news director Bruce Palmer on public affairs. Interviews with important government officials. Not available for sponsorship. 30 minutes (Series).

THE ARMS RACE

Analysis of arms control on the U. S. and Russia, economic factors, security problems, etc., by Dr. Waldo Stephens, authority on international affairs. Not available for sponsorship. 30 minutes (Series).

DAY IN A TROUBLED CITY

Two KWTV reporters who produced *The War at Oxford* returned to Jackson following the murder of Medgar Evers and talked with officials and local citizens. Not available for sponsorship. 30 minutes (6-16-63).

SCHOOL DAYS: AN EVOLUTION AND REVOLUTION

Program about the new trend in curriculum within schools in metropolitan Oklahoma City area. Why the change came about. Not available for sponsorship. 30 minutes (4-24-63).

* Made available to other stations.

OKLAHOMA CITY

WKY-TV

CHANNEL 1

LICENSEE: *WKY Television System*GROUP: *WKY Television System*NETWORK: *NBC TV*REPRESENTATIVE: *Katz*GENERAL MANAGER: *Norman P. Bagwell*EDITORIALIZING: *Occasionally*

THE RIDE TO RED INK

Problems of American railroads in American economy with particular emphasis on Oklahoma. Not available for sponsorship. 30 minutes (9-21-62).

SYMPHONY REHEARSAL

Telecast of Oklahoma City Symphony Orchestra in color from WKY studios. Not available for sponsorship. 30 minutes (2-11-63).

SENIOR SENATOR

Film documentary of the life of the late Senator Robert A. Kerr. Not sponsored. 30 minutes (1-8-63).

THE WILEY POST STORY

Documentary of the life of Wiley Post, one of Oklahoma's most famous citizens. Sponsor: Champlin Oil and Refining. 30 minutes (2-25-63).

COOPER COMES HOME

Live coverage of the astronaut Cooper homecoming parade and Science Symposium from Shawnee Oklahoma. Sponsor: Oklahoma Gas and Electric Co. 210 minutes (6-29-63).

TULSA

KOTV

CHANNEL 6

LICENSEE: *Corinthian Broadcasting Corporation*GROUP: *Corinthian*NETWORK: *CBS TV*REPRESENTATIVE: *H-R*GENERAL MANAGER: *George A. Stevens*EDITORIALIZING: *Daily*

3 FEET OF BRICK

The progress of the "John Zink Tulsa Trackburner," the Tulsa entry in the Indianapolis 500. Sponsor: National Bank of Tulsa. 60 minutes (5-29-63).

HIDDEN WORLD OF OPERA*

An opera production from the initial rehearsals to dress rehearsal and opening night. Not available for sponsorship. 30 minutes (2-27-63).

EDUCATIONAL TELEVISION — SPECIAL

Film and videotape excerpts of educational TV programs seen in this area to bring public attention to the contributions of ETV. Not available for sponsorship. 30 minutes (11-14-62).

THIS DIRECTION, THIS COUNT, THE LITANY OF A LINE COACH

Program concentrating of the work of football rather than the glamour, showing regular practice sessions of local team. Not available for sponsorship. 30 minutes (9-22-62).

THE TOLERABLE LIMIT

Documentary on existing road and traffic conditions in the city of Tulsa with recommendations for improvement of same. Not available for sponsorship.

* Made available to other stations.

TULSA

KVOO-TV

CHANNEL 2

LICENSEE: *Central Plains Enterprises*

NETWORK: *NBC-TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *John Devine*

EDITORIALIZING: *Occasionally*

TULSA MEETS THE PRESS

ROBERT S. KERR
1896-1963

OPERATION SUGARCUBE*

BOND ISSUE — PROGRESS

CONSECRATION OF A BISHOP

* Made available to other stations.

Local press interview of state highway director. Not sponsored. 40 minutes. 10-21-62.

Obituary of the late Senator. Not available for sponsorship. 30 minutes. 1-6-63.

President of Tulsa County Medical Association explained new Sabin Oral Vaccine. Not available for sponsorship. 15 minutes. 1-26-63.

Panel discussion on upcoming bond issue for expressway construction. Not available for sponsorship. 40 minutes. 5-1-64 and 5-6-63.

Consecration ceremony of Episcopal Bishop of Oklahoma Diocese. Not available for sponsorship. 60 minutes. 5-25-63.

OREGON

MEDFORD

KMED-TV

CHANNEL 10

LICENSEE: *Radio Medford, Inc.*

NETWORK: *ABC-TV, NBC-TV*

REPRESENTATIVE: *Hollingbery*

GENERAL MANAGER: *Ray Johnson*

EDITORIALIZING: *None*

MERCY FLIGHTS

FEAST OF LIGHTS

WHAT YOU DON'T KNOW ABOUT CANCER

SOUTHERN OREGON CULTURAL UPSWING

PROGRESS: MENTAL HEALTH IN OREGON

Local commentary on the history and community service of the nation's only air ambulance service. Sponsor: Security Insurance Company. 30 minutes. 9-29-62.

Tableau accompanied by poetry and music telling the stirring story of Christmas. Not sponsored. 30 minutes. 12-20-62.

Doctor's panel and phone-in questions on cancer to educate and inform. Not sponsored. 40 minutes. 1-7-63.

Discussion report on the summer cultural activities including the Shakespearean Festival and the new Peter Britt Music & Arts Festival. Not sponsored. 30 minutes. 6-13-63.

Discussion between new Oregon director of Mental Health, his assistant, a state senator, and local public health officer on strides in state hospitals. Not sponsored. 30 minutes. 6-17-63.

PORTLAND

KATU

CHANNEL 2

LICENSEE: *Fisher Broadcasting Company*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *William J. Hubbach*

EDITORIALIZING: *None*

THE FESTIVAL OF THE NINE LESSONS AND CAROLS

M.D. NORTHWEST

FIRE DANGER

CHALLENGE

DATeline-STATEHOUSE

Patterned on the service presented annually on Christmas Eve at Kings College Chapel in Cambridge, England. Not available for sponsorship. 60 minutes. 12-21-62.

Complete coverage of a Caesarian delivery from Emanuel Hospital to educate the public on this type of birth. Not available for sponsorship. 30 minutes. 4-19-63.

Station representative and a member of the board of Keep Oregon Green provide a timely message on fire care in the forests. Not available for sponsorship. 30 minutes. 5-26-63.

A Roman Catholic priest, and Jewish rabbi and a Lutheran pastor give their opinions and recommendations on our everyday challenges. Not basically concerned with religious subjects. Not available for sponsorship. 30 minutes weekly.

Oregon legislators report the legislature's activities that week. Not available for sponsorship. 30 minutes weekly.

OREGON

PORTLAND

KGW-TV

CHANNEL 8

LICENSEE: Pioneer Broadcasting Company

NETWORK: NBC TV

GROUP: Crown Stations

REPRESENTATIVE: Blair

GENERAL MANAGER: Walter E. Wagstaff

AWARDS: Sigma Delta Chi award for Public Service in Television (1); 1963 Mental Health Association of Oregon award (3)

EDITORIALIZING: Occasionally

POLLUTION IN PARADISE*

Presentation of the problems of air and water pollution from the point of view of Oregon, the Northwest and the nation. Sponsors: participating. 60 minutes (11-21-62).

WEDNESDAY'S CHILD*

Documentary of the problems of Oregon State's aid to dependent children welfare program, because of controversy and criticism of the program. 60 minutes (5-17-63).

ONE-TWO-THREE OF MENTAL HEALTH

Ramifications of mental health under auspices of Ohio State Mental Health Assn. 30 minutes (series).

VIEWPOINT

All candidates in the House and Senate elections were invited and appeared on two special programs in an equal-time discussion. Not available for sponsorship. 30 minutes (11-62).

AMERICAN POLICY OF THE FAR EAST

History of the Far East to give understanding of changes in political and economic conditions which have a basis in foreign policy. Not available for sponsorship. 30 minutes (1-27 to 4-21-63).

* Made available to other stations.

PORTLAND

KOIN-TV

CHANNEL 6

LICENSEE: Mount Hood Radio and Television Corp.

NETWORK: CBS TV

REPRESENTATIVE: HRP

GENERAL MANAGER: C. Howard Lane

EDITORIALIZING: Occasionally

THE SOUNDS OF LEARNING

Documentary about the educational job Portland Public schools are doing, climaxed with an editorial statement supporting passage of the special bond election. Not available for sponsorship. 30 minutes (4-23-63).

THE LONGEST SUMMER

Analysis, via interview technique, of the question of youth employment. Not available for sponsorship. 30 minutes (5-13-63).

WORLD ACCENT

Discussion of international affairs by Dr. Frank Munk, former advisor for Radio Free Europe. Not available for sponsorship. 30 minutes (series).

REPORT TO THE PEOPLE*

Governor Mark C. Hatfield's report to the citizens of Oregon on the legislative process and activity during biennial legislative session. Not available for sponsorship. 30 minutes (bi-weekly).

LET'S FACE IT

Panel interviewed distinguished people on important public issues, moderated by ex-governor Robert Holmes. Not available for sponsorship. 30 minutes (weekly).

* Made available to other stations.

PENNSYLVANIA

ALTOONA

WFBG-TV

CHANNEL 10

LICENSEE: Triangle Publications

GROUP: Triangle

GENERAL MANAGER: John Stilli

EDITORIALIZING: Daily

ALTOONA-JOHNSTON EDUCATIONAL BROADCAST COUNCIL*

28 county superintendents of schools and representatives of parochial schools program a daily segment with educational films produced and furnished by the Dept. of Public Instruction. Not available for sponsorship. 30 minutes.

FARM HOME & GARDEN*

Program produced by Penn State University presenting new ideas in farming, for the home and garden. Not available for sponsorship. 30 minutes (daily).

FRONTIERS OF KNOWLEDGE*

Series produced with leading universities and laboratories on learned subjects. Sponsor: Colgate. (monthly).

SECOND CHAIR

Interview program originating from the Penn State University. 15 minutes (daily).

YOUR COMMUNITY IN ACTION*

Discussion program in which four outstanding community leaders question one or more special guests on a given subject. Not available for sponsorship. (series).

* Made available to other stations.

PENNSYLVANIA Not Reporting: WGAL-TV, Lancaster; WHP-TV, Harrisburg; WLYH-TV, Lebanon-Lancaster; WSBA-TV, York; WJAC-TV, WARD-TV, Johnstown.

PENNSYLVANIA

ERIE

WSEE-TV

CHANNEL 35

LICENSEE: *Great Lakes Television Co.*

NETWORK: *ABC TV, CBS TV*

REPRESENTATIVE: *Meeker*

GENERAL MANAGER: *Edward G. Zellefron*

EDITORIALIZING: *None*

PROBE

Panel program with staff newsmen as moderator, and guest emphasis on local matters. 30 minutes. Weekly.

KOREAN ORPHAN'S CHOIR

Special program to present the story of Korean orphans. Selections by the choir and interviews with representatives traveling with choir. Sponsor: Security People Fund Co. 30 minutes. (2-20-63).

CAROLS OF CHRISTMAS

Program featured St. Bernhart Academy choir presenting Christmas carols and other Christmas songs. Not available for sponsorship. 30 minutes. (12-20-62).

SOS-STORM ORGANIZING SERVICE

Erie and area suffered extremely heavy snow storm. SOS provided periodic reports on snow warning, traffic control, highway conditions, emergency messages, public service announcements. Sponsor: First National Bank. (12-10 & 12-11-63).

ERIE ZOOLOGICAL SOCIETY

Variety show with show business personalities to raise funds for newly founded Zoological Society to add new facilities and new animals for the Erie Zoo. Not available for sponsorship. 60 minutes (3-31-63).

HARRISBURG

WTPA-TV

CHANNEL 27

LICENSEE: *Neichouse Broadcasting Corporation*

GROUP: *Neichouse*

NETWORK: *ABC TV*

REPRESENTATIVE: *HRP*

GENERAL MANAGER: *Paul S. Abbott*

EDITORIALIZING: *None*

CAPITOL CORRESPONDENTS

Newsmen interview top figures on the Commonwealth political scene. Sponsor: Holiday Motor Hotel. 30 minutes. series.

GOVERNOR'S INAUGURATION

Coverage of Governor Scranton's Inauguration and Inaugural Parade. Sponsor: Pomeroy's Department Store. 150 minutes. (1-15-63).

CHRISTMAS EVE SERVICES

Presentation of the Candle Light Services on Christmas Eve. Sponsor: Masland Carpets. (12-24-62).

TREE LIGHTING SERVICES

Coverage of the carol singing and the lighting of the tree at the state capitol building during the Christmas season. Not sponsored. 30 minutes (12-19-62).

PHILADELPHIA

WFIL-TV

CHANNEL 6

LICENSEE: *Triangle Publications, Inc.*

GROUP: *Triangle*

NETWORK: *ABC TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *Roger W. Clipp*

AWARDS: *Blakeslee Award, International Film Festival Award (3)*

EDITORIALIZING: *Weekly*

1962 ELECTION COVERAGE

Coverage of election results by district or ward in Philadelphia and its suburbs with interviews of party candidates. Sponsors: Schmidts of Philadelphia, General Mills, Coca-Cola. 300 minutes. (11-6-62).

1963 INAUGURAL COVERAGE: PENNSYLVANIA ELECTS A GOVERNOR*

The story of the inauguration including the oath given by Chief Justice Bell, the inaugural parade, and the ball from Zombo Mosque. Not available for sponsorship. 210 minutes. (1-5-63).

THE MAN MADE HEART*

A summary of some of the surgical procedures made possible by the heart-lung machine and preparation of possible future developments. Sponsor: Colgate Pulpalvive. 30 minutes. (1-22-63).

LAND OF DISTELFINK*

Tour of the Pennsylvania Dutch Folk Festival at the Kutztown Fair featuring traditional customs of the Mennonites and the Amish. Sponsors: participating. 30 minutes. (9-25-62).

SHEPPTON MINE DISASTER

Overall report of the mine disaster, rescue operations and the actual recovery with interviews with the rescued miners. Not available for sponsorship. 150 minutes. (8-63 and 9-63).

* Made available to other stations

PENNSYLVANIA

PHILADELPHIA

WCAU-TV

CHANNEL 10

LICENSEE: *Columbia Broadcasting System, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *CBS TV National Sales*

GENERAL MANAGER: *John A. Schneider*

AWARDS: *Sidney Hillman, National Academy of Television Arts & Sciences Regional Award, American Baptist Convention Award, Ohio State (1); American Baptist Convention Television Award, Ohio State Award, McCall's Golden Mike (3); Ohio State Award (5)*

EDITORIALIZING: *Occasionally*

CONFORMITY*

Documentary study of ways in which conformist attitudes have crept into the life of Americans, threatening to stifle creative thinking. Sponsor: Menley & James. 60 minutes (12-26-62 & 1-30-63).

THE DISSENTERS

Host Jean Shepherd spoke each week with a representative of a minority viewpoint. Not sponsored. 30 minutes (weekly).

TOTTLE*

Puppets are utilized to point up emotional situations commonly occurring in the lives of young children, providing them with psychologically sound means of handling these problems. Not sponsored. 30 minutes (weekly).

WOMEN WANT OUT*

A frank examination of the conflicts between home and career facing American women in contemporary society. Sponsors: Philadelphia National Bank, Fels. 60 minutes (6-25-63).

SPACE: THE NEW OCEAN*

A series designed to provide background for parents and their children about the complex world of space and space travel. Not sponsored. 30 minutes (weekly).

* Made available to other stations.

PHILADELPHIA

WRCV-TV

CHANNEL 3

LICENSEE: *National Broadcasting Company*

NETWORK: *NBC TV*

REPRESENTATIVE: *NBC Spot Sales*

GENERAL MANAGER: *Raymond W. Welpott*

AWARDS: *National Press Photographers Assn., Pa. Associated Press Broadcasters Assn., Radio/TV News Directors Assn., International Film Festival, Sydney Film Festival, (1); Ohio State; McCall's Golden Mike (3); Radio-TV News Directors Assn. (4); McCall's Golden Mike (5)*

THE SUN IS NOT FOR SALE*

Pictorial essay of a nearly forgotten aspect of life in rural America, the farm auction. Sponsors: participating. 30 minutes (12-28-62; 3-25-63).

STRANGER IN TOWN*

Impressions of Swiss tv producer, Ulrich Hitzig, on America in general and Philadelphia in particular. Sponsors: participating. 30 minutes (3-11; 9-16-63).

BRAIN DAMAGED CHILD*

Examination of diagnostic and therapeutic procedures used in treating the brain damaged child. Sponsors: participating. 30 minutes (12-11, 12-18-62; 6-11, 6-18-63).

DISORDER IN THE STREETS

News documentary dealing with racial disorder in Philadelphia. Sponsors: participating. 30 minutes. (6-3-63).

TIKAL: PLACE OF WHISPERING VOICES*

Examination of ancient Mayan civilization filmed on location at Tikal, Guatemala. Sponsors: participating. 30 minutes (4-2; 9-3-63).

* Made available to other stations.

PITTSBURGH

KDKA-TV

CHANNEL 2

LICENSEE: *Westinghouse Broadcasting Co.*

NETWORK: *CBS TV*

GROUP: *Group W stations*

REPRESENTATIVE: *TVAR*

GENERAL MANAGER: *Jerome R. Reeves*

AWARDS: *Associated Press (1); Glenn Curtis Award (5)*

EDITORIALIZING: *Three times weekly*

ASSIGNMENT PITTSBURGH

Examination of many significant community-wide issues affecting and involving the public. Sponsors: participating. 30 minutes (weekly).

WITH THESE HANDS

Medical programs designed to acquaint viewers with ailments and show ways in which to detect and combat them. Not available for sponsorship. 30 minutes (monthly).

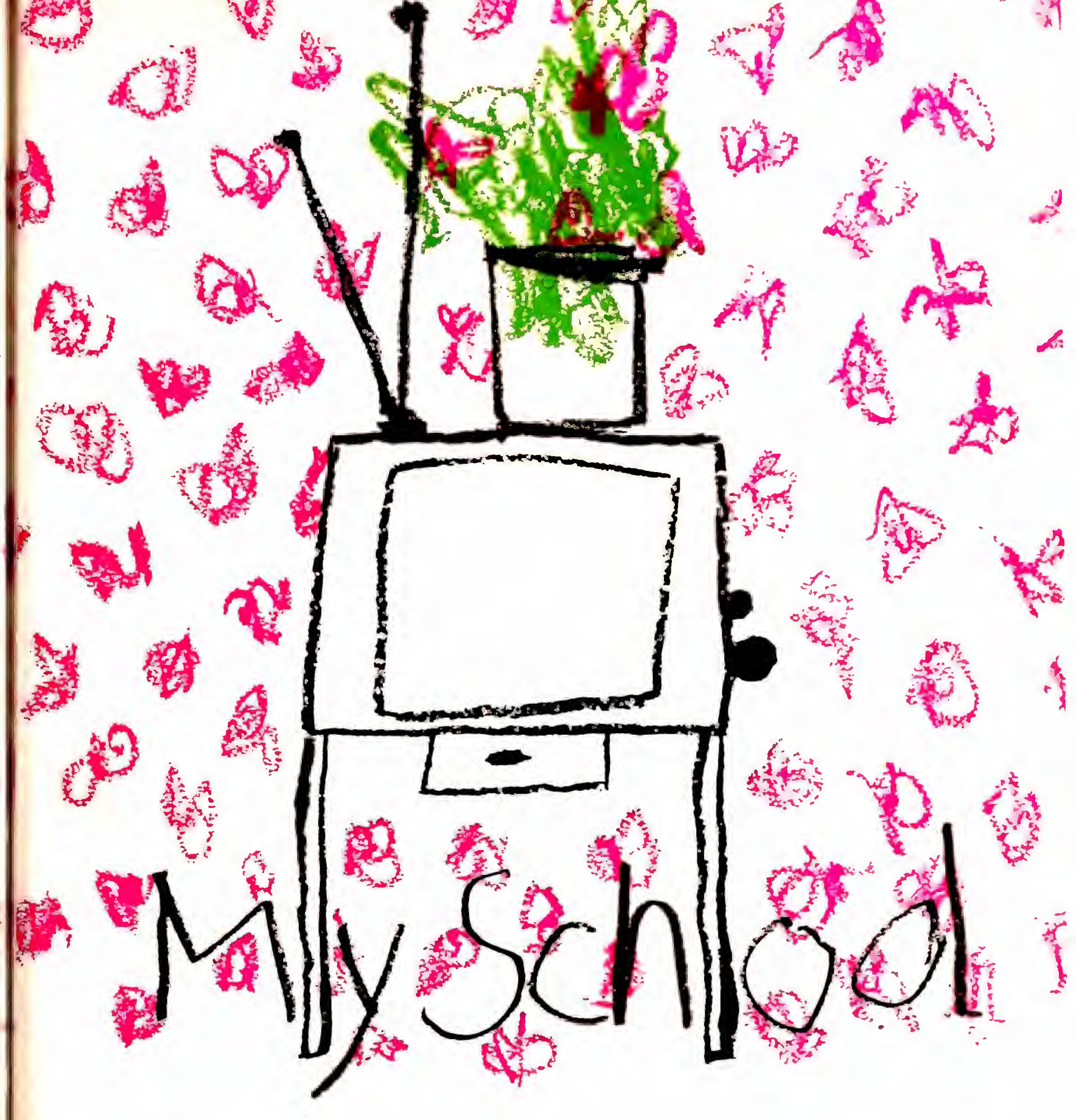
WINGDING

Children's program combining educational tidbits with light nature stories and historical events. Sponsors: participating. 60 minutes (weekly).

BY THE SEAT OF YOUR PANTS*

History of aviation commemorating 35th anniversary of Lindbergh flight. Not sponsored. 60 minutes (7-12-63).

* Made available to other stations.



To thousands of pre-school Philadelphia youngsters, television and learning go hand in hand since WCAU-TV introduced "Love to Read"— a first-of-its-kind series offering three to five year olds basic concepts in reading, mathematics, music, science and language.

"Love to Read" combines progressive teaching methods with the latest television techniques, and calls on parents to participate in the weekly half-hour program, on the premise that children of pre-school age are not only willing and able to learn, but want to learn.

Experimental and effective—"Love to Read" is the latest example of pace-setting local children's programming (others: award-winning "Tottle," the Gene London programs and "Pixanne") which has taught Philadelphians that they can expect the new and different on their favorite station. That WCAU-TV is, in fact, in a class by itself.

 **WCAU-TV**
Philadelphia • CBS Owned

PENNSYLVANIA

PITTSBURGH

WIIC

CHANNEL 11

LICENSEE: *WIC, Inc.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *Robert A. Mortensen*

EDITORIALIZING: *None*

ACCENT ON MENTAL HEALTH

Documentary on treatment and recovery of a mental patient, filmed in a local mental institution. Not available for sponsorship. 30 minutes (5-12-63).

DIVINE MYSTERIES

Examination of beliefs and ceremonies of Eastern Orthodox Churches, filmed in several Pittsburgh area Orthodox churches; highlighted by ancient "Ceremony of the Holy Fire." Not available for sponsorship. 60 minutes (4-14-63).

MEDICAL DIARY — STROKE REHABILITATION

A descriptive and pictorial tour of St. Margaret's Memorial Hospital in Pittsburgh showing what is being done today to rehabilitate stroke victims through improved treatment and techniques. Filmed in cooperation with the Western Pa. Heart Assn. Not available for sponsorship. 30 minutes (2-24-63).

PANTHER HOLLOW — PREVIEW OF THE 21st CENTURY

Special program which examined the 250 million dollar Panther Hollow Project in Pittsburgh's Oakland district which is aimed at converting an empty ravine into a spectacular research center. Not available for sponsorship. 30 minutes (6-10-63).

SHARED TIME

Examination of the "shared time" proposal, a proposal which attempts to solve the public-parochial school dilemma. Featured interviews, pro and con, with several prominent educators. Not available for sponsorship. 30 minutes (7-7-63).

PITTSBURGH

WTAE

CHANNEL 4

LICENSEE: *Television City, Inc.*

GROUP: *Hearst*

NETWORK: *ABC TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Franklin C. Snyder*

AWARDS: *1963 Pittsburgh Golden Quill Award (2)*

EDITORIALIZING: *None*

JR. HIGH QUIZ

Area Junior High Schools enter team of students to compete for trophies and savings certificates. Sponsor: Pittsburgh National Bank. 30 minutes (weekly).

TIME FOR DECISION*

Documentary-styled program probing problems of local and national interest, with special emphasis on local questions. Not sponsored. 30 minutes (weekly).

SPOTLIGHT ON TOMORROW

Panel of Duquesne University journalism undergraduates ask questions of guest celebrity. Not available for sponsorship. 30 minutes (weekly).

EASTER SEAL AMATEUR HOUR

Area youngsters, twelve years of age or younger, performed on television while helping the 1963 Easter Seal Campaign. Not available for sponsorship. 60 minutes (3-31-63).

SO YOU HAVE A PROBLEM

* Made available to other stations.

Panel from the Council of Churches of Greater Pittsburgh discuss the problems of the average family and offer advice for their solution. Not available for sponsorship. 30 minutes (weekly).

WILKES-BARRE

WBRE-TV

CHANNEL 28

LICENSEE: *WBRE-TV, Inc.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *David M. Baltimore*

EDITORIALIZING: *None*

OPERATION JOBS: A VISIT TO EBERHARD FABER

A capsule tour to the Eberhard Faber Pencil Co., one of the area's newer industries. 4½ minutes. Not sponsored. (9-30 & 10-6-63).

A VISIT TO THE TRANE COMPANY

A tour of the Trane Company. Not sponsored. 4½ minutes (2-10 & 2-16-63).

A VISIT TO DIAMOND H

A tour of Diamond H Brand Industries. Not sponsored. 4½ minutes. (6-23 & 6-29-63).

PENNSYLVANIA

SCRANTON

WDAU-TV

CHANNEL 22

LICENSEE: *Scranton Broadcasters, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *H-R*

GENERAL MANAGER: *Madge Megarger-Holecomb*

AWARDS: *Associated Press for Outstanding Reporting (1)*

EDITORIALIZING: *None*

WHAT HAPPENED TO RETRAINING IN SCRANTON*

An expose of mismanagement of retraining funds in the area maintained by the Area Redevelopment Administration. Not sponsored. (10 minutes) (1-62)

BLOT ON THE RECORD

Report on able-bodied housing for re-abled area individuals by Negroes and born against Negro move elsewhere in Scranton. Not sponsored. (30 minutes) (5-63)

BELOW THE SALT

Showed how Scranton and Wilkes-Barre will achieve some of their common goals by working together. Sponsored. Southwestern Pennsylvania National Bank and Trust Company. (10 minutes) (1-63)

THE CAMPAIGN TRAIL

Comprehensive report on governorship contest in Telling for campaign tour and exclusive interviews with candidates. Not available for sponsorship. (60 minutes) (10-62)

SCRANTON BUDGET HEARINGS

Highlights of annual budget hearing held by city council. Not sponsored. (60 minutes) (12-62)

* Made available to CBS

SCRANTON-WILKES BARRE

WNEP-TV

CHANNEL 16

LICENSEE: *Northeastern Pennsylvania Broadcasting, Inc.*

NETWORK: *ABC TV*

GROUP: *Transcontinent Television*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *Thomas P. Shelburne*

AWARDS: *Several citations from regional historical societies (2)*

EDITORIALIZING: *None*

RESCUE AT SHEPPTON

Complete pictorial coverage, from time of contact to actual rescue of trapped miners Dave Edlin and Henry Thorne. Not available for sponsorship. (30 minutes) (8-25-63)

MASSACRE AT WYOMING

Program dealt with a famous pre-revolutionary battle between local settlers and several Indian tribes. Not available for sponsorship. (30 minutes) (7-5-63)

ALCOHOLISM

Examined the problem of alcoholism and the only hospital in Pa. offering treatment. Contained scenes shot inside hospital and an interview with a patient who had received treatment. Not available for sponsorship. (30 minutes) (11-25-62)

ANTHRACITE STRIP MINING

The effect of strip mining on the area's future. Program contained exclusive interviews with governor, president of largest coal company, legislators, civic leaders, and citizens interested in strong legislation. Not available for sponsorship. (30 minutes) (4-5, 1-12-63)

ROMANCE OF THE ANTHRACITE

Authentic songs of the anthracite area. Music was gathered by Library of Congress. Video material was of ancient mining people, places and events. Not available for sponsorship. (30 minutes) (3-19-63)

RHODE ISLAND

PROVIDENCE

WJAR-TV

CHANNEL 10

LICENSEE: *The Outlet Company*

NETWORK: *NBC TV*

GROUP: *Outlet Company*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *David J. Shurtleff*

EDITORIALIZING: *Occasionally*

NATIONAL HEART INSTITUTE

Film and live survey of current medical research on heart disease. Moderator: R. I. Congressman John Fogarty. Not available for sponsorship. (30 minutes) (8-3-63)

NOWHERE, USA

Film and live survey of local cultural opportunities especially for young adults. Not sponsored. (30 minutes) (2-18-63)

CANCER FACTS FORUM

Four local cancer experts answer viewers' telephone questions and report on latest cancer research developments. Not sponsored. (60 minutes) (4-15-63)

GOLDEN CLEF WINNERS

Prize-winning rental of local young musicians in annual TV competition. Not available for sponsorship. (30 minutes) (3-31-63)

GUANTANAMO BAY

Filmed report of station's news director at "Citizens for Christ" over return of Navy families following Cuban crisis. Not sponsored. (30 minutes) (1-6-63)

RHODE ISLAND

PROVIDENCE

WPRO-TV

CHANNEL 12

LICENSEE: *Capitol Cities Broadcasting*

NETWORK: *CBS TV*

GROUP: *Capitol Cities Broadcasting*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *Joseph P. Dougherty*

AWARDS: *George Washington Honor Medal Freedoms Foundation Award, (1)*

EDITORIALIZING: *None*

**CHANNEL 12 CLOSE-UP:
A HERO NEXT DOOR**

The volunteer fireman in Rhode Island; his motives, drives and dogged adherence to principles more commonly thought of as belonging to an earlier America. Not sponsored. 30 minutes (9-20-62).

**CHANNEL 12 CLOSE-UP:
SENIOR SENATOR**

A view of a typical day in the legislative life of Rhode Island's senior senator, John O. Pastore. Not sponsored. 30 minutes (5-22-63).

**CHANNEL 12 CLOSE-UP:
HARRY CURVIN, A PROFILE**

Speaker of the House since 1940. A recollection of his political lifeline and actions during a session of the legislature. Not sponsored. 30 minutes (7-17-63).

SS 346 — RIGGED FOR DIVE

Life aboard a conventional submarine, the USS Corporal on an overnight cruise, demonstrating its mission of anti-submarine warfare. Not sponsored. 30 minutes (8-18-63).

**CHANNEL 12 CLOSE-UP:
TO BIGOTRY NO SANCTION**

Rabbi Theodore Lewis recounts the Jewish community's early history and conducts a tour of the Touro Synagogue, oldest in the country. Not sponsored. 30 minutes (9-4-63).

PROVIDENCE

WTEV

CHANNEL 6

LICENSEE: *WTEV Television, Inc.*

NETWORK: *ABC TV*

REPRESENTATIVE: *HR*

GENERAL MANAGER: *Vance L. Eckersley*

EDITORIALIZING: *None*

CATHOLIC MASS

Full Roman Catholic Low Mass celebrated in the studios for the benefit of area shut-ins. Not available for sponsorship. 45 minutes (weekly).

REPORT FROM U-RI*

Reports from the University of Rhode Island featuring various projects, activities and events in which the university is interested. Not available for sponsorship. 30 minutes (monthly).

ON CAMPUS

Colleges in a three state area inform the public of activities, special projects and problems encountered by the schools. Sponsors: participating. (weekly).

RELIGIOUS NEWS PROGRAM

Representative from the Council of Churches and a station announcer give news of religious events, items and affairs. Not available for sponsorship. 15 minutes (weekly).

THE SWORD AND THE SAIL

Historical program covering explorers from Columbus to Captain Cook, tracing the background of expeditions and leaders. Not available for sponsorship. 30 minutes (series).

* *Made available to other stations.*

SOUTH CAROLINA

COLUMBIA

WIS-TV

CHANNEL 10

LICENSEE: *Broadcasting Company of the South*

GROUP: *Broadcasting Company of the South*

NETWORK: *NBC TV*

REPRESENTATIVE: *PGW*

GENERAL MANAGER: *Charles A. Batson*

EDITORIALIZING: *None*

HOUSE OF BISHOPS*

Live coverage as the Archbishop of Canterbury conducted the Evening Prayer Service before the assembled "House of Bishops" of the Episcopal Church. Not available for sponsorship. 60 minutes (10-27-63).

A CAROLINA CHRISTMAS

A look at how the holiday is celebrated in South Carolina, highlighted by the Columbia Choral Society and an original ballet. Sponsor: Commercial Bank and Trust. 30 minutes (12-24-62).

COMMUNISM IN THE CLASSROOM

An effort to put in perspective a local controversial issue which had been distorted by extremists. Not available for sponsorship. 30 minutes (2-18-63).

TUITION GRANTS

Examination of the pros and cons of a bitterly controversial proposal to enact "Tuition Grant" legislation. Sponsor: Blue Cross and Blue Shield. 30 minutes (4-8-63).

CAPITAL CLOSE-UP

Station plays host to Attorney General Robert Kennedy. Part of series of timely discussions with people in the news. Not available for sponsorship. 30 minutes (4-21-63).

* *Made available to other stations.*

SOUTH CAROLINA**GREENVILLE****WFBC-TV**

CHANNEL 1

LICENSEE: *Southeastern Broadcasting Corporation*NETWORK: *NBC-TV*GROUP: *Southeastern*REPRESENTATIVE: *Avery-Knodel*GENERAL MANAGER: *Wilson C. Wearn*EDITORIALIZING: *None***DONALDSON STORY***

Documentary of the world wide expansion of the local air base of the Military Air Transport Service. Sponsors: Citizens and Southern National Bank, Bluz Mill. 30 minutes (1-62)

TOPIC: THE ARTS

Documentary discussion dealing with the cultural life of city and area, community theater, local symphony, art center, etc. Not available for sponsorship. 30 minutes (5-62)

THE FURMAN STORY

Documentary discussion program dealing with the history and the long range development program of Furman University. Not available for sponsorship. 30 minutes (5-63)

STORY OF TWO CITIES*

Concerned with Greenville and its "sister city" Christ Church, New Zealand, tied together by a large detachment of U.S. Air Force based Air Force men serving in New Zealand. Sponsors: Citizens & Southern National Bank. 30 minutes (1-63)

TOPIC: THE JUVENILE

Discussion program concerned with the problems of youth. Not available for sponsorship. 30 minutes (6-63)

* *Made available through TAC.***SPARTANBURG****WSPA-TV**

CHANNEL 7

LICENSEE: *Spartan Radiocasting Co.*NETWORK: *CBS-TV*REPRESENTATIVE: *Hollingbery*GENERAL MANAGER: *Walter J. Brown*EDITORIALIZING: *None***THE DROP-OUT**

Interviews with persons ranging in age from 11 to 28 who had dropped out of high school. Comments by the Judge of Juvenile Court. Not available for sponsorship. 30 minutes (5-22-63).

FINANCIAL AID FOR COLLEGE

Clemson College officials discussed the many means of financial help for those who desire higher education. Not available for sponsorship. 30 minutes (2-10-63)

THE COMEBACK

Interviews with persons who had dropped out of school and returned to receive state certificate in night adult classes many years later. Not available for sponsorship. 30 minutes (9-1-63)

WHY HIGHER EDUCATION

Officials of Wofford College discussed the importance of college education from all aspects. Not available for sponsorship. 30 minutes (1-20-63)

FOR CITIZENS OF TOMORROW

Each of 11 broadcasts featured a different college or university in the viewing area which was assigned a topic for discussion. Not available for sponsorship. 30 minutes (series)

SOUTH DAKOTA**STOUX FALLS****KELO-TV**

CHANNEL 11 (Satellites: 6 and 3)

LICENSEE: *Midcontinent Broadcasting Company*NETWORKS: *CBS-TV, ABC-TV*GROUP: *Keloland*REPRESENTATIVE: *H-R*GENERAL MANAGER: *Evans Nord*EDITORIALIZING: *None***WATER CONSERVANCY**

The vital necessity of water conservation to the citizens and wild life of South Dakota and the efforts to date. Not available for sponsorship. 30 minutes (11-3-62)

THE MAGNIFICAT

Augustana College Chorus in their presentation of the "Magnificat." Not available for sponsorship. 30 minutes (12-21-62)

BATTLESHIP SOUTH DAKOTA

Documentary on the facts of the ship during World War II to interest public in construction of Memorial Battleship. Not available for sponsorship. 30 minutes (4-10-63)

SPELLING BEE

Spelling bee with contestants from the entire area. Not sponsored. 60 minutes (4-11-63)

INDIAN RELATIONS

Panel discussion of Indian problems in South Dakota featuring prominent citizens from all over the state. Not available for sponsorship. 30 minutes (5-5-63)

TENNESSEE

SIoux FALLS

KSOO-TV

CHANNEL 13

LICENSEE: KSOO TV Inc.

NETWORK: NBC TV, ABC TV

GROUP: Sioux Empire Network

REPRESENTATIVE: Avery-Knodel

GENERAL MANAGER: Norton Henkin

EDITORIALIZING: None

OPERATION SNOWBOUND*

Information to rural and urban families regarding weather and road conditions, cancellation of schools and public meetings. Not available for sponsorship. (1-15 and 1-16-63).

CORN PICKING CONTEST

A report on the measures that must be taken in the operation of shellers and combines to insure the safety of the operator. Sponsors: participating. (10-4-62).

FARM & HOME SHOW*

Program comprised of helpful hints for the farm and home with special stress given to safety measures in both areas. Not available for sponsorship. 15 minutes.

ELECTION*

Background information and updating of the election recount in South Dakota and Minnesota. Not available for sponsorship. 15 minutes (11-25-62).

THE DRINKING DRIVER*

* Made available to other stations.

Panel discussion by safety experts on the problem of drinking drivers followed by filmed interviews of reaction test subjects. Not available for sponsorship. 30 minutes (12-27-62).

CHATTANOOGA

WDEF-TV

CHANNEL 12

LICENSEE: WDEF Broadcasting Co.

NETWORK: CBS TV

REPRESENTATIVE: ATS

GENERAL MANAGER: Carter M. Parham

EDITORIALIZING: Occasional

THANKSGIVING

Program for grade school children emphasizing music and rhythm and linked to the Thanksgiving season. Not available for sponsorship. 30 minutes (11-21-62).

THE CANDIDATES

Interview of all candidates for city office using a special interview technique which allowed the audience to concentrate fully on one speaker at a time. Not available for sponsorship. 120 minutes (1-7-63).

THE CHANGING CLASSROOM

Explanation of the changes in public school methods and goals by use of charts, diagrams, pictures and interviews. Sponsors: participating. 30 minutes (8-14-63).

THE ECLIPSE

Highlights of the history of eclipse and demonstration showing means of viewing the eclipse with safety. Sponsors: participating. 30 minutes (7-12-63).

LUNCH ' & ' FUN

Combination of entertainment with news and discussion and an opportunity for small community organizations to announce their activities. Sponsors: participating. 30 minutes (series).

CHATTANOOGA

WRCB-TV

CHANNEL 3

LICENSEE: Rust Craft Broadcasting Co.

GROUP: Rust Craft Broadcasting Co.

NETWORK: NBC TV

REPRESENTATIVE: H-R Television

GENERAL MANAGER: Harry D. Burke

EDITORIALIZING: None

LIVING THINGS

State game and fish commissioners exhibited live carnivorous, herbivorous, and omnivorous animals to show children interdependence of all living things. Not available for sponsorship. 30 minutes (5-27-63).

JAYCEE QUESTION OF THE WEEK

Colonel Clayton Bissell discussed the role of the United States in current affairs. Sponsors: participating. 30 minutes (1-27-63).

CHATTANOOGA INAUGURAL SPECTACULAR

Inauguration of Chattanooga's mayor and other newly elected city officials. Not sponsored. 60 minutes (4-15-63).

LOCAL ELECTION RETURNS

A local election central operated by some 100 people to bring viewers local race returns. Sponsor: Chattanooga Gas Company. 180 minutes (11-6-62).

BULLETIN

Possibility of deriving additional revenue for education from the sale of liquor by the drink discussed. Sponsors: Participating. 30 minutes (2-13-63).

TENNESSEE

JACKSON

WDXI-TV

CHANNEL 7

LICENSEE: Dixie Broadcasting Company, Inc.

GROUP: Dixie Network

NETWORKS: CBS TV, ABC TV

REPRESENTATIVE: Leonard, Torbet, McConnell

GENERAL MANAGER: John E. North

EDITORIALIZING: None

TICKET TO ACTION

Coverage of local high school football team. Lives of players and past games, interviews with coaches and players. (Not available for sponsorship, 30 minutes, 5-2-63)

AGRICULTURE — TODAY AND TOMORROW

Farming practices and methods of television promotion of the development which may be expected in the future. (Not available for sponsorship, 30 minutes, 10-2-62)

JACKSON'S INDUSTRIAL PICTURE

An account of the city's progress in the industrial sector and explained what is being done to bring new industry to the area. (Not available for sponsorship, 30 minutes, 1-10-63)

DISCUSSION

An analysis and discussion of local problems and causes. (Not available for sponsorship, 30 minutes, monthly)

KNOXVILLE

WBIR-TV

CHANNEL 10

LICENSEE: Southeastern Broadcasting Corp.

GROUP: Southeastern Broadcasting

NETWORK: CBS TV

REPRESENTATIVE: Avery-Knodel

GENERAL MANAGER: John P. Hart

EDITORIALIZING: None

AREA-SCOPE

The problems of Morristown (a town in the viewing area) and a report on the Morristown Re-Development Project. (Not available for sponsorship, 30 minutes, 1-21-63)

COLLEGE SERIES

Debate of the pros and cons of the United Nations. (Not available for sponsorship, 30 minutes, 3-31-63)

BROTHERHOOD

Discussion between white and Negro representatives of the Protestant, Catholic and Jewish faiths on the "Brotherhood of Man." (Not available for sponsorship, 30 minutes, 2-2-63, 2-21-63)

IS EAST TENNESSEE A DEPRESSED AREA?

Discussion with people from the Department of Commerce, the Tennessee Valley Authority and ORENS on the depression in the area and what can be done about it. (Not available for sponsorship, 30 minutes, 7-17-63)

CONSOLIDATED SCHOOLS

Discussion with the mayor of Knoxville and County Court Judge on the biggest problem in Knoxville and Knox County since annexation. (Not available for sponsorship, 30 minutes, 13-27-63)

MEMPHIS

WHBQ-TV

CHANNEL 13

LICENSEE: RKO General, Inc.

GROUP: RKO Broadcasting

NETWORK: ABC TV

REPRESENTATIVE: RKO General National Sales

GENERAL MANAGER: D. A. Noel

EDITORIALIZING: None

PRESS CONFERENCE

Station newsmen and press reporters question Mayor and City Commissioners on the current affairs of the community. (Not available for sponsorship, 30 minutes, weekly)

ROUNDTABLE FORUM

Clergymen of all faiths and laymen meet to discuss specific religious themes such as "Religion and the Teenager." (Not available for sponsorship, 30 minutes, weekly)

ISSUES IN ACTION

In cooperation with the Memphis Juveys, guest speakers present both sides of controversial issues of the community. (Not available for sponsorship, 30 minutes, monthly)

AN OUNCE OF PREVENTION

A study of traffic safety in school zones directed toward education of parents in improved safety measures. (Not available for sponsorship, 30 minutes, 1-20-63)

TOWN AND COUNTRY

Live program of talent performances, interviews and information, stimulating cultural interests and giving exposure to local talent. Sponsor: Hart's Bread. (60 minutes, weekly)

TENNESSEE Not Reporting: WTVC, Chattanooga; WATE-TV, Knoxville; WMLT, WRFI-TV, Memphis; WSTN-TV, Nashville; WCYB-TV, WJHL-TV, Bristol-Johnson City-Kingsport.

TENNESSEE

NASHVILLE

WLAC-TV

CHANNEL 5

LICENSEE: *WLAC-TV, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *T. B. Baker, Jr.*

AWARDS: *Radio and TV Council of Middle Tennessee Award (1)*

EDITORIALIZING: *None*

SCHOOL DROPOUTS

Distinguished panel discussed reasons, aids and effects of the high school dropout problem. Not sponsored. 30 minutes (9-16-62).

WLAC-TV REPORTS ON COMMUNISM

Interviews and analysis of the threat of communism with definitions of the dangers and the need for education and awareness. Not sponsored. 60 minutes (8-14-63).

TWO FOR THE SEESAW

Presentation of the civil rights problem from a local point-of-view, including interviews with leading national and local figures. Not sponsored. 30 minutes (8-31-63).

THE AGE OF GREAT PROMISE

Dealt with educational problems and opportunities facing American youth in the near and distant future regarding space advancements. Not sponsored. 30 minutes (9-63).

THE SUPREME COURT DECISION ON BIBLE READING IN SCHOOLS

In-depth study of the subject, including background of the decision, Tennessee trials concerning this decision, and interviews with national officials and religious leaders. Not sponsored. 30 minutes. (6-18-63).

NASHVILLE

WSM-TV

CHANNEL 4

LICENSEE: *WSM-TV, Inc.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *Irving C. Waugh*

EDITORIALIZING: *None*

DOCTORS MEET THE PRESS

Three Nashville doctors discuss heart disease with three Nashville newspaper reporters, underlining Middle Tennessee Heart Association drive. Not available for sponsorship. 30 minutes (11-4-62).

ELECTORAMA

Gave local viewers up-to-the-moment results on city, district, and congressional races of local interest with network coverage of national races. Sponsors: Fidelity Federal Savings & Loan Co.; Royal Crown Cola. 390 minutes (11-6-62).

SOMETHING TO GO ON

Documentary on the interstate highway development in Tennessee and what it means to the community. Sponsor: Euclid Tractor Co. 30 minutes (5-1-63).

TENNESSEE OPEN GOLF TOURNAMENT

Live coverage of this local sporting event. Sponsor: Sterling Beer. 210 minutes (5-11 and 5-12-63).

MERCURY TO APOLLO

Highlights of the government's new space project, interviews with new astronauts and some of the original space pioneers. Not available for sponsorship. 30 minutes (4-15-63).

TEXAS

ABILENE

KBRC-TV

CHANNEL 9

LICENSEE: *Abilene Radio and Television Company*

NETWORK: *NBC TV*

REPRESENTATIVE: *Bolling*

GENERAL MANAGER: *Dale Ackers*

EDITORIALIZING: *None*

CRIPPLED CHILDREN APPEAL*

Rex Allen and company entertained and called attention to the Cattleman's Roundup, major revenue source for the West Texas Rehabilitation Center. Sponsors: First National Bank, Citizens National Bank. 60 minutes (8-10-63).

COMMENT

* Made available to other stations.

Interviews with four young prisoners who told how they "went wrong," presenting an appeal to young people not to fall into delinquency. Not available for sponsorship. 30 minutes (5-14-63).

TEXAS Not Reporting: KPAR-TV, Sweetwater; KYLE-TV, Alpine; KVIL-TV, Amarillo; KBIT-TV, Beaumont; KWAB-TV, Big Spring; KCBT-TV, Harlingen; KRIS-TV, Corpus Christi; WFAA-TV, Dallas; KELP-TV, KTSM-TV, El Paso; KGNS-TV, Laredo; KQED-TV, Lubbock; KMID-TV, Midland; KVKM-TV, Monahans-Odessa; KLTU-TV, Tyler; KCEN-TV, Temple-Waco; KWTX-TV, Waco.

TEXAS**AMARILLO****KFDA-TV**

CHANNEL 10

LICENSEE: *Texas State Network*NETWORK: *CBS TV*REPRESENTATIVE: *Blair*GENERAL MANAGER: *John Tyler*EDITORIALIZING: *Twice daily***THE TWILIGHT LIFE**

The plight of the state's principal mental health facilities analyzed, and disclosure that half the patients are aged over 60 and mentally ill. Sponsor: *Harris and H & W Pharmacy of Borger, Texas*. (2-27-62)

DEWEY HICKS TRIAL

Live courtroom presentation of the county hearing for Dewey Hicks, a locally prominent man accused of killing two men. Not available for sponsorship. (6-10-62)

47th DISTRICT COURT: CLEMENTS TRIAL

Live courtroom broadcast of the trial of Robert Earl Clements, a local civic leader accused of criminal theft and involved in the Billie Sol Estes scandal. Not available for sponsorship. (6-25-62)

THE BATTLE OF OXFORD*

Films of the University of Mississippi at the time of James Meredith's admittance, which show rioting and trouble in the town and on the campus. Sponsor: *Harris and H & W Pharmacy*. (3-11-62)

PAPER HANGER*

* Made available to other stations

A documentary study on the illegal check payment problem in the area with information on the methods and how to combat it. Sponsor: *Amarillo Clearing House*. (11-11-62)

AMARILLO**KGNC-TV**

CHANNEL 4

LICENSEE: *Globe-News Publishing Company*NETWORK: *NBC TV*REPRESENTATIVE: *Venard, Torbet & McConnell*GENERAL MANAGER: *Bob Watson*EDITORIALIZING: *None***A-OK**

Explanation of the operations of Amarillo Air Force Base because of the importance of the base to the community. Not available for sponsorship. (3-0-62)

ELECTION RETURNS

Hourly coverage of up-to-the-minute local, state, and national returns. Sponsor: *Amarillo National Bank*. (11-6-62)

WTSU PRESENTS THE WORKS OF ROBERT FROST

Analysis and reading of poet Robert Frost by the president of West Texas State University. Not available for sponsorship. (3-0-62)

YEAR END NEWS REPORT

Survey of the most important news stories and events of the previous year. Sponsor: *Amarillo National Bank*. (12-31-62)

RURAL YOUTH DAY PROGRAM

Recognition of the outstanding accomplishments and contributions of young farmers and rural youth of the area. Sponsors: *A. N. & O. Supply*, *Collins Motor Company*. (9-22-62)

AUSTIN**KTBC-TV**

CHANNEL 7

LICENSEE: *IBJ Corporation*NETWORKS: *CBS TV, NBC TV, ABC TV*REPRESENTATIVE: *Raymer*GENERAL MANAGER: *J. C. Kellum*AWARDS: *National Civil Defense Award (1)*EDITORIALIZING: *None***TARGET, AUSTIN***

Simulation of a nuclear attack on the city and reaction of the city, in cooperation with Civil Defense. Not available for sponsorship. (9-62)

THUNDER OVER AUSTIN*

Documentary dealing with the local problem of ~~smog~~ ~~pollution~~ over the city. Not available for sponsorship. (11-62)

OPERATION TEENAGER

Four convicts from a state prison discuss juvenile delinquency with a teenage panel. Not available for sponsorship. (1-63)

HURRICANE CARLA

Documentary on Hurricane Carla and the trail of damage left in her wake. Not available for sponsorship. (9-62)

ATOMIC POWER

* Made available to other stations

Discussion of atomic power with Dr. Edward Teller and a panel of professors from the University of Texas. Not available for sponsorship. (10-62)

TEXAS

BEAUMONT

KFDM-TV

CHANNEL 6

LICENSEE: *Beaumont Television Corporation*

NETWORK: *CBS TV*

REPRESENTATIVE: *PGH*

GENERAL MANAGER: *C. B. Locke*

EDITORIALIZING: *None*

THE UNITED WAY*

United Appeals program to acquaint the general public with the work of the 57 member agencies during the drive for support. Not available for sponsorship. 30 minutes (9-9-62).

NECHES RIVER FESTIVAL

Presentation of the Neches River Festival Princesses to the viewing audience. Not available for sponsorship. 30 minutes (4-24-63).

FAMILY COUNCIL SERVICE

Description of the functions and duties of the Family Council Service and the role it plays in the life of the community. Not available for sponsorship. 15 minutes (5-8-63).

A SALUTE

* Made available to other stations.

A salute program to the new multi-million-dollar banking facilities in the area. Not available for sponsorship. 15 minutes (7-27-63).

CORPUS CHRISTI

KZTV

CHANNEL 10

LICENSEE: *KSIX Television, Inc.*

NETWORKS: *CBS TV, ABC TV*

REPRESENTATIVE: *ITS*

GENERAL MANAGER: *Fann M. Kennedy*

EDITORIALIZING: *None*

INGLES POCO A POCO

Basic English taught to Spanish speaking viewers, slowly building up the vocabulary of the 50% Latin American audience. Not available for sponsorship. 30 minutes (weekly).

70 MPH

Information regarding new state speed limit laws, with demonstrations by the State Highway Dept. and the Highway Patrol. Not available for sponsorship. 30 minutes (8-10-63).

4-H CLUB DRESS REVUE

Fashions designed and made by 4-H club members of the local area, modeled by club members with discussions and demonstrations. Not available for sponsorship. 30 minutes (7-22-63).

BUCCANEER DAYS CORONATION

The annual Buccaneer Days Coronation and ball with presentation of princesses, king and queen. Not available for sponsorship. 60 minutes (5-3-63).

HS CHOIR CONCERTS

Four local High School Choirs and vocal groups with programs of full choirs and soloists. Not available for sponsorship. 30 minutes (weekly).

DALLAS

KRLD-TV

CHANNEL 4

LICENSEE: *Times Herald Printing Company*

NETWORK: *CBS TV*

REPRESENTATIVE: *ITS*

GENERAL MANAGER: *Clyde W. Rembert*

AWARDS: *State Bar Association Special Award - I*

EDITORIALIZING: *Weekly*

CRIMINAL CODE: TIME FOR CHANGE?

Discussion by attorneys and legislators of the Texas Criminal Code and serious legal problems affecting the state. Not available for sponsorship. 60 minutes.

CAREERS IN MEDICINE

Developed understanding of and need for hospital nurses and medical technicians through on-the-scene observations and interviews. Not available for sponsorship. 30 minutes (5-22-63).

A CITY'S PROBLEM: PUBLIC TRANSIT

A study in depth of the local public transit conditions including interviews with transit officials and bus patrons. Not available for sponsorship. 30 minutes (2-27-63).

VOYAGE OF THE TRINITY BELLE

Filmed report of voyage made by crew in a small boat up Trinity River from Gulf of Mexico to Dallas. River not navigable for larger boats. Not available for sponsorship. 30 minutes (6-16-63).

CAB HEARINGS

On-the-scene sound films of hearings concerning two outstanding airports less than 15 miles apart—one almost devoid of business; the other one of six busiest airports in the nation. Not available for sponsorship. 30 minutes (8-4 and 8-11-63).

TEXAS

DALLAS-FORT WORTH

KTVT

CHANNEL 11

LICENSEE: *WKY Television System, Inc.*

GROUP: *WKY Television System*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *James R. Terrell*

EDITORIALIZING: *Occasionally*

THE INAUGURATION OF THE GOVERNOR*

The inauguration of the new governor from the state capital at Austin, Texas. Sponsor: Jack Williams Chevrolet. 60 minutes (1-15-63).

CINDY

Documentary of the devastation wrought along the Texas coast by hurricane Cindy in September 1963. Not available for sponsorship. 30 minutes (10-22-63).

CAB HEARINGS

Documentary of the Civil Aeronautics Board hearings on the Dallas/Fort Worth airport. Not available for sponsorship. 30 minutes (7-22-63).

POINT OF VIEW

Discussion program by panel of agricultural experts representing both sides of the issue on the Federal government wheat referendum. Not available for sponsorship. 30 minutes (4-14-63).

TOWN HALL MEETING

* Made available to other stations.

Telecast from municipal auditorium where all citizens were invited to present to city officials their ideas for improving the community. Not available for sponsorship. 105 minutes (6-27-63).

FORT WORTH

WBAP-TV

CHANNEL 5

LICENSEE: *Carter Publications, Inc.*

NETWORK: *NBC TV*

REPRESENTATIVE: *PGW*

GENERAL MANAGER: *Roy I. Bacus*

EDITORIALIZING: *Occasionally*

PLANNING FOR TOMORROW

Panel of four religious educators in discussion of International Sunday School lesson. Not available for sponsorship. 30 minutes (weekly).

OPERATION TEENAGER

Effort to reduce juvenile delinquency by having state prison inmates retrace their steps which resulted in imprisonment. Not available for sponsorship. 30 minutes (5-27 and 6-2-63).

OPERATION PARENTS

High school students from across the nation voice their opinions on causes of juvenile delinquency. Educating parents to an objective self-analysis. Not available for sponsorship. 30 minutes (8-11-63).

OPERATION DROP-OUT

Youth speaks to youth in language he understands explaining the causes and the dire consequences of dropping out of school. Not available for sponsorship. 30 minutes (8-18-63).

EL PASO

KROD-TV

CHANNEL 1

LICENSEE: *Southwest States, Inc.*

GROUP: *Trigg-Laughlin Stations*

NETWORK: *CBS TV*

REPRESENTATIVE: *Bolling*

GENERAL MANAGER: *Larry Daniels*

EDITORIALIZING: *Occasionally*

ALERT!

Report on the alert facility at Biggs Air Force Base showing the B-52 SAC aircraft in an actual alert. Not sponsored. 30 minutes (series).

ART, MUSIC AND CHRISTMAS

Christmas music presented by El Paso's Top Country by the newly acquired "Masters" from the Krow network collection. Sponsor: Northgate National Bank. 30 minutes (12-22).

AMONG THE 30,000

Information program detailing the work on Project Mercury done by scientists and skilled workers in the aerospace field. Not sponsored. 30 minutes (9-62).

ADIOS CHAMIZAL

* Made available to other stations.

Informational program in the then proposed settlement of the age-old Chamizal dispute, a subject of international interest. Not sponsored. 30 minutes (11-62).

TEXAS
HOUSTON

KHOU-TV

CHANNEL 11

LICENSEE: Gulf Television Corp.

GROUP: Corinthian

NETWORK: CBS TV

REPRESENTATIVE: H-R Television

GENERAL MANAGER: James C. Richdale, Jr.

EDITORIALIZING: Daily

CRIME AND THE
TEENAGER*

Four convicted criminals, whose combined sentences added up to over 750 years, speak to teenagers in an effort to reduce juvenile delinquency. Not available for sponsorship. 60 minutes (5-22-63).

THE TEXAS CITY
DISASTER

Documentary of the nation's greatest peacetime tragedy and the local civic and industrial efforts in rebuilding. Sponsor: Minimax Grocery Stores. 60 minutes (4-17-63).

BREAKFAST WITH THE
CONNALLYS*

Breakfast with the governor's family on their first day in the state mansion, a tour of the living quarters. Sponsor: Southwestern Savings. 60 minutes (1-20-63).

SAN JACINTO DAY
SPECIAL

Outdoor event staged by station celebrating holiday which commemorates Santa Ana's defeat by Sam Houston. Not available for sponsorship. 60 minutes (4-20-63).

THE MONKEY TRIAL

* Made available to other stations.

Dramatic portrayal of the famous courtroom battle of Bryan and Darrow on the issue of the Bible vs. the theory of evolution. Sponsors: participating. 30 minutes (1-2-63).

HOUSTON

KPRC-TV

CHANNEL 2

LICENSEE: The Houston Post Company

NETWORK: NBC TV

REPRESENTATIVE: Petry

GENERAL MANAGER: Jack Harris

AWARDS: 1963 Texas Associated Press Competition for News

EDITORIALIZING: None

UNTIL YOU ARE DEAD†

A searching examination of the controversial capital punishment issue as it affects the people of Texas. Not sponsored. 60 minutes (8-13-63).

IDEAS IN FOCUS*

Series presenting both sides of issues important to the area and the nation featuring persons of local or national prominence. Not available for sponsorship. 30 minutes (10-1-62 and 3-31-63).

HOSPITAL DEBATE

Houston's mayor and city and county authorities debate the financing of the City-County Charity Hospital. Not available for sponsorship. 30 minutes (2-11-63).

SUNDAY SPECIAL*

† Made available through TAC.
* Made available to other stations.

An entertainment special produced and presented in cooperation with the Cancer Society to enlighten the public on the work of the society. Not available for sponsorship. 60 minutes (3-31-63).

HOUSTON

KTRK-TV

CHANNEL 13

LICENSEE: Houston Consolidated Television Company

NETWORK: ABC TV

REPRESENTATIVE: Hollingbery

GENERAL MANAGER: Willard E. Walbridge

EDITORIALIZING: Two to four times weekly

EDUCATION FOR
NUCLEAR SURVIVAL

In-school training for pupils and new teachers in various techniques required in the event of nuclear attack. Not available for sponsorship. 60 minutes (10-30 to 11-15-62).

MOONSHOT METROPOLIS*

Documentary on NASA and its impact on the world in general and the Houston area in particular. Not available for sponsorship. 60 minutes (1-18-63).

THE EFFECTS OF RELIGION
ON CIVILIZATION

Cambridge University's Dr. Herbert Butterfield discussed the effects of religion on civilization with Rice University professor. Not available for sponsorship. 30 minutes (5-26-63).

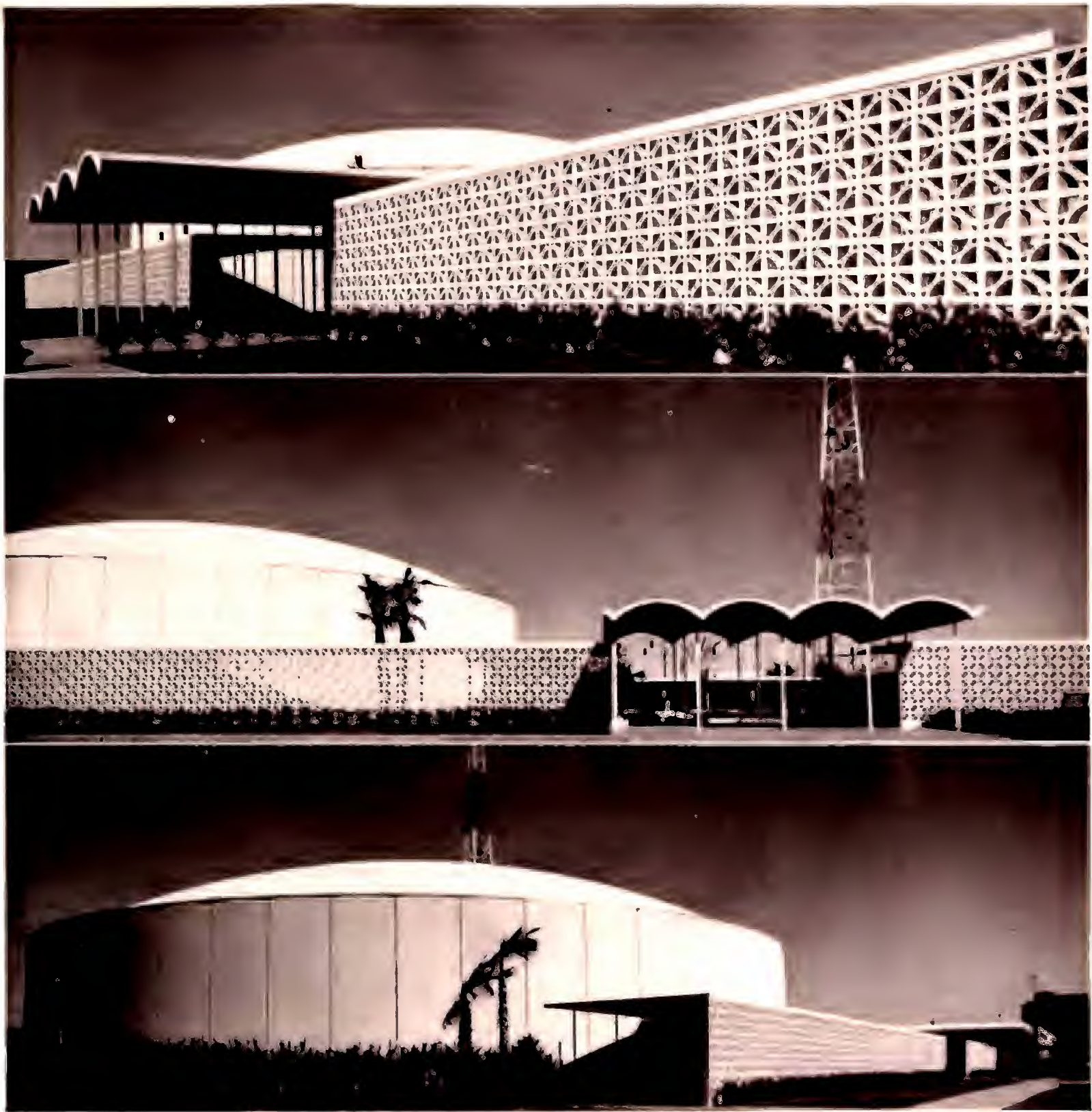
THE LONELY ONES*

Causes and effects of juvenile delinquency documented by case histories and instructive information on meeting the problem. Not available for sponsorship. 30 minutes (2-5-63).

THE ALLEY: WHERE
DOES IT GO?

* Made available to other stations.

Documentary tracing history, development and contribution to the cultural activities by the Alley Theater, a local repertory group. Not available for sponsorship. 30 minutes (7-31-63).



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GENERAL MANAGER, WILLARD E. WALBRIDGE COMMERCIAL MANAGER, BILL BENNETT.



TEXAS

LUBBOCK

KLBK-TV

CHANNEL 13
 LICENSEE: *Grayson Enterprises, Inc.*
 GROUP: *West Texas Television Network*
 NETWORK: *CBS TV, ABC TV*
 REPRESENTATIVE: *ATS*
 GENERAL MANAGER: *Walter M. Windsor*
 EDITORIALIZING: *None*

CENSORSHIP IN ENTERTAINMENT	Open discussion of all aspects of censorship featuring people from various walks of life and community activity. Not sponsored. 60 minutes (4-11-63).
JUVENILE DELINQUENCY IN LUBBOCK	Interview with a juvenile officer and presentation of three actual cases from corrective files. Not sponsored. 30 minutes (5-2-63).
TEEN MORALS IN LUBBOCK	Discussion of high school morality with teenage leaders and representatives. Not sponsored. 30 minutes (5-16-63).
CIVIL RIGHTS	Interview with U. S. Senator Ralph Yarborough, sounding him out on proposed civil rights issues and current legislation. Not sponsored. 30 minutes (8-15-63).

ODESSA

KOSA-TV

CHANNEL 7
 LICENSEE: *Southwest States, Inc.*
 NETWORK: *CBS TV*
 GROUP: *Trigg-Vaughn Stations*
 REPRESENTATIVE: *Bolling*
 GENERAL MANAGER: *John Vacca*
 EDITORIALIZING: *Occasionally*

FOLK MUSIC	Explanatory narration and singing of folk music featuring one man and his guitar. Not sponsored. 30 minutes (4-24-63).
RELIGIOUS MUSIC	A Negro spiritual group and a soloist in a presentation of traditional religious music with explanation. Not sponsored. 30 minutes (5-15-63).
GLOBE THEATER	Films and commentary on the new Globe theater in Odessa, an exact replica of the original Globe Theater in England. Not sponsored. 30 minutes (4-24-63).
JOHN TOWER	Two featured newscasters discussing current events with Texas Senator John Tower. Not available for sponsorship. 30 minutes (9-12-63).
WATER	Narration and interviews concerning the sources of water supply to the local area. Not sponsored. 30 minutes (4-10-63).

PORT ARTHUR

KPAC-TV

CHANNEL 4
 LICENSEE: *Texas Goldcoast Television, Inc.*
 NETWORK: *NBC TV*
 REPRESENTATIVE: *Blair*
 GENERAL MANAGER: *Julius Gordon*
 EDITORIALIZING: *None*

ORAL SABIN VACCINE	Discussion by six doctors answering questions submitted by the general public in the area, prior to the opening of three new clinics. Not available for sponsorship. 30 minutes (10-20-62).
CANCER DISCUSSION	Panel of five doctors selected by the local Cancer Board discussed symptoms of cancer and answered questions from the public. Not available for sponsorship. 30 minutes (4-13-63).
JAYCEE AUCTION	Local Junior Chamber of Commerce auctioned various pieces of donated merchandise; proceeds put to philanthropic and civic use. Not available for sponsorship. 135 minutes (8-10-63).
SEAWALL BOND ELECTION	Five civic leaders explained the Seawall Bond Issue, delineating its area of construction, its cost to citizens and its protection for the area. Not available for sponsorship. 30 minutes (9-7-63).
ON CAMPUS	Personnel of Lamar State College produce program dealing with such subjects as methods of teaching the mentally retarded, etc. Not available for sponsorship. 30 minutes (monthly).

TEXAS

SAN ANGELO

KCTV

CHANNEL 8

LICENSEE: *Westex Television Company*

NETWORK: *CBS TV, ABC TV*

REPRESENTATIVE: *ATS*

GENERAL MANAGER: *J. H. Hubbard*

EDITORIALIZING: *None*

TOWN TOPICS

City manager discusses the city's current activities of the day and answers questions pertinent to city problems raised in by viewers. Not available for sponsorship. (11-10-63 weekly)

SAN ANTONIO

KENS-TV

CHANNEL 5

LICENSEE: *Harte-Banks Newspapers, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *PCB*

GENERAL MANAGER: *Wayne Kears*

EDITORIALIZING: *None*

MENTAL RETARDATION: HOPE ON THE HORIZON

Examination of the progress of the Southwest Foundation For Research in the study of normal prenatal development. Not available for sponsorship. 30 minutes (1-20-63)

FOLK MUSIC CONCERT

Survey of the current upsurge of interest in folk music with demonstrations of the history and change in the field. Not available for sponsorship. 30 minutes (8-12 and 9-29-63)

58th TEXAS STATE LEGISLATIVE SESSION

Seven county legislative representatives discuss the accomplishments and the unsolved problems of the last session. Not available for sponsorship. 30 minutes (4-21-63)

CIVIL DEFENSE FOR S. A.

Explanation of the preparation and supplies necessary for survival in the event of nuclear attack. Not available for sponsorship. 30 minutes (11-14-62)

HE LOST A LONG SHADOW

A tribute to the nationally known historical author, Walter Prescott Webb, describing his work and contributions to the 20th century. (3-27-63 and 5-12-63)

SAN ANTONIO

KONO-TV

CHANNEL 12

LICENSEE: *Mission Telecasting Corporation*

NETWORK: *ABC TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *James Brown*

EDITORIALIZING: *Monthly*

REPORT FROM WASHINGTON

Reports from the representative to the U. S. Congress informing the electorate of Washington activities pertinent to the area. Not available for sponsorship. 15 minutes (weekly)

IDEAS IN FOCUS

Discussion of current affairs by representatives of the Catholic, Protestant and Jewish clergy. Not available for sponsorship. 30 minutes (weekly).

A TIME TO KEEP*

Tracing of the history of San Antonio's religious beginnings with films of historical churches, etc. Not available for sponsorship. 30 minutes (3-5 and 1-11-63)

SOUTHWEST SEMINAR

Instruction of spoken and conversational Spanish in an effort to narrow the gap between segments of the population. Not available for sponsorship. 30 minutes (weekly)

COUNTY HOME RULE

* Made available to other stations

Discussion of the controversial county home rule issue then before the San Antonio voters, by major proponents and opponents. Not available for sponsorship. 60 minutes (1-25-63)

TEXAS

SAN ANTONIO

KWEX-TV

CHANNEL 11

LICENSEE: Spanish International Broadcasting Co.

REPRESENTATIVE: Spanish International Network Sales

GENERAL MANAGER: Emilio Nicolas

AWARDS: Award of Merit (1); Certificate of Merit (3)

EDITORIALIZING: Occasionally

LULAC COUNCIL #379

League of United Latin American Citizens reports on its scholarship fund and states educational purposes. Not available for sponsorship. 15 minutes (weekly).

SOCIAL SECURITY PROGRAM*

Explanations of the purposes and the functions of the Social Security program in the United States. Not available for sponsorship. 15 minutes (weekly).

AMERICAN CANCER SOCIETY*

Information concerning the seven danger signals of cancer, the new methods of treatment, methods of detection, etc. Not available for sponsorship. 45 minutes (4-28-63).

TB ASSOCIATION

Teaching of the precautionary measures used in the prevention of tuberculosis. Not available for sponsorship. 15 minutes (weekly).

MEXICAN CHAMBER OF COMMERCE

* Made available to other stations.

Discussion of the Chamber's functions in order to create better business relations between Mexico and the United States. Not available for sponsorship. 15 minutes (weekly).

SAN ANTONIO

WOAI-TV

CHANNEL 1

LICENSEE: Southland Industries, Inc.

NETWORK: NBC TV

REPRESENTATIVE: Petry

GENERAL MANAGER: James M. Gaines

AWARDS: San Antonio Bar Association Journalism Competition (1 and 2)

EDITORIALIZING: According to need

EQUAL LEGAL RIGHTS FOR WOMEN*

Report on the proposed amendment to the Texas constitution, with commentary from both proponents and opponents. Not available for sponsorship. 30 minutes (3-17-63).

SMALL LOAN LAW

A state senator and two attorneys "interpret" newly enacted legislation against loan sharks. Not available for sponsorship. 15 minutes (6-10-63).

THE ART OF CHILDREN*

One of a trilogy of reports on the cultural activities and contributions of local children. Sponsor: Jordan-Oppenheimer Clothing Store. 30 minutes (3-31-63).

POPULATION EXPLOSION*

Station newsmen discussed the problem and possible solutions with an educator who was a recognized authority on the subject. Not available for sponsorship. 30 minutes (2-26-63).

NATO—SHIELD OF FREEDOM*

* Made available to other stations.

Special report on the activities of NATO in Europe with emphasis on its effects locally. Not available for sponsorship. 30 minutes (2-24-63).

WELASCO

KRGV-TV

CHANNEL 5

LICENSEE: Kenco Enterprises, Inc.

NETWORK: NBC TV, ABC TV

REPRESENTATIVE: Raymer

GENERAL MANAGER: Stoddard P. Johnston

EDITORIALIZING: None

SALTY SOIL, SILENT THIEF

Report on the devastating effects of salt from the Rio Grande used in irrigating one-half million farm acres in the area. Not available for sponsorship. 30 minutes (7-9-63).

INTERNATIONAL CHARRO FESTIVAL*

Presentation of the annual International Parade saluting and promoting a greater understanding of Mexican customs and heritage. Sponsors: participating. 130 minutes (2-23-63).

HELLO WORLD, I THINK I'M GOING TO MAKE IT

Tour of the Rio Grande Valley Crippled Children Center with emphasis on the children's progress in life. Sponsors: participating. 30 minutes (3-63).

MR. BANDMASTER, U.S.A.*

Films of Karl King's last public band concert as the finale of his golden anniversary in the world of band music. Not available for sponsorship. 30 minutes (2-63).

A YEAR FROM HOME

* Made available to other stations.

Pictorial coverage of the U. S. Army local armored division battalions on active duty. Sponsors: local savings & loan associations. 30 minutes (9-62).

SPONSOR/TV PUBLIC AFFAIRS

TEXAS

WICHITA FALLS

KAUZ-TV

CHANNEL 6

LICENSEE: *Mid-Texas Broadcasting Corp.*

NETWORK: *CBS TV*

REPRESENTATIVE: *ITS*

GENERAL MANAGER: *William Hobbs*

EDITORIALIZING: *None*

ARMED FORCES DAY PARADE

Thor Atlas, Titan and Titan II missiles included in parade to celebrate the Holiday. Sponsor: First Wichita National Bank (90 minutes - 5-15-63)

EYE ON WICHITA FALLS

The necessity of bond and their probable cost. Program aired two days prior to important bond election. Not available for sponsorship. 30 minutes - 5-26-63

THE HOSPITAL ISSUE

Pointed out the needs of the Wichita County Hospital District Program aired prior to hospital bond election. Not available for sponsorship. 30 minutes - 11-1-62

THE ZONING ISSUE

Pros and cons about an upcoming zoning issue, followed by interviews with citizens affected by the zoning. Not available for sponsorship. 30 minutes - 9-5-63

SYMPHONIC EXCURSIONS

Excerpts from concerts performed by the Wichita Falls Symphony. Not available for sponsorship. 60 minutes - 11-11-62, 12-16-62, 2-10-63, 3-24-63, 4-25-63

UTAH

SALT LAKE CITY

KCPX-TV

CHANNEL 4

LICENSEE: *Screen Gems Broadcasting Corporation*

NETWORK: *ABC TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Douglas J. Ellesen*

AWARDS: *Utah State Medical Association award (1); Robert L. Campbell Award (2)*

EDITORIALIZING: *None*

PRIMARY CHILDREN'S HOSPITAL*

The story of a hospital built with children's promises - serving patients from all over the world. Not available for sponsorship. 30 minutes - 4-21 and 6-30-63

EMPHASIS ON EDUCATION

One of a series in which panelists from the Utah Education Association and the Utah State Press discussed the Front Field of education. Not available for sponsorship. 30 minutes - (2-11-63).

THE ARTIFICIAL KIDNEY MACHINE: MACHINE MIMICS MAN

Two Utah kidney specialists discussed the many uses of the machine and its operation following a film on a related subject. Not available for sponsorship. 50 minutes - 3-17-63

REPORT ON REPORT CARDS

Educators discussed the grading system within the Utah schools and various other points pertaining to education within the schools. Not available for sponsorship. 30 minutes - 5-20-63 and 8-11-63

CAPITAL PUNISHMENT

* Made available to other stations.

Program designed to stimulate thinking of youth by providing them with real experience in discussing real issues which come front our governments. Not available for sponsorship. 30 minutes - 5-26-63).

SALT LAKE CITY

KSL-TV

CHANNEL 5

LICENSEE: *KSL Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *PGH*

GENERAL MANAGER: *Lloyd E. Cooney*

EDITORIALIZING: *Twice weekly*

STERLING SCHOLAR AWARDS

Awards ceremony which honors all state high school seniors for their scholastic achievement. Not available for sponsorship. 60 minutes - 4-17-63

MIA DANCE FESTIVAL*

Remote telecast of the Mormon Church Dance Festival which involves some 5000 participants annually. Sponsor: Beneficial Life Insurance Co. 60 minutes - 6-15-63

INTERNATIONAL JAYCEE JUNIOR TENNIS TOURNAMENT

Remote telecast from Provo, Utah of this annual sporting event. Sponsors participating. 120 minutes - 7-20-63

RECREATION: BONANZA FOR UTAH

Documentary on proposed winter sports area for Utah which will be an outstanding contribution to the state's economy. Not available for sponsorship. 30 minutes - 1-10-63

A TIME TO WORSHIP

* Made available to other stations.

Protestant church services brought into the home each Sunday morning by a different minister with their churches. Not sponsored. 30 minutes weekly

UTAH

SALT LAKE CITY

KUTV

CHANNEL 2

LICENSEE: *KUTV, Inc.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *Brent Kirk*

EDITORIALIZING: *None*

UTAH SCHOOLS IN CRISIS

Report to the state on the impasse between the governor, the legislature and schools on appropriations and contracts. Not available for sponsorship. 30 minutes (7-16-63).

THE MISSING LINK

Information presented regarding the growth of the city and the lack of a civic auditorium. Discussion of need for same. Not available for sponsorship. 30 minutes. (6-11-63).

POWER FOR PEOPLE

Designed to give viewers an idea of how their power is supplied to their homes and how it is used in industries. Not available for sponsorship. 30 minutes (7-30-63).

METROPOLIS IN THE MAKING

Description of the rapidly expanding growth in Utah Valley, and the problems of the people who find it difficult to keep pace with the industrial and residential expansion. Not available for sponsorship. 30 minutes (1-28-63).

UTAH'S COPPER INDUSTRY

Informational and historical sketch of one of Utah's more important and largest industries. Not available for sponsorship. 30 minutes (9-10-63).

VERMONT

BURLINGTON

WCAX-TV

CHANNEL 3

LICENSEE: *Mt. Mansfield Television, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *Avery-Knodel*

GENERAL MANAGER: *Stuart T. Martin*

EDITORIALIZING: *Monthly*

YOU CAN QUOTE ME

Panel interrogation of guests involving questions of prime importance. Sponsors: Vermont Electric Co-operative of Johnson, Washington Electric Co-operative of East Montpelier. 30 minutes. (weekly).

TV WORKSHOP FOR TEACHERS

Two-part program providing orientation and guidance to teachers in the utilization of the station's instructional programs telecast to grade schools. Not available for sponsorship. 55 minutes (9-5-62 and 9-6-62).

TV SCHOOL SPECIAL

Preview of tv school programs for new semester, starting the following Monday and presented regularly Monday through Friday. Not available for sponsorship. 60 minutes (9-4-62).

CURRENT EVENTS QUIZ

Final play-off of weekly competition, normally held Friday afternoons, among seventh and eighth grade students. Sponsor: S. T. Griswold & Co. 45 minutes (5-31-63).

LANGUAGE OF MATHEMATICS

Special daily orientation course in modern mathematics designed for both grade school students and their teachers to facilitate study of weekly tv course. Not available for sponsorship. 15 minutes (daily 9-8-62, 10-5-62).

VIRGINIA

HARRISONBURG

WSVA-TV

CHANNEL 3

LICENSEE: *Shenandoah Valley Broadcasting, Inc.*

GROUP: *Evening Star Broadcasting*

NETWORK: *NBC TV, CBS TV, ABC TV*

REPRESENTATIVE: *Venard, Torbet & McConnell*

GENERAL MANAGER: *Hamilton Shea*

EDITORIALIZING: *None*

NEW MAN IN THE HOUSE

Coverage of new House representative John Marsh in Washington, including his typical routine in a new post. Not sponsored. 30 minutes (4-15-63).

RESCUE — NO CHARGE

Filmed highlights of work performed by various volunteer rescue squads in towns within the station's coverage area. Sponsors: Harrisonburg Telephone Co., Highway Motors, Metro Pants Corp., Lineweaver Insurance. 30 minutes (5-27-63).

DECISION — POTOMAC RIVER BASIN

Pro and con discussion of controversial issue of government plan for dams in a four-state area. Not available for sponsorship. 30 minutes (8-24-63).

SOCIAL SECURITY AND YOU

Discussion of important changes in Social Security benefits. Not available for sponsorship. 30 minutes (9-24-62).

NEWS REVIEW — 1962

Local news highlights and review of top local stories of the year. Sponsor: First National Bank. 30 minutes (12-17-62).

VIRGINIA**NORFOLK - PORTSMOUTH - NEWPORT NEWS****WAVY-TV**

CHANNEL 10

LICENSEE: *Tidewater Tele Radio, Inc.*NETWORK: *NBC TV*REPRESENTATIVE: *H-R*GENERAL MANAGER: *J. Glen Taylor*EDITORIALIZING: *None***FORD IN TIDEWATER***

Special reports on only automotive plant in Virginia included tour, discussion of history and growth effect on economy of Spenser. Eight area Ford dealers. 60 minutes (10-30-62).

THE FIRST THIRTY DAYS

Examination of the forces that brought about the secession from the new cities of Chesapeake and Virginia Beach and a look at the future. Spenser. Budweiser. 30 minutes (1-25-63).

COMMANO BRIEFING

Series to educate and inform public on Tidewater and surrounding areas of the impact and importance of the military and functions in the military complex of Virginia. Spenser. Newport News Shipbuilding. Lone Star Cement. Southern Materials. Virginia National Bank. 30 minutes (weekly).

TOPIC

Discussion by station on topical subject with participation. Not available for sponsorship. 30 minutes (weekly).

SOUNOING BOARD

* Made available to other stations.

Discussion program produced by the Norfolk Chamber of Commerce with community leader speaking on area problems and issues. Not available for sponsorship. 30 minutes (monthly).

NORFOLK**WTAR-TV**

CHANNEL 3

LICENSEE: *WTAR Radio-TV Corp.*NETWORK: *CBS TV*REPRESENTATIVE: *Petry*GENERAL MANAGER: *Robert M. Lamb*EDITORIALIZING: *None***HOW NOW, MR. MCGUFFEY**

Study and demonstration of variety of techniques used to teach reading in the first four elementary grades. Not available for sponsorship. 30 minutes (5-22-63).

SUPERSONIC SNOOPERS*

Analysis of U.S. Air Force Reconnaissance operations filmed at Shaw Air Force Base. Not available for sponsorship. 30 minutes (1-2-63).

WALK A LONELY BEAT

Contrast of police work and methods 40 years ago and today. Filmed with Norfolk Police Department. Not available for sponsorship. 30 minutes (1-21-63).

DIELDRIN PUBLIC HEARING

Live coverage of complete public hearing conducted by state Department of Agriculture on mass treatment of beetle infested areas with Dieldrin. Not available for sponsorship. 245 minutes (1-25-63).

THESE ARE OUR CHILDREN

* Made available to other stations.

Discussion about social pressures on teenagers with two doctors, social worker, psychologist, epileptologist and parent. Not available for sponsorship. 30 minutes (1-30-63).

RICHMOND**WRVA-TV**

CHANNEL 12

LICENSEE: *Richmond Television Corp.*NETWORK: *ABC TV*REPRESENTATIVE: *Katz*GENERAL MANAGER: *Barron Howard***JOURNEY THROUGH RUSSIA**

Film made in Russia by Richmond traveler Kenneth Lord, with his live narration of trip. Not available for sponsorship. 30 minutes (10-30-62).

HIGH SCHOOL CHEATING

Student panel discussed honor system and their deterrent to cheating in local high schools. Not available for sponsorship. 30 minutes (11-4-62).

TEACHING OF ECONOMICS IN THE PUBLIC SCHOOLS

Presentation by J. Harvie Wilkerson, member of Richmond School Board and president of State Players Bank of Commerce and Trusts. Not available for sponsorship. 30 minutes (1-25-63).

YOUTH ORCHESTRA

Fifty-three member Richmond Youth Orchestra concert of Richmond Symphony, directed by Edgar Starkman. Not available for sponsorship. 60 minutes (5-19-63).

CONGRESSIONAL CANDIDATES DEBATE

Four candidates for Congress discuss the issues of the campaign in a special broadcast. Not available for sponsorship. 60 minutes (10-21-62).

VIRGINIA

ROANOKE

WDBJ-TV

CHANNEL 7

LICENSEE: *Times-World Corp.*

NETWORK: *CBS TV*

REPRESENTATIVE: *PGW*

GENERAL MANAGER: *John W. Harkrader*

EDITORIALIZING: *None*

**THE ELECTION
OUTLOOK**

Discussion between radio and tv newsmen from five scattered areas of the state on congressional election. Not sponsored. 30 minutes (11-4-62).

CANCER

Discussion between two cancer specialists and newsmen on discovery and treatment. Not available for sponsorship. 30 minutes (3-23-63).

ORDEAL BY WATER

Special report on the severe floods in southwest Virginia during March. Not sponsored. 30 minutes (3-29-63).

**DEADLINE FOR A
DUMP**

Special report on a bitter controversy over abandonment of a city dump in a Negro neighborhood. Not sponsored. 30 minutes (5-30-63).

POINT OF VIEW

Panel of newsmen questioned Chris Kraft, director of the Manned Space Flight Center, on the status of America's space program. Not sponsored. 30 minutes (8-14-63).

ROANOKE

WSLS-TV

CHANNEL 10

LICENSEE: *Shenandoah Life Stations, Inc.*

NETWORK: *MBC TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Horace S. Fitzpatrick*

EDITORIALIZING: *Three times daily*

SPOTLIGHT

Series dealing with modern youth and its activities. Not available for sponsorship. 30 minutes (weekly).

**COMMUNIST
CONSPIRACY**

Interview between Joe Moffatt, director of public affairs, and Communist Gus Hall, filmed at University of Va. Not available for sponsorship. 30 minutes (2-10-63).

**GEORGE LINCOLN
ROCKWELL: THE NEO-
BARBARIAN**

Interview between Joe Moffatt and Rockwell filmed at the University. Not available for sponsorship. 30 minutes (2-17-63).

LET FREEDOM RING

Independence Day special on meaning of the holiday as well as reminder that freedom must be protected. Sponsor: Ideal Laundry. 30 minutes (7-4-63).

FLOODS '63

Film reports on floods in southwest Virginia. Sponsor: Shenandoah Life Insurance. 15 minutes (3-12-63).

WASHINGTON

BELLINGHAM

KVOS-TV

CHANNEL 12

LICENSEE: *Wometca Enterprises*

GROUP: *Wometca*

NETWORK: *CBS TV*

GENERAL MANAGER: *Dave Mintz*

AWARDS: *Golden Mike (1); National Education Association (2)*

EDITORIALIZING: *Occasionally*

TIDE POOL CRITTERS

Children's program about the creatures of the ocean tides. Directed toward elementary school children. Sponsors: National Bank of Commerce and Darigold Milk. 30 minutes (series).

ROOM FOR THE 3 R'S

Need for building a second high school in Bellingham detailed. Vote was 80% in favor. Sponsor: Citizen's Education Committee. 30 minutes (3-6-63).

THE KEY TO THE COLLEGE DOOR

Report on how potential college students should make plans, where to obtain information and help. Not available for sponsorship. 30 minutes (2-13-63).

THE EYE OF A STORM

Personal story of a newsmen called in to British Columbia penitentiary by rioting prisoners. His efforts ended riot. Not sponsored. 30 minutes (4-24-63).

THE HAPPY ADDICT

Interview with a dope addict, a criminal in Canada, but now living in England, where under a doctor's care, he gets narcotics legally, and now lives a more normal life. 30 minutes (8-5-63).

VIRGINIA Not Reporting: WVEC-TV, Norfolk-Hampton; WTVR, WAFX-TV, Richmond; WLVA-TV, Lynchburg.
WASHINGTON Not Reporting: KIMA-TV, Yakima.



BMI

announces

the 5th Annual

HISTORY AWARDS COMPETITION

To encourage cooperation between broadcasters and their local historical societies, BMI and the American Association for State and Local History offer prizes and awards for the best programs dealing with state or local history and presented during 1963.

ELIGIBILITY: Participation in the competition is open to any radio or television station in the United States and its possessions and cooperating state or local historical agencies.

Programs or program series which are broadcast between January 1 and December 31, 1963, may be entered in the competition.

JUDGING: The American Association for State and Local History will appoint the panel for preliminary judging and final winners will be selected by BRUCE CATTON, Pulitzer Prize-winning historian and editor of *American Heritage Magazine*; JOHN A. GARRATTY, professor of history at Columbia University; ERIC F. GOLDMAN, professor of history at Princeton University.

PRIZES: Cash prizes of \$500 each to the radio and television stations which, during 1963, produce programs concerning local history that, in the opinion of the judges, contribute most significantly to their community's awareness and understanding of local history. In addition, two grants of \$500 will be made to the cooperating historical agencies. Scrolls of honorable mention will also be presented.

SUBMISSION OF ENTRIES: Stations wishing to participate in the competition should submit their programs in tape, film or transcription form to: The American Association for State & Local History, 151 East Germain Street, Madison 3, Wisconsin.

Entries must be postmarked no later than January 15, 1964. Application blanks may be obtained from the American Association for State and Local History or from Broadcast Music, Inc.

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WASHINGTON

SEATTLE

KING-TV

CHANNEL 4

LICENSE: King Broadcasting Company

GROUP: Crown Stations

NETWORK: NBC TV

REPRESENTATIVE: Blair

GENERAL MANAGER: Otto Brandt

AWARDS: Ohio State Commendation, "Emmy," RTNDA award (1)

EDITORIALIZING: Occasionally

SUSPECT*

Examination of the defeat of a respected veteran legislator by an extremist group utilizing a smear campaign. Not available for sponsorship. 30 minutes (10-19 and 11-25-62).

BIAS

Representative average members of the Negro community expressed their personal views of discrimination and cited specific examples in the city. Not available for sponsorship. 30 minutes (8-30-63).

OPEN LINE:
SCHOOL LEVY CRISIS

Spokesmen for proponents and opponents of a vital school levy stated their cases, then answered telephoned questions from viewers. Not available for sponsorship. 60 minutes (5-18-63).

CITY COUNCIL PUBLIC
HEARING ON MINORITY HOUSING

Live coverage of the entirety of an important council hearing relative to open housing ordinance for the community. Not available for sponsorship. 223 minutes (7-1-63).

MR. CANDIDATE

* Made available to other stations.

Opposing candidates in key election races met on program to answer questions posed by a station moderator. Not available for sponsorship. 30 minutes (series).

SEATTLE

KIRO-TV

CHANNEL 7

LICENSE: Queen City Broadcasting

NETWORK: CBS TV

REPRESENTATIVE: PGW

GENERAL MANAGER: Saul Haas

AWARDS: Washington State Legislature special resolution (1)

EDITORIALIZING: Occasionally

TO MAKE A LAW*

Evolution of a bill from filing to enactment as a law, to aid public appreciation of law making processes. Not available for sponsorship. 30 minutes (2-27-63).

HUMAN SPARE PARTS*

Story of successful transplantation of human organs from one person to another. Not sponsored. 30 minutes (4-23-63).

THESE YOUNG MEN ARE THE
BROTHERS FOUR*

Meteoric rise to stardom of a college quartet reported as inspiration to other young people. Sponsor: Henry House Packing Co. 60 minutes (8-31-63).

INDUSTRY ON THE HALF SHELL*

Role of the Univ. of Washington Fisheries Department in helping the oyster and crab industry to flourish. Not sponsored. 30 minutes (8-4-63).

UNTO THE LEAST OF THESE*

* Made available to other stations.

Disposition of children committed to state institutions because of mental and physical retardation. Not available for sponsorship. 30 minutes (12-5-63).

SEATTLE

KOMO-TV

CHANNEL 4

LICENSE: Fisher's Blend Station, Inc.

NETWORK: ABC TV

REPRESENTATIVE: Katz

GENERAL MANAGER: W. W. Warren

AWARDS: National Brotherhood Award; Seattle Civic Unity Committee; Archdiocesan Union Holy Name Societies; Seattle Knights of Columbus; School Bell Award, Washington Education Association award; Ohio State

78 Occasionally

CHALLENGE

Three local clergymen of Protestant, Jewish and Catholic faiths discuss problems facing individuals and the community. Not available for sponsorship. 30 minutes (weekly).

VIEWPOINT

Station news director moderates a discussion of both sides of local controversial issues. Not available for sponsorship. 30 minutes (weekly).

WHAT'S NEW IN THE
SCHOOLHOUSE

Station educational director examines problems and trends in education at both the local and national levels. Not available for sponsorship. 30 minutes (weekly).

QUIZDOWN

Question and answer format for elementary students from King County schools. Not available for sponsorship. 30 minutes (weekly).

EXPLORATION

Program takes cameras into unusual places in the Pacific Northwest to record true-to-life adventures of northwest people. Sponsors: Participating. 30 minutes (monthly).

WASHINGTON

SPOKANE

KHQ-TV

CHANNEL 6

LICENSEE: *KHQ, Inc.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Richard O Dunning*

EDITORIALIZING: *None*

FALL FASHIONS

Full color studio presentation of fashions for fall presented by local department store. Not available for sponsorship. 60 minutes (9-63)

SPOKANE INTERSTATE FAIR

Show champions, exhibit person responsible. Based on the program from the fair. Not sponsored. 60 minutes (10-63)

CHILDREN'S THEATER

Adaptation of Robin Hood presented by Spokane Children's Theater. Not available for sponsorship. 70 minutes (10-63)

THE ECLIPSE

Coverage of events, diagrams, description of eclipse visible in Spokane. Not available for sponsorship. 7:20-63

THEY CALLED IN SPOKANE

Pictures from local historical files show city physical development of the city. Not available for sponsorship. 30 minutes (11-63)

SPOKANE

KREM-TV

CHANNEL 2

LICENSEE: *KREM Broadcasting Co.*

GROUP: *Crown Stations*

NETWORK: *ABC TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *A. P. Hunter*

EDITORIALIZING: *As necessary*

GUTEN MORGEN II & III*

German language lessons produced in cooperation with the school district for use in classrooms. Not available for sponsorship. 15 minutes (daily)

SEW WITH US

* Made available to other stations

Teaching of basic Howe sewing to the general public especially aimed at remote areas in which people cannot take advantage of urban trade schools. Not available for sponsorship. 30 minutes (daily)

SPOKANE

KXLY-TV

CHANNEL 4

LICENSEE: *Spokane Television, Inc.*

NETWORK: *CBS TV*

REPRESENTATIVE: *H-R, Day-Wellington, H. S. Jacobson*

GENERAL MANAGER: *Wayne McNulty*

EDITORIALIZING: *None*

MISS SPOKANE CONTEST

Contest for selecting the girl to represent the city for the following year with on-the-air judging. Not available for sponsorship. 30 minutes (12-8-62)

MIDNIGHT MASS

Mass presented from Our Lady of Lourdes Catholic Cathedral. Not available for sponsorship. 101 minutes (12-25-62)

MARCH OF DIMES TELETHON

A community service in behalf of the National Foundation. Not available for sponsorship. 17 hours (1-20-63).

EASTER SERVICES

Episcopal Easter church services presented from St. John's Cathedral. Not available for sponsorship. 60 minutes (4-14-63).

LILAC PARADE

Annual parade of floats, bands, marching units with the Lilac as the theme. Sponsor: Columbia Electric Company. 150 minutes (5-63)

WASHINGTON

TACOMA

KTNT-TV

CHANNEL 11

LICENSEE: *Tribune Publishing Company*

REPRESENTATIVE: *Raymer*

GENERAL MANAGER: *Max H. Bice*

EDITORIALIZING: *None*

TESTING PROGRAMS IN SCHOOLS* Examination of psychological, personality, and other testing in schools examined. Not available for sponsorship. 30 minutes (1-26 and 2-2 & 9, 1963).

INCREASING POPULATION Discussion of plans being developed by health and sanitation officials to meet growing population of Puget Sound. Not sponsored. 30 minutes (1-26-63).

HEART PATIENTS Discussion of a heart patient's life following release from hospital, in addition to advances in post-attack cure. Not sponsored. 30 minutes (2-2-63).

TEACHING TEACHERS Examination of what a teacher learns, requirements aspirants must meet to enter school of education, and to graduate, and intensity of teacher education. Not available for sponsorship. 30 minutes (1-12 & 19 & 26, 1963).

JUVENILE DELINQUENCY Civic leaders and students explore juvenile delinquency and its causes. Not sponsored. 30 minutes (4-17-63).
* Made available to other stations.

YAKIMA

KNDO-TV

CHANNEL 23

LICENSEE: *Columbia Empire Broadcasting Corp.*

NETWORK: *ABC TV*

REPRESENTATIVE: *Avery-Knodel*

GENERAL MANAGER: *Hugh Davis*

EDITORIALIZING: *Occasionally*

WALK IN HIS MOCCASINS Study of the Yakima Indian jurisdictional dispute to help area residents become better aware. Not sponsored. 30 minutes (6-19-63).

WEST VIRGINIA

CHARLESTON

WCHS-TV

CHANNEL 8

LICENSEE: *Rollins Broadcasting Company*

NETWORK: *CBS TV*

REPRESENTATIVE: *Blair*

GENERAL MANAGER: *William P. Dix, Jr.*

AWARDS: *Special Public Service Recognition by resolution of W. Va. Legislature, March, 1963*

WITHIN OUR REACH A special dealing with what educational television could do for West Virginia. Produced in cooperation with West Virginia University and The West Virginia Educational Broadcasting Authority. Not sponsored. 30 minutes (1-28-63).

IDLENESS IS A DISEASE* A special study of persons on relief by the Kanawha Medical Society and Department of Welfare. Placing a person on disability relief with no medical correction can lead to "idleness" as a disease. Not sponsored. 30 minutes (1-2, 1-19-63).

LEGISLATIVE NEWS CONFERENCE Give and take discussion of major legislative issues. Not sponsored. 60 minutes (Saturdays).

THEY SHALL TAKE UP SERPENTS Documenting snake handling cults in the mountains. Produced in cooperation with Department of Sociology of Morris Harvey College. Not sponsored. 30 minutes (2-7, 3-16-63).

TELEVISION CLASSROOM College credit courses in connection with Morris Harvey College. West Virginia History offered as special Centennial Year Telecourse. Not sponsored. 30 minutes (Saturdays).
* Made available to other stations.

WEST VIRGINIA**CHARLESTON-HUNTINGTON****WSAZ-TV**

CHANNEL 3

LICENSEE: *The Goodwill Stations, Inc.*GROUP: *Affiliated with WJR, Detroit and WJRT, Flint*NETWORK: *NBC-TV*REPRESENTATIVE: *Katz*GENERAL MANAGER: *C. Tom Gasten*AWARDS: *Advertising Club of Huntington, National Safety Council Public Interest Award (4); West Virginia Photography Award (5)*EDITORIALIZING: *None***SHERIFF'S SUCCESSION***

Explications and discussion on the proposals to the state constitution to be voted upon by the electorate. Not sponsored. 30 minutes. 10-5-62.

BIG EAR, LITTLE EAR*

A look into the economic effects and scientific value of Green Buck and Sugar Grove, West Virginia radio telescopes. Not sponsored. 30 minutes. 8-14-61.

OHIO VALLEY ATOM*†

An inside look at the Atomic Energy Commission's largest gaseous diffusion plant, one of three in the nation. Not sponsored. 30 minutes. 1-27-63.

ROAD PATROL*†

Part of a series stressing the need for increased driver responsibility as an effective contributor to traffic fatalities. Not sponsored. 30 minutes. 10-21-63.

1716 KANAWHA BOULEVARD*

Documentary description of the history of the West Virginia Executive Mansion. Tour conducted by Governor's wife. Not available for sponsorship. 30 minutes. 1-12-63.

* Made available to other stations

† Made available through F.A.C.

FAIRMONT**WJPB-TV**

CHANNEL 5

LICENSEE: *WJPB-TV, Inc.*GROUP: *Beacom Broadcasting Enterprises*NETWORK: *ABC-TV*REPRESENTATIVE: *Weed*GENERAL MANAGER: *J. Patrick Beacom*EDITORIALIZING: *Weekly***WEST VIRGINIA SPEAKS***

Shall West Virginia sell liquor by the drink? A debate between leader of opposition and minority leader of West Virginia House of Representatives. Not available for sponsorship. 60 minutes. 10-6-62.

KNOW YOUR CANDIDATES*

Six programs asked questions of all candidates for Congress and governor in state. Not available for sponsorship. 60 minutes. (Series).

WEST VA. CENTENNIAL TELETHON*

Fund-raising telethon for 1963 Centennial celebration. Not available for sponsorship. 335 minutes. 9-22-62.

CAMERA GOES TO COLLEGE*

Series conducted with area colleges and universities including historical, educational and musical parts. Not available for sponsorship. 60 minutes. Weekly.

SCHOOL OF THE AIR

* Made available to other stations.

Educational program with credit courses produced and conducted by Salem College. Not available for sponsorship. 30 minutes. Daily.

OAK HILL**WOAY-TV**

CHANNEL 4

LICENSEE: *Robert R. Thomas, Jr.*NETWORK: *CBS-TV*REPRESENTATIVE: *Savalli Gates*GENERAL MANAGER: *Robert R. Thomas*EDITORIALIZING: *Occasionally***FOCUS**

A panel of doctors answered questions submitted by viewers. Not available for sponsorship. 30 minutes. 1-6-62.

LAKE STEPHENS PROJECT

Panel discussion with area civic leaders concerning 2nd Levy election of \$1,200,000 re-creation development in the area. Not available for sponsorship. 30 minutes. 5-6-62.

STRIKE UP THE BAND

Series of concerts by the local high school band. Not available for sponsorship. 15 minutes. Weekly.

SCHOOL BOND PROJECT

Panel discussion with county school superintendent, board of education, civic leaders concerning funds for new schools. Sponsors: Beckley, West Virginia Chamber of Commerce. 30 minutes. 9-6-62.

WEST VIRGINIA ARTS FESTIVAL

Four piano concerts by Professor Herman Gable of the Univ. of West Virginia. Not available for sponsorship. 30 minutes. 5-6-62.

WEST VIRGINIA

WHEELING

WTRF-TV

CHANNEL

LICENSEE: *WTRF-TV, Inc.*

GROUP: *Dix Syndicate Newspapers*

NETWORKS: *NBC TV, ABC TV*

REPRESENTATIVE: *Hollingbery*

GENERAL MANAGER: *Robert W. Ferguson*

EDITORIALIZING: *None*

**NEW HORIZONS IN OHIO
COUNTY EDUCATION**

Presentation in support of a bond issue election for a new Ohio County consolidated high school. Not available for sponsorship. 30 minutes (4-25 and 4-29-63).

SPRINGTIME WEST VIRGINIA*

Agricultural program presented through the extension services of West Virginia University. Not available for sponsorship. 30 minutes (4-27-63).

FORWARD BELMONT COUNTY

Report on the formation and progress of the Belmont County Improvement Corporation. Not available for sponsorship. 15 minutes (6-25-63).

CITY CHARTER DEBATE

Debates between the Jaycees and the Ohio County Bar Association on proposed City Charter Amendments. Not available for sponsorship. 30 and 60 minutes.

FAITH OF ISRAEL

Recreation of the confirmation ceremony in Judaism. Not available for sponsorship. 30 minutes (6-30-63).

WISCONSIN

EAU CLAIRE

WEAU-TV

CHANNEL 13

LICENSEE: *Post Broadcasting Corp.*

NETWORK: *NBC TV, CBS TV,
ABC TV*

REPRESENTATIVE: *George P.
Hollingbery*

GENERAL MANAGER: *Leo Howard*

EDITORIALIZING: *Monthly*

CAMPUS COMMENTS

Discussion on activities on the campus of Wisconsin State College. Not available for sponsorship. 30 minutes (Weekly).

**WISCONSIN EDUCATIONAL
SYSTEM***

An analysis of educational facilities and costs in the state of Wisconsin. Joint project by five stations. Not available for sponsorship. 30 minutes (9-63).

**LEAGUE OF WOMEN VOTERS
PRESS CONFERENCE**

Local news director and member of the League of Women Voters questioned candidates for city and county offices. Not available for sponsorship. 30 minutes (4-63).

A CHRISTMAS CONCERT

Local high school choirs presenting Christmas story and music. Sponsors: Participating. 30 minutes (Series).

FARM AND HOME TIME

County agents in the area producing their own show with a different participant each day, on agriculture. Not available for sponsorship. 15 minutes (Series).

* Made available to other stations.

GREEN BAY

WFRV-TV

CHANNEL 5

LICENSEE: *WFRV, Inc.*

GROUP: *WAVE, Inc.*

NETWORK: *NBC TV*

REPRESENTATIVE: *Katz*

GENERAL MANAGER: *Lee Broching*

EDITORIALIZING: *None*

CHRISTIAN UNITY

Clergymen of three faiths discuss Christian unity in light of Vatican Council. Not available for sponsorship. 30 minutes (6-24 and 7-9-63).

WATER POLLUTION

A report on the area problem and steps being taken to solve it. Not available for sponsorship. 30 minutes (4-16-63).

REPORT ON TAXES

Governor explained his tax program to panel of newspaper editors. Not available for sponsorship. 60 minutes (3-28-63).

BASKETBALL'S BEST

Story of the state high school champions located in the area. Sponsor: Local bakery. 30 minutes (3-24-63).

THE MESSIAH

Chorus and instrumental quartet from Lawrence College presented *The Messiah*. Not available for sponsorship. 60 minutes (12-9-62).

WISCONSIN Not Reporting: WBAY-TV, Green Bay; WKBT, La Crosse; WUHF-TV, Milwaukee.

WISCONSIN**MADISON****WISC-TV**

CHANNEL 3

LICENSEE: *Television Wisconsin, Inc.*NETWORK: *CBS TV*REPRESENTATIVE: *PGW*GENERAL MANAGER: *Ralph O'Connor*EDITORIALIZING: *None***FACE THE STATE**

State superintendent of public instruction questioned by a panel of newsmen on removal of controversial books from curricula. Not available for sponsorship. (27-62)

WISCONSIN WINDOWS

Dramatization of letters from Wisconsin soldiers to their families during the Civil War. Not available for sponsorship. (10-13-62)

LIFE OR DEATH OF A LAKE

Problems facing residents on Lake Koshong. Typical of lakes becoming silted and polluted. Not available for sponsorship. 30 minutes. (11-5-62)

LIVING AND LEARNING

Deceptive packaging reported on by official of state Bureau of weights and measures describing irregularities of products. Not available for sponsorship. 30 minutes. (3-10-63)

INFORMATION CENTER

Officer of United Givers Campaign described role of U.G. agencies in the community. 30 minutes. (1-22-62)

MADISON**WKOW-TV**

CHANNEL 27

LICENSEE: *Midcontinent Broadcasting Company of Wisconsin*GROUP: *Midco*NETWORK: *ABC TV*REPRESENTATIVE: *Young*GENERAL MANAGER: *Tony Moe*EDITORIALIZING: *None***CONVERSATION**

Program featured filmed interviews with three or four interesting persons in and out of the news. Not sponsored. 30 minutes. (Weekly).

CHALLENGE

Films of educational experiment at U. of Wisconsin where normal grade school children were integrated in classrooms with mentally retarded, emotionally disturbed and physically handicapped children. Not available for sponsorship. 30 minutes. (9-21 and 9-29-63).

STALEMATE

Report on fiscal crisis in Wisconsin because of stalemate between Democratic governor and Republican state legislature. Not available for sponsorship. 60 minutes. (6-9 and 6-10-62)

THE MONGOLOID

Report on what mongoloid children are and how they are cared for in institutions and foster homes. Not available for sponsorship. 30 minutes. (3-5-63)

PTA OF THE AIR

Program features both parents and educators in the local parent-teacher Council. Not available for sponsorship. 30 minutes. Monthly.

MADISON**WMTV**

CHANNEL 15

LICENSEE: *Forward Television Inc.*GROUP: *Wisconsin Valley Television Corp.*NETWORK: *NBC TV*REPRESENTATIVE: *Mecker*GENERAL MANAGER: *Thomas E. Bolger*EDITORIALIZING: *Daily***ECLIPSE**

Live telecast of eclipse with narration by University of Wisconsin astronomy professor to discourage naked eye viewing. 35 minutes. (7-20-63)

SPELLING BEE CHAMP

Teacher interviewed the state spelling bee champion and his parents immediately after completion of the contest. Sponsor: Wisconsin State Journal. 15 minutes. (5-1-63)

KOFFEE KLATCH

Discussion by local United Givers official in a 'coffee break' format as a series of extended discussions with instructions to hundreds of workers. Not available for sponsorship. 30 minutes. (10-62)

DEFCON 5

Films of the personnel and their duties at local Air Force base to explain the purpose, functions and needs of the installation. Not available for sponsorship. 30 minutes. (Series).

CANDIDATE CLOSE-UP

Opposing candidates for political office questioned by panel of newsmen on issues, charges and countercharges of the campaign. Not available for sponsorship. 30 minutes. (9-62 and 10-62)

WISCONSIN

MILWAUKEE

WISN-TV

CHANNEL 12

LICENSEE: *Hearst Corporation*

GROUP: *Hearst*

NETWORK: *CBS TV*

REPRESENTATIVE: *Petry*

GENERAL MANAGER: *William C. Goodnow*

AWARDS: *Milwaukee Radio-TV Council (2, 3, 5)*

EDITORIALIZING: *None*

MILWAUKEE REPORTS

Four junior bar association members questioned U.S.I.A. head Edward R. Murrow on subject "Truth Under Stress." Not available for sponsorship. 30 minutes (6-16-63).

A SECOND LOOK

An unbiased report on the State Department of Welfare in answer to governor's report on the same agency. Not available for sponsorship. 30 minutes (3-20-63).

STUDENTS FROM ABROAD

Students from Hawaii took viewers on a tour of their state through pictures, songs, and dances. Not available for sponsorship. 30 minutes (3-30-63).

TELEVISION AND YOUR CHILDREN

Probing discussion of effects of tv on children by a psychologist, a public school official, a mother, and staff members. Sponsor: Spic and Span Dry Cleaners. 30 minutes (4-24-63).

CHALLENGE — AEROSPACE NAVIGATION SYSTEMS

Story of the Aerospace Navigation Systems in production to stimulate awareness in scientific, engineering and technical fields of industry. Not available for sponsorship. 30 minutes.

MILWAUKEE

WITI-TV

CHANNEL 6

LICENSEE: *Storer Broadcasting Company*

GROUP: *Storer*

NETWORK: *ABC TV*

REPRESENTATIVE: *Storer TV Sales*

GENERAL MANAGER: *Roger W. LeGrand*

AWARDS: *Milwaukee Radio-TV Council, 1962 (4)*

EDITORIALIZING: *Daily*

A DAY WITH THE BRAVES*

Pictorial report on an actual day of the Milwaukee Braves, its players and executives, reflecting all phases of the operation of a major league baseball club. Sponsor: Fels and Company. 30 minutes (7-8-63).

AN INTERVIEW WITH ARCHBISHOP COUSINS

An in-depth interview with Roman Catholic Archbishop of Milwaukee by station news director. Not available for sponsorship. 30 minutes (5-22-63).

GAYLORD NELSON — FRESHMAN ON THE NEW FRONTIER*

A filmed portrait of a newly-elected U. S. Senator and his first days in Washington. Sponsor: AFL-CIO. 30 minutes (1-20-63).

MASS FOR SHUT-INS

A Catholic Mass said weekly in a television studio which is accurate in every detail. Not available for sponsorship. 30 minutes (Weekly).

PUBLIC CONFERENCE

* Made available to other stations.

Discussion of local problems and community affairs by local people, both expert and layman. Not available for sponsorship. 30 minutes (Weekly).

MILWAUKEE

WTMJ-TV

CHANNEL 4

LICENSEE: *The Journal Company*

NETWORK: *NBC TV*

REPRESENTATIVE: *HRP*

GENERAL MANAGER: *George Conite*

AWARDS: *Milwaukee Radio-TV Council 1; Milwaukee Press Club and Milwaukee Radio-TV Council (3)*

EDITORIALIZING: *Daily*

MILWAUKEE MUSIC SPECIALS

Programs of good music, featuring Milwaukee Symphony and other local musical groups, generally with featured soloist. Sponsor: Joseph Schlitz. 60 minutes (series).

GUBERNATORIAL DEBATE*

Two major candidates gave statements in face-to-face meeting then answered objective questioning of newsmen. Not available for sponsorship. 60 minutes (11-5-62).

SPECIAL REPORT

Film reports of problems or issues of importance to Wisconsin residents with explanations by representatives of opposing viewpoints. Not sponsored. 30 minutes (Series).

OPEN QUESTION

Persons in local, state, national, or international news answer questions with a local point of view posed by newsmen. Not available for sponsorship. 30 minutes (weekly).

HUMAN RIGHTS

* Made available to other stations.

Authorities on a specific phase of human relations answer questions pertaining to their sphere of activity. Not available for sponsorship. 30 minutes (monthly).



First aid course presented jointly by WTMJ TV and The Milwaukee-Waukesha Red Cross chapter

THIS IS A SAMPLE OF OUR PUBLIC SERVICE PROGRAMMING



SO IS THIS

WTMJ-TV believes that every program on its broadcast schedule is a public service program . . . whether it be entertaining, informational, educational or cultural. Unless we're satisfied that an individual program is of *some* service to the community, we simply don't telecast it. Our weekly schedule is carefully balanced to serve Milwaukee's varied viewing tastes . . . something for everyone! It's our way of providing *complete* service to the *entire* community . . . every minute we're in view.

WTMJ-TV
CHANNEL 4

THE MILWAUKEE JOURNAL STATION
WTMJ-AM-FM
NBC in Milwaukee

Represented by
HARRINGTON, RIGHTER & PARSONS —
New York • Chicago • San Francisco
Atlanta • Boston • St. Louis • Los Angeles

W A U S A U

WSAU-TV

CHANNEL 7

LICENSEE: Wisconsin Valley Television Corporation

NETWORK: CBS TV

REPRESENTATIVE: Meeker

GENERAL MANAGER: Richard D. Dudley

EDITORIALIZING: Three times weekly

STALEMATE (PART I)

Discussion by Democratic and Republican members of the state legislature on the state's fiscal and tax problems. Not available for sponsorship. 30 minutes (7-7-63).

STALEMATE (PART II)

Presentation by Governor of conditions at state penal, mental and welfare institutions. Not sponsored. 30 minutes (7-7-63).

WATER POLLUTION*

Description of various ways in which state water is being polluted and what is being done or may be done to prevent it. Not sponsored. 30 minutes (7-14-63).

FARMER OF THE WEEK

* Made available to other stations.

A "Farmer of the Week" award is presented during a live interview, based on achievement, progressiveness and diversification. Not sponsored. 10 minutes (Weekly).

WYOMING

CASPER

KTWO-TV

CHANNEL 2

LICENSEE: Rocky Mt. Tele-Stations

NETWORK: NBC TV, CBS TV, ABC TV

REPRESENTATIVE: Meeker

GENERAL MANAGER: L. S. Berger

EDITORIALIZING: Occasion lly

UNITED FUND TELETHON

Five minute acts by local talent, with three minutes of commercial between each. Proceeds went to United Fund chapter. Sponsors: Participating. 240 minutes (1-18-62).

ELECTION RETURNS

Panel of three leading Democrats, three leading Republicans, discussed returns as they came in, election laws, need for voting machines. Sponsors: Participating. 360 minutes (11-62).

WYOMING Not Reporting: KFBC-TV, Cheyenne; KWRB-TV, Riverton.

what has public service to do with advertising?

WNAC RADIO 680 CHANNEL 7 TV



More than you'd suspect. For the public is not only a source to be sold, it must be served, too. When a radio or television medium can do this, through a consistently honest and imaginative job of public service programming, it is bound to build for itself a favorable image. Subtly and inevitably, there's a rub-off on the advertising . . . and the advertiser benefits. In the matter of public service, both RKO General properties in Boston. — WNAC RADIO (680) and WNAC-TV Ch. 7 — long ago made it their joint business to be a vital force for good within the community. In fateful '63, there was much that was of deep personal concern and interest to the community they serve. With microphones and cameras, WNAC Radio and Channel 7 together set new standards of public service in reporting and recording issues and events at every level of interest — local, national and global. Evidence of public approval by WNAC Radio and WNAC Television audiences has been tangible, massive. From this approval, the station's advertising must inevitably benefit, even though subliminally. After all, a customer usually is more receptive to a selling proposition when he or she likes the salesman!

Stations take stand on vital issues

PRESENTING MATERIAL of importance to the public often takes many different forms. Coverage of local and national events, documentaries, and reports are commonplace among stations at work in their communities. Often, however, there comes a need to explain the pros and cons of problems facing the public, and to take a stand. In this area, there seems to be a growing participation by station broadcasters, though nearly half of all broadcasters responding to sponsor's public affairs questionnaire reported they were editorializing, it would not be correct to state that the same proportion was true for all stations, since the broadcaster not replying could probably be assumed to be less active in this area. However, the number of stations editorializing is significant and it can be expected that other stations will engage in this area in the years ahead. Following covers those stations now editorializing with information on how the material is prepared. ■

Birmingham, Alabama

WRBC-TV

FREQUENCY: *daily*
 PREPARED BY: *editorial board*
 DELIVERED BY: *Davenport Smith*
 METHODS USED: *video tape*

general manager
 DELIVERED BY: *Homer Lane*

KPHO-TV

FREQUENCY: *three weekly*
 PREPARED BY: *news editor*
 DELIVERED BY: *director of special events*
 METHODS USED: *live and tape*

Mobile

WKRG-TV

FREQUENCY: *as needed*
 PREPARED BY: *Kenneth R. Giddens, president*
 DELIVERED BY: *Kenneth R. Giddens*
 METHODS USED: *live and tape*

Tucson

KGUN

FREQUENCY: *three times weekly*
 PREPARED BY: *Mae Marshall, news director*
 DELIVERED BY: *Mae Marshall*

Montgomery

WSFA-TV

FREQUENCY: *as needed*
 PREPARED BY: *news director*
 DELIVERED BY: *news director*
 METHODS USED: *live*

Chico, California

KHSL-TV

FREQUENCY: *occasionally*
 PREPARED BY: *management*
 DELIVERED BY: *management*

Phoenix, Arizona

KOOL-TV

FREQUENCY: *Monday through Friday*
 PREPARED BY: *Homer Lane*

Fresno

KAIL-TV

FREQUENCY: *occasionally*
 PREPARED BY: *Harvey Sheldon, manager*
 DELIVERED BY: *Harvey Sheldon*

KJEO

FREQUENCY: *monthly*
 PREPARED BY: *news director or
 general manager*
 DELIVERED BY: *news director*

Hollywood**KABC-TV**

FREQUENCY: *occasionally*
 PREPARED BY: *editorial Writer-
 researcher*
 DELIVERED BY: *general manager*
 METHODS USED: *tape*

KTLA

FREQUENCY: *twice monthly*
 PREPARED BY: *management*
 DELIVERED BY: *staff newsmen*
 METHODS USED: *live, tape and film*

Los Angeles**KNXT**

FREQUENCY: *twice weekly*
 PREPARED BY: *Todd Hunter,
 editorial researcher*
 DELIVERED BY: *Todd Hunter*
 METHODS USED: *video tape*

KMEX

FREQUENCY: *weekly*
 PREPARED BY: *Julio Lucero,
 news editor*
 DELIVERED BY: *Alex Nervo,
 news commentator*

Sacramento**KXTV**

FREQUENCY: *daily*
 PREPARED BY: *management*
 METHODS USED: *video tape*

San Diego**KFMB-TV**

FREQUENCY: *as needed*
 PREPARED BY: *editorial board*
 DELIVERED BY: *general manager*
 METHODS USED: *video tape*

KOGO-TV

FREQUENCY: *weekly*
 PREPARED BY: *Pat Higgins,
 news director*
 DELIVERED BY: *Pat Higgins*

San Francisco**KGO-TV**

FREQUENCY: *twice monthly*

PREPARED BY: *editorial director*
 DELIVERED BY: *general manager*
 METHODS USED: *live, tape and film*

KPIX

FREQUENCY: *four times weekly*
 PREPARED BY: *editorial
 researcher-writer*
 DELIVERED BY: *general manager*

KRON-TV

FREQUENCY: *occasionally*
 PREPARED BY: *general manager
 and free-lance writer*
 DELIVERED BY: *general manager*
 METHODS USED: *video tape*

KTVU

FREQUENCY: *occasionally*
 PREPARED BY: *management*

San Jose**KNTV**

FREQUENCY: *twice weekly*
 PREPARED BY: *Dave Elliott,
 editorial writer*
 DELIVERED BY: *Dave Elliott*

Santa Barbara**KEYT**

FREQUENCY: *rarely*
 PREPARED BY: *Bill Huddy,
 news director*
 DELIVERED BY: *Les Norins,
 general manager*

Denver, Colorado**KLZ-TV**

FREQUENCY: *three times monthly*
 PREPARED BY: *news director*
 DELIVERED BY: *news director*
 METHODS USED: *live, tape and film*

Grand Junction**KREX-TV**

FREQUENCY: *Occasionally*
 PREPARED BY: *president and
 general manager*
 DELIVERED BY: *president and
 general manager*

Washington, D. C.**WMAL-TV**

FREQUENCY: *daily*
 PREPARED BY: *Thom Winkler*
 DELIVERED BY: *Matthew Warren,
 director of public affairs*
 METHODS USED: *typed crawl sup-*

plemented by film for tv

WTOP-TV

FREQUENCY: *daily*
 PREPARED BY: *Jack Inrey,
 news editor*
 DELIVERED BY: *Jack Inrey*

Jacksonville, Florida**WFGA-TV**

FREQUENCY: *daily*
 PREPARED BY: *director of news
 and public affairs*
 DELIVERED BY: *director of news
 and public affairs*
 METHODS USED: *live*

WJXT

FREQUENCY: *twice weekly*
 PREPARED BY: *public affairs
 editor*
 DELIVERED BY: *public affairs
 editor*

Miami**WCKT**

FREQUENCY: *three to four times
 weekly*
 PREPARED BY: *president and
 general manager*
 DELIVERED BY: *public affairs
 director and assistant*

WLBW-TV

FREQUENCY: *daily*
 PREPARED BY: *editorial board*
 DELIVERED BY: *news director*

Orlando**WDBO-TV**

FREQUENCY: *as needed*
 PREPARED BY: *editorial board*
 DELIVERED BY: *Ben Averigg,
 news commentator*
 METHODS USED: *video tape*

WFTV

FREQUENCY: *three times daily
 Monday through Friday*
 DELIVERED BY: *news director*
 METHODS USED: *film, photo-
 graphs, cartoons*

Tallahassee**WCTV**

FREQUENCY: *monthly*
 PREPARED BY: *Ed Komarok*
 DELIVERED BY: *Ed Komarok*

Tampa**WTVT**

FREQUENCY: *twice daily*
 PREPARED BY: *Cy Smith, editorial research writer*
 DELIVERED BY: *Tom Wright, news director*
 METHODS USED: *video tape*

Albany, Georgia**WALB-TV**

FREQUENCY: *occasionally*
 PREPARED BY: *news director*
 DELIVERED BY: *news director*

Atlanta**WAGA-TV**

FREQUENCY: *Monday through Friday*
 PREPARED BY: *director of public affairs*
 DELIVERED BY: *public affairs director and managing director*
 METHODS USED: *film, photos, charts, graphs*

WATL-TV

FREQUENCY: *occasionally*
 PREPARED BY: *president and news director*
 DELIVERED BY: *general manager and news man*
 METHODS USED: *live*

WSB

FREQUENCY: *two or three times weekly*
 PREPARED BY: *Dick Mendenhall, editorial director*
 DELIVERED BY: *Dick Mendenhall*

Augusta**WJBF**

DELIVERED BY: *news director*

WRDW-TV

FREQUENCY: *twice monthly*
 PREPARED BY: *news editor*
 DELIVERED BY: *general manager*

Columbus**WRBL-TV**

FREQUENCY: *twice daily*
 PREPARED BY: *director of news and public affairs*
 DELIVERED BY: *director of news and public affairs*

Savannah**WTOG-TV**

FREQUENCY: *Occasionally*
 PREPARED BY: *program manager*
 DELIVERED BY: *staff announcer*

Boise, Idaho**KTVB**

FREQUENCY: *weekly*
 PREPARED BY: *news department*
 DELIVERED BY: *program director*
 METHODS USED: *live and film*

Idaho Falls**KID-TV**

FREQUENCY: *weekly*
 PREPARED BY: *general manager and news director*
 DELIVERED BY: *general manager*

Chicago, Illinois**WBBM-TV**

FREQUENCY: *daily*
 PREPARED BY: *John Madigan, news director*
 DELIVERED BY: *John Madigan*
 METHODS USED: *live*

Peoria**WMBD-TV**

FREQUENCY: *weekly*
 PREPARED BY: *news director and editorial director*
 DELIVERED BY: *news director*
 METHODS USED: *live, tape and film*

Hannibal, Mo.-Quincy, Ill.**KHQA-TV**

FREQUENCY: *weekly*
 PREPARED BY: *director of news and public affairs*
 DELIVERED BY: *director of news and public affairs*

Rockford**WREX-TV**

FREQUENCY: *as needed*
 PREPARED BY: *general manager and program director*
 DELIVERED BY: *general manager*
 METHODS USED: *live*

Fort Wayne, Indiana**WANE**

FREQUENCY: *daily*

PREPARED BY: *news director and editorial board*
 DELIVERED BY: *news director*

Indianapolis**WISH-TV**

FREQUENCY: *daily*
 PREPARED BY: *editorial writer*
 DELIVERED BY: *editorial writer and others*

Marion**WTAF-TV**

FREQUENCY: *as needed*
 PREPARED BY: *president and general manager*
 DELIVERED BY: *news director*
 METHODS USED: *live on camera with illustrations*

South Bend-Elkhart**WSJV-TV**

FREQUENCY: *every two months*
 PREPARED BY: *John F. Dille, Jr., president*
 DELIVERED BY: *John F. Dille, Jr.*
 METHODS USED: *film and live*

WSBT-TV

FREQUENCY: *as needed*
 PREPARED BY: *various people*
 DELIVERED BY: *various people*

Terre Haute**WTHI-TV**

FREQUENCY: *as needed*
 PREPARED BY: *news administrator*
 DELIVERED BY: *news administrator*

Fort Dodge, Iowa**KQTV**

FREQUENCY: *as needed*
 PREPARED BY: *general manager*
 DELIVERED BY: *general manager*

Ottumwa**KTVO**

FREQUENCY: *weekly*
 PREPARED BY: *public relations director*
 DELIVERED BY: *news master*

Wichita, Kansas**KAKE-TV**

FREQUENCY: *Monday through*

Title
PREPARED BY: *editorial writer*
DELIVERED BY: *editorial writer*
METHODS USED: *live*

KARD-TV

FREQUENCY: *twice monthly*
PREPARED BY: *president and general manager*
DELIVERED BY: *news director*

Topeka

WIBW-TV

FREQUENCY: *six times yearly*
PREPARED BY: *general manager, news director*
DELIVERED BY: *general manager*

Monroe, Louisiana

KNOE-TV

FREQUENCY: *frequently*
PREPARED BY: *vice president in charge of news*
DELIVERED BY: *news director*
METHODS USED: *audio tape with slide or video tape*

Baton Rouge

WBRZ

FREQUENCY: *occasionally*
PREPARED BY: *general manager*
DELIVERED BY: *general manager*

New Orleans

WDSU-TV

FREQUENCY: *Monday through Friday*
PREPARED BY: *news director*
DELIVERED BY: *news director or staff announcer*
METHODS USED: *live*

Shreveport

KTAL-TV

FREQUENCY: *Monday through Friday*
PREPARED BY: *news director, general manager, program director*
DELIVERED BY: *news director*
METHODS USED: *film*

Portland, Maine

WGAN-TV

FREQUENCY: *as needed*
PREPARED BY: *vice president, general manager, program director or news director*

DELIVERED BY: *news commentators*
METHODS USED: *live*

WMTW-TV

FREQUENCY: *occasionally*
PREPARED BY: *John W. Guider, president and general manager*
DELIVERED BY: *John W. Guider*

Bangor

WABI

FREQUENCY: *as needed*
PREPARED BY: *station manager*
DELIVERED BY: *news director or staff announcer*
METHODS USED: *live*

Baltimore, Maryland

WMAT-TV

FREQUENCY: *monthly*
PREPARED BY: *program director*
DELIVERED BY: *program director*

WJZ-TV

FREQUENCY: *twice weekly*
PREPARED BY: *editorial director*
DELIVERED BY: *general manager*

Boston, Massachusetts

WBZ-TV

FREQUENCY: *four times weekly*
PREPARED BY: *editorial board*
DELIVERED BY: *station manager*
METHOD USED: *live and film*

Springfield

WWLP-WRLP

FREQUENCY: *three times daily*
PREPARED BY: *William L. Putnam, president*
DELIVERED BY: *William L. Putnam*

Detroit, Michigan

WJBK-TV

FREQUENCY: *Monday through Friday*
PREPARED BY: *editorial director*
DELIVERED BY: *general manager*

WXYZ-TV

FREQUENCY: *four times weekly*
PREPARED BY: *editorial director*
DELIVERED BY: *president*
METHODS USED: *live, film and stills*

Flint

WJRT

FREQUENCY: *as needed*
PREPARED BY: *news director and editorial board*
DELIVERED BY: *program and public affairs director*
METHODS USED: *live*

Grand Rapids

WOOD-TV

FREQUENCY: *as needed*
PREPARED BY: *news director*
DELIVERED BY: *news director or general manager*
METHODS USED: *live, film*

WZZM-TV

FREQUENCY: *occasionally*
PREPARED BY: *news director*
DELIVERED BY: *management*
METHODS USED: *live, video tape*

Lansing

WJIM-TV

FREQUENCY: *as needed*
PREPARED BY: *news director*
DELIVERED BY: *news director*

Alexandria, Minnesota

KCMT-TV

FREQUENCY: *monthly*

Duluth

WDSM-TV

FREQUENCY: *weekly*
PREPARED BY: *director of news*
DELIVERED BY: *director of news*
METHODS USED: *live*

KDAL-TV

FREQUENCY: *Monday through Friday*
PREPARED BY: *rotated among on-the-air news personnel, plus program director and public affairs director*
DELIVERED BY: *each man individually*
METHODS USED: *live*

Minneapolis

KMSP

FREQUENCY: *daily*
PREPARED BY: *George Grim*
DELIVERED BY: *George Grim*

WCCO

FREQUENCY: *eight times weekly*
 PREPARED BY: *George Rice, television editorialist*
 DELIVERED BY: *George Rice*
 METHODS USED: *live*

WTCN-TV

FREQUENCY: *daily*
 PREPARED BY: *Sheldon Peterson, news director*
 DELIVERED BY: *Sheldon Peterson*
 METHODS USED: *video tape*

Laurel-Hattiesburg, Mississippi**WDAM-TV**

FREQUENCY: *twice weekly*
 PREPARED BY: *program director*
 DELIVERED BY: *program director*
 METHODS USED: *live*

Kansas City, Missouri**KCMO**

FREQUENCY: *daily*
 PREPARED BY: *director of public affairs*
 DELIVERED BY: *members of management*
 METHODS USED: *live*

WDAF-TV

FREQUENCY: *occasionally*
 PREPARED BY: *news director*
 DELIVERED BY: *news director*
 METHODS USED: *video tape*

St. Louis**KPLR-TV**

FREQUENCY: *four times yearly*
 PREPARED BY: *executive committee*
 DELIVERED BY: *vice president and general manager*
 METHODS USED: *live*

Butte, Montana**KXLF-TV**

FREQUENCY: *six to 12 times yearly*
 PREPARED BY: *general manager*
 DELIVERED BY: *general manager*
 METHODS USED: *live*

Billings**KOOK-TV**

FREQUENCY: *monthly*
 PREPARED BY: *news editor, manager, president*

ager, president
 DELIVERED BY: *news editor, manager, president*

Kearney, Nebraska**KHOL-TV/KHPL-TV**

FREQUENCY: *as needed*
 PREPARED BY: *news director*
 DELIVERED BY: *representative of management*
 METHODS USED: *live*

Las Vegas**KLAS-TV**

FREQUENCY: *three times a year*
 PREPARED BY: *station manager*
 DELIVERED BY: *station manager*

Omaha**WOW-TV**

FREQUENCY: *twice weekly*
 PREPARED BY: *editorial board*
 DELIVERED BY: *general manager, station manager, or program director*

Reno**KCRL**

FREQUENCY: *as needed*

Manchester, New Hampshire**WMUR-TV**

FREQUENCY: *twice monthly*
 PREPARED BY: *station manager and news editor*
 DELIVERED BY: *news editor*

Binghamton, New York**WNBF**

FREQUENCY: *once a month*
 PREPARED BY: *general manager*
 DELIVERED BY: *general manager*
 METHODS USED: *live*

New York**WABC-TV**

FREQUENCY: *once or twice weekly*
 PREPARED BY: *editorial director*
 DELIVERED BY: *vice president and general manager*
 METHODS USED: *live*

WCBS-TV

FREQUENCY: *17 times yearly*

PREPARED BY: *general manager and editorial director*
 DELIVERED BY: *general manager and editorial director*
 METHODS USED: *tape*

Syracuse**WHEN-TV**

FREQUENCY: *as needed*
 PREPARED BY: *editorial board*
 DELIVERED BY: *varies*

WSYR-TV

FREQUENCY: *six to 12 times yearly*
 PREPARED BY: *president*
 DELIVERED BY: *president*

Utica, New York**WKTV**

FREQUENCY: *weekly*
 PREPARED BY: *editorial staff*
 DELIVERED BY: *general manager and president*
 METHODS USED: *film*

Asheville, North Carolina**WLOS-TV**

FREQUENCY: *daily*
 PREPARED BY: *public affairs director*
 DELIVERED BY: *public affairs director*
 METHODS USED: *live and film*

Charlotte**WBTV**

FREQUENCY: *daily*
 PREPARED BY: *Rupert Collett, public affairs editor*
 DELIVERED BY: *Alan Neumann, director of public affairs*
 METHODS USED: *film with book ground slides*

Raleigh**WRAL**

FREQUENCY: *daily*
 PREPARED BY: *Jesse Helms*
 DELIVERED BY: *Jesse Helms*

Fargo, North Dakota**KXJB-TV**

FREQUENCY: *daily*
 PREPARED BY: *news director*
 DELIVERED BY: *news director*

METHODS USED: *live*

WDAY-TV

FREQUENCY: *16 times yearly*

PREPARED BY: *news director*

DELIVERED BY: *station manager
or news director*

METHODS USED: *live*

Cleveland, Ohio

KYW-TV

FREQUENCY: *daily*

PREPARED BY: *B. Clausen*

DELIVERED BY: *general manager
of radio and tv and area vice
president*

METHODS USED: *live and film*

Columbus

WTVN-TV

FREQUENCY: *daily*

PREPARED BY: *editorial writer
and board*

DELIVERED BY: *general manager*

METHODS USED: *tape*

Steubenville

WSTV

FREQUENCY: *every other week*

PREPARED BY: *station manager
and news director*

DELIVERED BY: *news director*

METHODS USED: *live, film, and
tape*

Toledo

WSPD-TV

FREQUENCY: *daily*

PREPARED BY: *editorial director*

DELIVERED BY: *editorial director*

METHODS USED: *tape*

WTOL-TV

FREQUENCY: *weekly*

PREPARED BY: *general manager
and news and public affairs di-
rector*

DELIVERED BY: *news and public
affairs director*

METHODS USED: *live*

Oklahoma City, Oklahoma

KWTV

FREQUENCY: *daily*

PREPARED BY: *Bruce Palmer,
news director*

DELIVERED BY: *Bruce Palmer*

METHODS USED: *live*

WKY-TV

FREQUENCY: *when needed*

PREPARED BY: *director of public
affairs*

DELIVERED BY: *director of news*

METHODS USED: *film and tape*

Tulsa

KOTV

FREQUENCY: *daily*

PREPARED BY: *editorial writer*

DELIVERED BY: *newscasters*

KVOO-TV

FREQUENCY: *three or four times
yearly*

PREPARED BY: *president and gen-
eral manager*

DELIVERED BY: *president and
general manager*

METHODS USED: *tape*

Portland, Oregon

KOIN-TV

FREQUENCY: *as needed*

PREPARED BY: *managing director*

DELIVERED BY: *managing direc-
tor*

KGW-TV

FREQUENCY: *three times yearly*

PREPARED BY: *station manage-
ment with special features editor*

DELIVERED BY: *Bob McBride,
special features editor*

Altoona, Pennsylvania

WFBG

FREQUENCY: *Monday through
Friday*

PREPARED BY: *John Stilli, general
manager and Elayne Law, edi-
torial research writer*

DELIVERED BY: *John Stilli*

METHODS USED: *video tape*

Philadelphia

WCAU-TV

FREQUENCY: *occasionally*

PREPARED BY: *vice president and
general manager*

DELIVERED BY: *vice president
and general manager*

WFIL-TV

FREQUENCY: *weekly*

PREPARED BY: *news analyst*

DELIVERED BY: *news commen-
tator*

Pittsburgh

KDKA-TV

FREQUENCY: *two or three times
weekly*

PREPARED BY: *Ethwin H. Beach-
ler, director of special services*

DELIVERED BY: *Jerome R. Reeves,
general manager and Harold
C. Lund, vice president*

METHODS USED: *tape and film*

Providence, Rhode Island

WJAR-TV

FREQUENCY: *occasionally*

PREPARED BY: *management*

DELIVERED BY: *member of man-
agement*

Chattanooga, Tennessee

WDEF-TV

FREQUENCY: *four times yearly*

PREPARED BY: *president*

DELIVERED BY: *member of man-
agement*

Amarillo, Texas

KFDA-TV

FREQUENCY: *twice daily*

PREPARED BY: *Tom Martin, edi-
torial director*

DELIVERED BY: *Tom Martin*

Dallas

KRLD-TV

FREQUENCY: *weekly*

PREPARED BY: *Ves Box, v.p.*

DELIVERED BY: *Ves Box*

KTVT

FREQUENCY: *as needed*

PREPARED BY: *news department
and management*

DELIVERED BY: *station manager*

METHODS USED: *live and film*

Fort Worth

WBAP-TV

FREQUENCY: *as needed*

PREPARED BY: *James A. Byron,
news director and Frank Mills,
public affairs coordinator*

DELIVERED BY: *Frank Mills*

METHODS USED: *video tape*

El Paso

KROD-TV

FREQUENCY: *three or four times
yearly*

Houston**KHOU-TV**

FREQUENCY: *daily*
 PREPARED BY: *editorial writers*
 DELIVERED BY: *either one of the writers or general manager*
 METHODS USED: *live and film*

KTRK-TV

FREQUENCY: *two or three times weekly*
 PREPARED BY: *news director*
 DELIVERED BY: *news director*
 METHODS USED: *live, tape, film*

Odessa**KOSA-TV**

FREQUENCY: *occasionally*
 PREPARED BY: *general manager and owner*
 DELIVERED BY: *general manager and newscasters*

San Antonio**KONO-TV**

FREQUENCY: *monthly*
 PREPARED BY: *president and news staff*
 DELIVERED BY: *president*

WOAI-TV

FREQUENCY: *occasionally*
 PREPARED BY: *general manager or station manager*
 DELIVERED BY: *executives*

KWEX-TV

FREQUENCY: *monthly*
 PREPARED BY: *general manager*
 DELIVERED BY: *general manager*

Salt Lake City, Utah**KSL-TV**

FREQUENCY: *three times weekly*
 PREPARED BY: *editorial writer*
 DELIVERED BY: *station manager in conjunction with editorial board*

Burlington, Vermont**WCAX-TV**

FREQUENCY: *monthly*
 PREPARED BY: *Stuart T. Martin, president*
 DELIVERED BY: *Stuart T. Martin*
 METHODS USED: *live*

Roanoke, Virginia**WSLS-TV**

FREQUENCY: *daily*
 PREPARED BY: *public affairs director*
 DELIVERED BY: *announcer or by crawler*

Bellingham, Washington**KVOS-TV**

FREQUENCY: *occasionally*
 PREPARED BY: *public affairs director*
 DELIVERED BY: *public affairs director*

Seattle**KING-TV**

FREQUENCY: *as needed*
 PREPARED BY: *special features director*
 DELIVERED BY: *special features director*
 METHODS USED: *live*

KIRO-TV

FREQUENCY: *occasionally*
 PREPARED BY: *news or special program department*
 DELIVERED BY: *news personnel*

KOMO-TV

FREQUENCY: *infrequently*
 PREPARED BY: *director of news department*
 DELIVERED BY: *president-general manager, and manager of programming*

Spokane**KREM-TV**

FREQUENCY: *as needed*
 PREPARED BY: *news director*
 DELIVERED BY: *news director*

Yakima**KNDO-TV**

FREQUENCY: *six or seven times yearly*
 PREPARED BY: *newsmen or general manager*
 DELIVERED BY: *newsmen or general manager*

Fairmont, West Virginia**WJPB-TV**

FREQUENCY: *weekly*
 PREPARED BY: *Neil Shrett, assistant to president*

DELIVERED BY: *president and general manager or news director*

Oak Hill**WOAY-TV**

FREQUENCY: *as needed*
 PREPARED BY: *Robert R. Brown, manager*
 DELIVERED BY: *Robert R. Brown*

Eau Claire, Wisconsin**WEAU-TV**

FREQUENCY: *monthly*
 PREPARED BY: *Mike Henry, news director*
 DELIVERED BY: *announcers*

Milwaukee**WITI-TV**

FREQUENCY: *Monday through Friday*
 PREPARED BY: *news director and editorial board*
 DELIVERED BY: *news director and general manager*
 METHODS USED: *live and film*

WTMJ-TV

FREQUENCY: *daily*
 PREPARED BY: *manager of radio and tv news*
 DELIVERED BY: *station manager*

Madison**WMTV**

FREQUENCY: *twice daily*
 PREPARED BY: *editorial board*
 DELIVERED BY: *general manager or news director*

Wausau**WSAU-TV**

FREQUENCY: *three times weekly*
 PREPARED BY: *editorial board*
 DELIVERED BY: *station management and sports director*
 METHODS USED: *live, tape, film, photos*

Casper, Wyoming**KTWO-TV**

FREQUENCY: *as needed*
 PREPARED BY: *I. S. Berger, general manager*
 DELIVERED BY: *I. S. Berger*
 METHODS USED: *video tape*



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