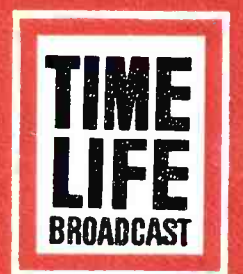
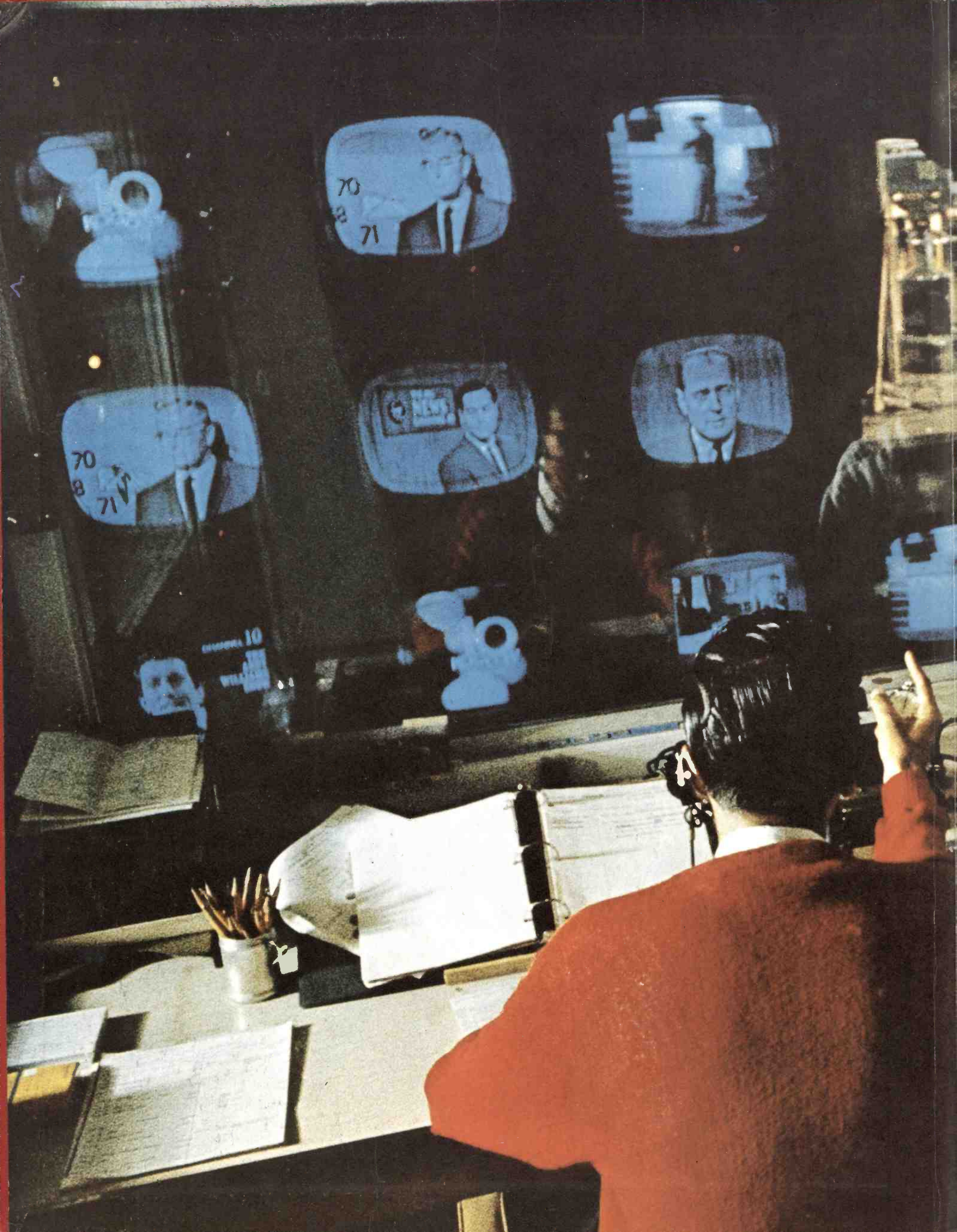


**32,000 HOURS A YEAR**











◀ *At KOGO-TV San Diego, the early-evening local news is a pioneering full-hour effort.*

**32,000 HOURS A YEAR**



## “...FROM 4 HOURS TO 32,000 A YEAR”

*Four Hours A Year* was the title of a remarkable picture book about a remarkable film series, THE MARCH OF TIME. It was published in 1936 by Time Incorporated, then publisher of TIME The Weekly Newsmagazine and FORTUNE.

*Four Hours A Year* was a one-shot book. It celebrated the first year of THE MARCH OF TIME, destined to become a landmark in the history of motion pictures. As a book, it served—some said—as the dummy for a magazine that made its bow later in that year of 1936—LIFE.

In that first year, and for seventeen news-packed years to follow, THE MARCH OF TIME's total annual output amounted to just four hours. There was an eagerly-awaited release every four weeks in theaters all around the world; each film ran approximately eighteen minutes.

Today Time Incorporated is the world's largest magazine publisher, one of the six largest book publishers, and owner-operator of five broadcasting properties embracing television, radio and FM.

On the five television stations in Time Inc.'s broadcasting division, pictures that move illuminate the TV screens in more than 2½ million homes. In combination, they add up to 32,000 hours a year. This book is about those hours, those stations, and that division of Time Inc. known as Time-Life Broadcast.

Inside, you will find a sampling of the achievements of our stations and the contributions of the entire division to the publics it serves. As Henry R. Luce, founder of Time Inc., wrote in 1936 about *Four Hours A Year*, “. . . this book will be used for certain promotional purposes, but it will not be edited in any ballyhoo spirit and will not have any particular ‘selling job’ in mind. All that it will attempt to do is to portray what THE MARCH OF TIME is today—and if it can do that adequately, it will be as handsome a tribute as this organization ever paid to itself.”

► For THE MARCH OF TIME in the mid-thirties, substitute “Time-Life Broadcast” today.



*San Diego  
Cameraman  
Bob Lampert  
at the  
Republican  
Convention.*



## "A PUBLISHING COMPANY IN BROADCASTING? ONLY SINCE 1924..."

Long before Time Inc.'s first venture into station ownership-management in 1952, the publishing company made a name for itself in broadcasting and motion pictures.

It began in 1924, when radio was still the Atwater Kent in the parlor and the crystal set in the cellar. The first stations in the nation were only a couple of years old, and so was TIME The Weekly Newsmagazine. The late Briton Hadden, its editor and co-founder along with Henry R. Luce, and Circulation Director Roy E. Larsen sat before a soup-dish microphone in New York's WJZ studios and played *The Pop Question Game* each week. (The questions, naturally enough, could be answered from the current TIME.)

Next step was a weekly script, mailed to stations around the country, called NEWSCASTING; that, in turn, led to NEWSACTING, where intriguing stories of the week were acted out and the resulting record mailed to stations who would play it and credit TIME. Thus, the stage was set for one of the memorable radio programs of all time—THE MARCH OF TIME.

### TIME...MARCHES ON!

THE MARCH OF TIME first took to the airwaves in 1931. A full-fledged, "live" show complete with king-sized orchestra and the thrilling words "Time . . . marches on!" it soon caught the imagination of the American people, settled in to a 14-year run on the CBS and NBC Radio networks. Radio's top actors vied for the roles of FDR, Hitler, Huey Long, Mussolini and other headline names of the era, delivered such realistic performances that President Roosevelt himself complained that too many of his friends were calling the White House to know when he'd made such-and-such a speech, and why hadn't they been notified at the time.

Out of THE MARCH OF TIME on radio grew its logical visual counterpart, MARCH OF TIME in the movies. Born on a relatively few movie screens in 1935, it grew to attract a world-wide audience in 15,000 theaters during its stormy, controversial 17-year run. Starting where the unsatisfying, repetitive newsreels of the day left off, THE MARCH OF TIME every-four-weeks, two-reel film brought clarity, controversy and showmanship to the events of the day, won a special "Oscar" for its contribution to the motion picture industry. Hardly a network news and documentary producer today will deny his debt to the pioneering efforts of Louis de Rochemont and Roy E. Larsen and their MARCH OF TIME.

By the late 1940's, THE MARCH OF TIME was ready to try its skill at television. First production was

*Crusade In Europe*, a 26-week series of half-hour films from Dwight D. Eisenhower's famous book. *The March of Time Through the Years*, *Crusade in the Pacific* and other more experimental programs followed.

In the 1950's, both LIFE and TIME magazines produced or sponsored television programs on the networks and on local stations.

At Time-Life Broadcast, experimental programming, drawing on the resources of Time Inc.'s magazine and book divisions, began in 1959, continues today (see p. 37).

Time Inc. at one time owned a minority interest in the American Broadcasting Company, disposed of it in 1945. For two years in the 1940's, the company was a part-owner of New York radio station WQXR, now owned by The New York Times.

But in 1952, Time Inc.'s board of directors authorized the company's first participation in television station operation, with the investment of one half million dollars for 50% ownership of stations KOB-TV and KOB, Albuquerque, N. M., in partnership with the late Wayne Coy. In 1953, Time Inc. acquired 80% interest in Salt Lake City's KDYL and KTVT, and in 1954 was licensed to operate KLZ and KLZ-TV in Denver.

### A RECORD PRICE

Three years later, Time Inc. paid a then-record price of \$16 million for the Bitner TV and radio stations in Grand Rapids, Indianapolis and Minneapolis/St. Paul. In compliance with the FCC rule limiting ownership to five VHF television channels, the KOB-TV properties were sold to Hubbard Broadcasting Inc., and later the Salt Lake City properties were acquired from Time Inc. by Columbia Pictures Corporation.

In 1962, Time-Life Broadcast became the owner of KOGO-TV-AM-FM, San Diego, and in 1964 added its first UHF station, KERO-TV, Bakersfield, to the group. Also in 1964, the division sold Minneapolis/St. Paul's WTCN-TV to Chris-Craft Industries and its sister radio operation, WTCN, to the Buckley Jaeger Broadcasting Corporation.

Thus by 1965, Time-Life Broadcast owned and operated four VHF television stations (KOGO-TV, NBC, Channel 10 San Diego; KLZ-TV, CBS, Channel 7 Denver; WFBM-TV, NBC, Channel 6 Indianapolis and WOOD-TV, NBC, Channel 8 Grand Rapids); one UHF television (KERO-TV, NBC, Channel 23 Bakersfield); four AM radio stations (KLZ and WFBM, CBS; WOOD and KOGO, NBC) and four FM radio stations (KOGO-FM, KLZ-FM, WFBM-FM and WOOD-FM).

A Johnny-come-early, Time Inc. in broadcasting.



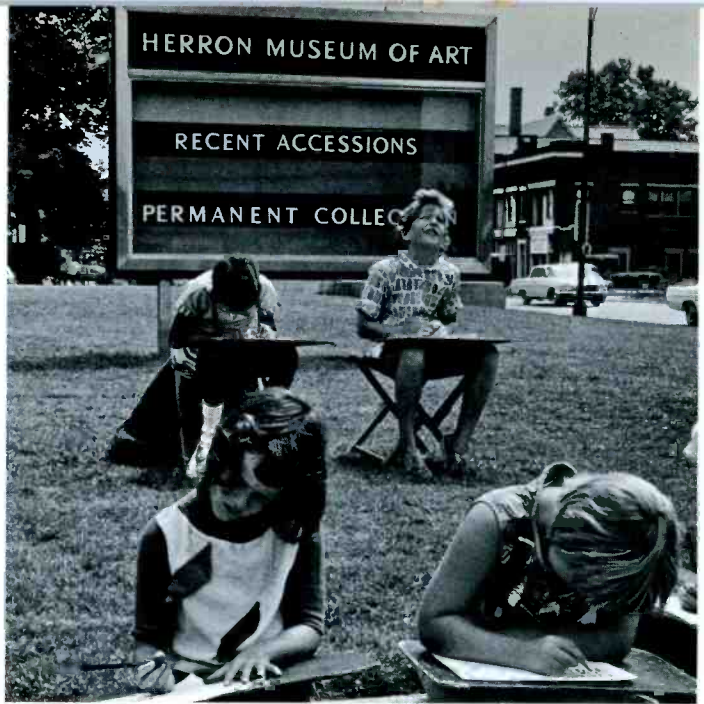
Westbrook Van Voorhis and the cast of radio's MARCH OF TIME re-enact an historic moment.



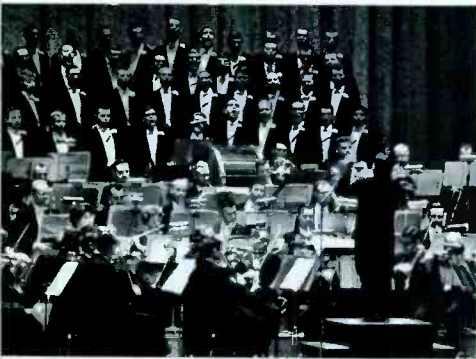
Producer Richard de Rochemont discussing details of THE MARCH OF TIME's first television film series, "Crusade in Europe," with the author.



**“HOOSIERLAND:  
A FAR CRY  
FROM THE CORNFIELDS”**



*Indianapolis grade schoolers visit the Art Museum for instruction.*



*The Indianapolis Symphony played for WFBM's 40th Anniversary party.*



*WFBM radio and television mobile units work constantly.*



*Much-enjoyed feature of "500" Festival Week is the parade.*



*One of Indianapolis' most energetic and charming women is Mrs. Frank McKinney.*



A number of years ago a local civic booster labeled Indianapolis the "most American of cities in the most American of states," and with some justification. Even a man from Missouri can be shown evidence to support that forthright view.

The Hoosier capital is widely celebrated as the home of James Whitcomb Riley and Booth Tarkington, whose homespun writings evoke the apple-pie flavor of American boyhood. It is also the place that produced the Gumm brothers. Better known as Harry and Al Von Tilzer, they composed such memorable musical tributes to American ideals as "I Want a Girl Just Like the Girl That Married Dear Old Dad," and "Take Me Out to the Ball Game." (One of Al's earlier song efforts turned out to be remarkable but less than memorable: "I'll Bake a Cake Like Your Mother Used to Make, If You Make the Dough Like Dad.") Of course, Cole Porter and Hoagy Carmichael got a different kind of musical inspiration in Indiana.

Aside from its literary and musical heritage, Indianapolis can point to other manifestations of its grass roots character. It is not surprising that the American Legion, assembling for its first convention after World War I, chose Indianapolis as the site for its national headquarters. The Legion's administrative affairs are now conducted in a handsome marble-pillared structure befittingly located in the city's World War Memorial Plaza.

Because it represents an excellent cross section of the nation's population, its tastes and preferences, Indianapolis is considered one of the very top markets in the U.S. for testing new products. Manufacturers introducing a new retail item invariably use the Indianapolis metropolitan market for a major sales test.

The vestiges of small-town living are still apparent in the city of Indianapolis. The back-fence friendliness of Tarkington's Penrod era is retained, even in the midst of 30-story apartment buildings. But the town has added dimensions of startling growth, in terms of population, industry and commerce, during the past 30 years. Metropolitan Indianapolis, encompassing seven counties, now has a head count of more than a million people. Located in almost the precise geo-

graphical center of the state, it serves as a vital transportation hub whose spokes radiate to most of the nation's major markets. Total retail sales for the area reach up toward the \$1.5 billion mark.

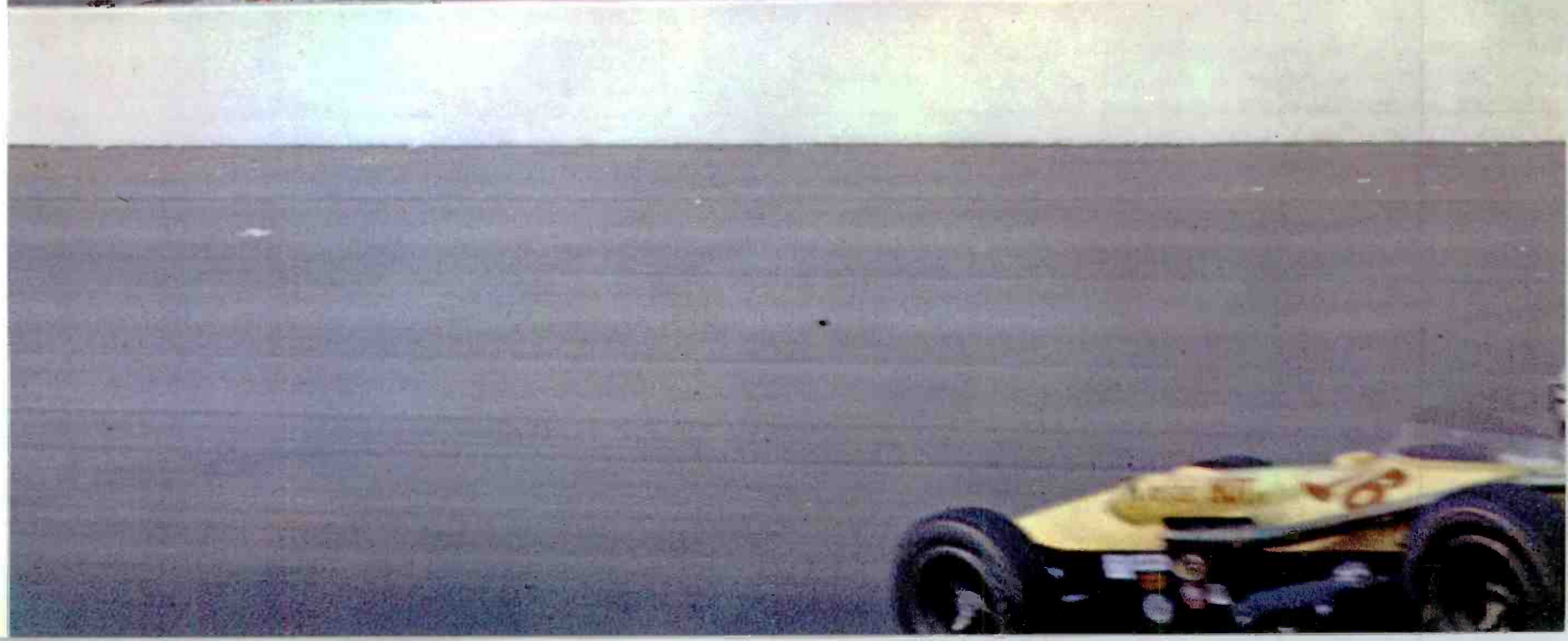
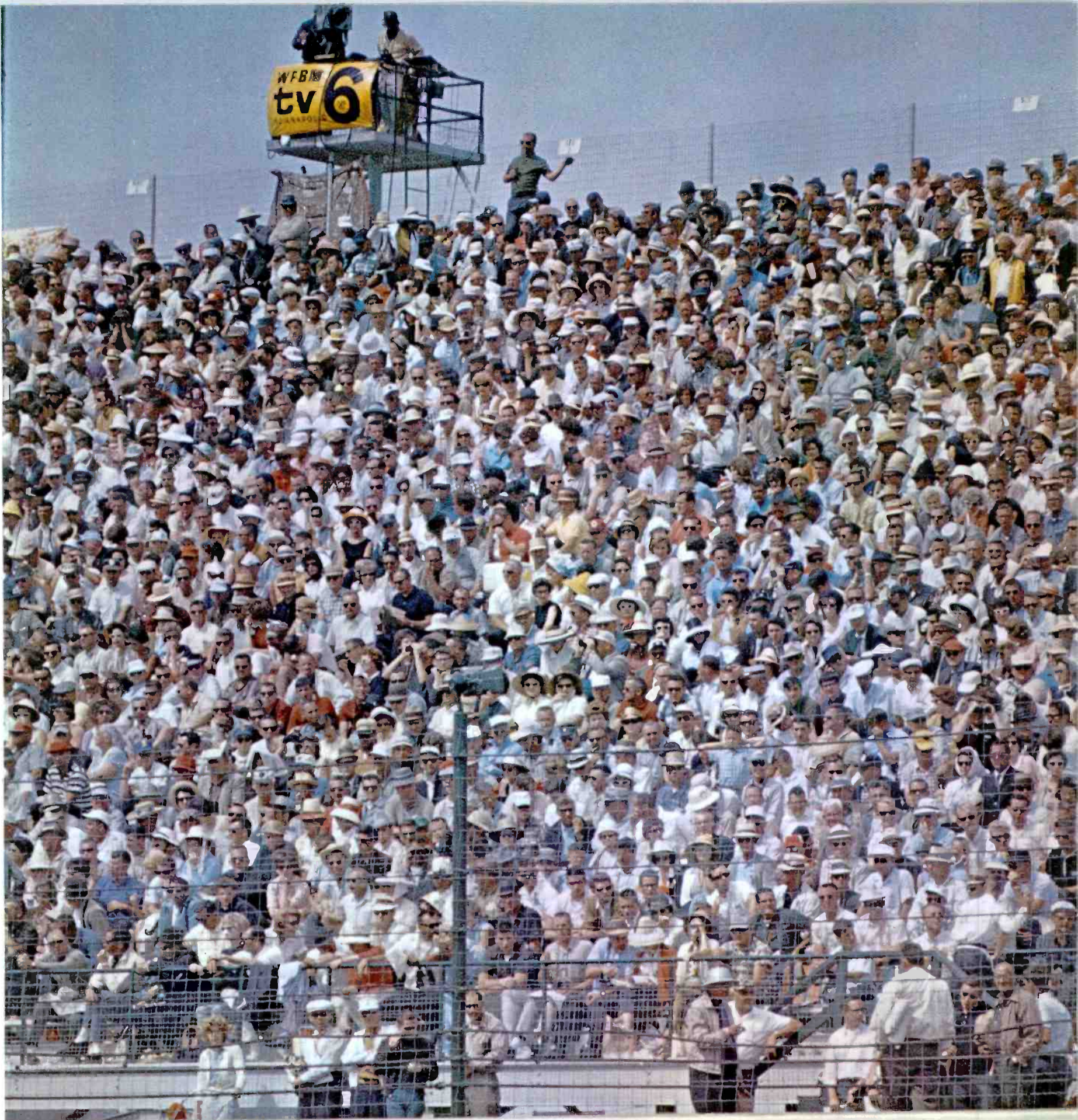
Its strategic midland position, enhanced by the climate of growth, has attracted to Indianapolis an increasing variety of business and manufacturing enterprises. Based here are such diversified companies as Eli Lilly & Co. (pharmaceuticals), Stokely-Van Camp (food packing) and P. R. Mallory & Co., which produces everything from electronic components to special metals. In addition, several industrial giants like General Motors, Ford, Chrysler, Western Electric, International Harvester, RCA and U.S. Rubber have major division plants here. In all, there are more than 1,100 industrial plants in the metro area.

Economic growth has been accompanied in equal measure by developments in community planning and construction. Notable among these is the new James Whitcomb Riley Center, a massive \$40-million housing project in a 40-square-block tract adjacent to the city's downtown business district.

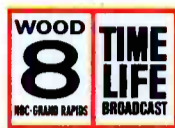
Indianapolis has also kept pace in the fields of education and culture. More than 175,000 students are enrolled in public and parochial schools in the metropolitan area. The school system is widely known for its emphasis on special training of the retarded and physically handicapped and for an extensive program of adult education.

Opportunities for advanced education abound in the area. Located here are Butler University, Indiana Central College, Marian College and regional extension centers of Indiana University and Purdue University. The Indiana University Medical Center, which includes schools of medicine, dentistry and nursing, is internationally recognized. A \$64-million expansion program for the Center, which would make it the largest medical teaching facility in the country, is being planned.

Recently completed on the Butler University campus is Clowes Memorial Hall, a triple-tiered, 2,200-seat auditorium for the performing arts. Acoustically perfect, it is ranked among the finest facilities for music and drama productions.



## "THE FURNITURE CITY? LOOK AGAIN."



It used to be said that if you scratched a piece of machine-made furniture you'd find a Grand Rapids label. The legend has a small measure of validity, but like Mark Twain's reported demise, it suffers from exaggeration. Fact is, if one scratches the legend's veneer deeply enough he will uncover the unvarnished truth that Grand Rapids has outgrown its unearned reputation and, in the process, has become less a label than a ranking community and marketplace.

Recognized at the turn of the century as the principal center of furniture design and production, the city still turns out many high-quality products of joinery, but has spread its efforts in many another direction and created a multi-industry economy.

Located 30 miles from Lake Michigan, Grand Rapids is the primary trade outlet for the western sector of the state and is known as Michigan's "second city." Its metropolitan area, including Kent and Ottawa counties, claims a population of better than 500,000, representing an increase of 21.5% in the past decade. More than a quarter of Grand Rapids citizens are of Dutch stock. In fact, the city contains more Dutch-blooded Americans than any other U.S. community.

In recent years, Grand Rapids has undertaken a major and continuing urban renewal project which is closely coordinated with the state's expressway program. Typical of the project is Grand River Industrial Park, a 44-acre site in the downtown area where old commercial and residential buildings were cleared to make way for modern facilities for light industry. Traffic to and from the park flows over a network of highways, unhampered by crossroads and stoplights. Another industrial park is being planned on the site of the old Kent County Airport. Airport operations have been shifted to a new \$9,000,000 jetport ten miles southeast of the city. It handles up to 10,000 passen-

gers a month, boasts a "fly-in" motel.

Biggest project in the works is a new civic center named after the late Senator Arthur H. Vandenberg. When completed, the \$15,000,000 complex will contain a Hall of Justice, Police Administration Building, City Hall and County Building, as well as facilities for cultural and recreational activities.

Cultural institutions include the Grand Rapids Symphony Orchestra, formed in 1930, the Grand Rapids Art Museum and an annual Community Concert series which features visiting concert artists from all over the world. Major musical and dramatic events are presented in the city's 5,000-seat Civic Auditorium.

The rising demand for higher education opportunities is being fulfilled by the Grand Rapids community. Aquinas College and Calvin College, accredited four-year schools, are currently undertaking expansion programs. Grand Rapids Junior College offers two-year courses which are acceptable for credit at state universities. Opened in 1964, Grand Valley State College is the area's newest liberal arts college. It was recently cited by FORTUNE for the architectural excellence of its campus. In addition to these institutions, the University of Michigan and Michigan State University offer extension courses and off-campus graduate studies in engineering and business administration to residents of Grand Rapids.

Diversity of industry in the area is evidenced by the more than 800 plants and factories which turn out almost 200 varied classes of products. Represented here are such well-known companies as General Motors, American Seating Company, Reynolds Metals, Bissell, Inc., Kelvinator and Packaging Corporation of America.

While Grand Rapids is justifiably proud of its record in attracting new and diversified industry, the city's oldest and best known business—furniture—remains its distinguishing feature. Fine furniture, too.

*Howard Silbar, head of WOOD-TV's production unit, explains a Moviola to visiting Pakistanis.*

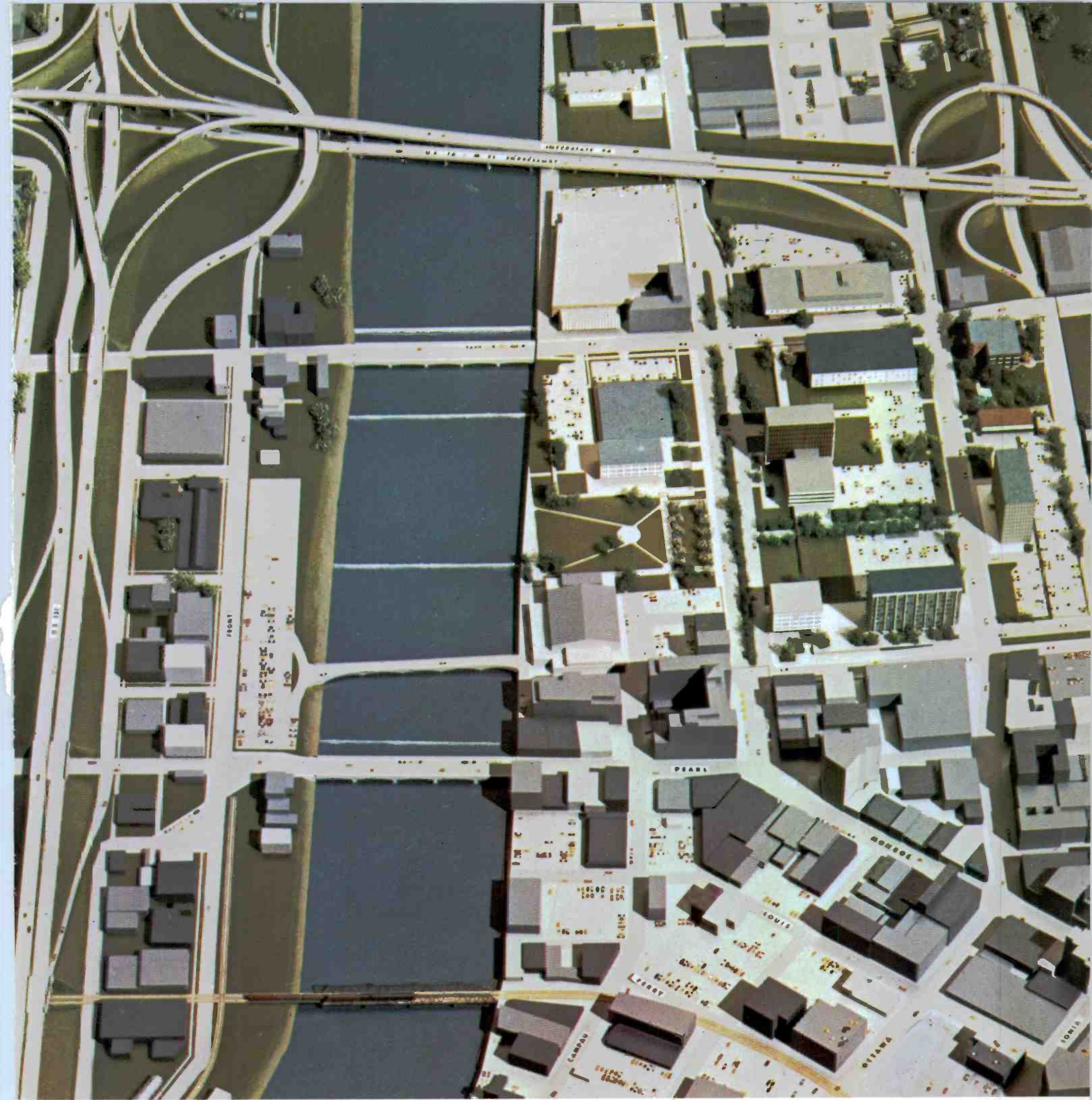


*Hugh De Pree, President of the Herman Miller Company in Zeeland upholds the fine furniture tradition of the area.*



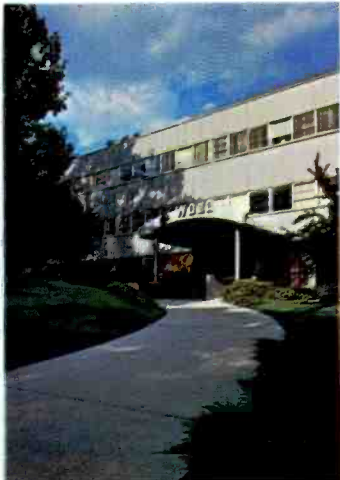
*Grand Valley State College, conceived and begun by forward-looking Grand Rapids citizens.*





*Master plan for Grand Rapids' future expansion.*

*WOOD-TV's remote unit on the scene at 1965's tornado damage.*



*The long walk leading to WOOD-TV-AM-FM's modern plant.*



*Banker Eugene H. Adams, President,  
First National Bank of Denver.*



*R. R.-man Gale B. Aydelott, President,  
Denver & Rio Grande Western Railroad Co.*



*KLZ-TV-AM-FM studios stand on  
the site of a new plant.*



*The soaring skyline of a new Denver.*

DENVER:

## "HOW MUCH CAN A CITY GROW?"



Denver is an area of perpetual business motion. The fantastic 50's spawned a dizzying increase of 248% in the metropolitan area.

Denver's metropolitan population has now passed the 1,100,000 figure, exceeding population estimates by five years. Today, the new "Forward Metro Denver" economic development campaign has been over-subscribed as the area sets out to achieve 100,000 new jobs by the 1970 target date. The stability that has characterized the diversified and teeming economy of the region has made Denver virtually recession-proof.

It was not always thus. The legendary boom times of this Rocky Mountain frontier town, the lusty, gusty town of Bonfils and Tammen, Baby Doe, the "unsinkable" Molly Brown and all the fabulous characters of the 19th-century gold and silver era faded in the early days of the twentieth. Vigor gave way to conservatism, and an inflexible economy seemed to doom Denver to become a cowtown metropolis, musing over past splendors.

World War II changed all that. At war's end, a new spirit invaded the area, a willingness to invest and expand. A bold construction program which staked out skyscrapers and shopping centers gave a new dimension to the squat Denver skyline.

Influxes of population, spearheaded by veterans and their families, created a burgeoning consumer market. In turn a ready and available labor market developed. New industry, primed by defense spending and attracted by the labor supply, built new plants in the area. The Martin Co., contractor for the U.S. Titan missile, established a Denver plant which is now the second largest employer in Colorado; Honeywell, pioneers in electronic equipment, settled south of the city; other firms bedded down in the area to supply the materials and machines needed for expansion.

With such factors paving the way, Denver experienced a flood tide of growth that outstripped the normal national cycle of expansion. It also provided the base and impetus for the city's present position.

Today Denver stands tall among major U.S. cities, not merely by the geographical distinction of being perched atop a mile-high plateau fronting the Rockies.

The Mile-High City can also claim rank, and properly so, by virtue of its growing stature as the major trade and service center of the eight-state Rocky Mountain region. Accompanying that growth have been equally impressive expansions in construction, business and industry, transportation, and educational and cultural facilities.

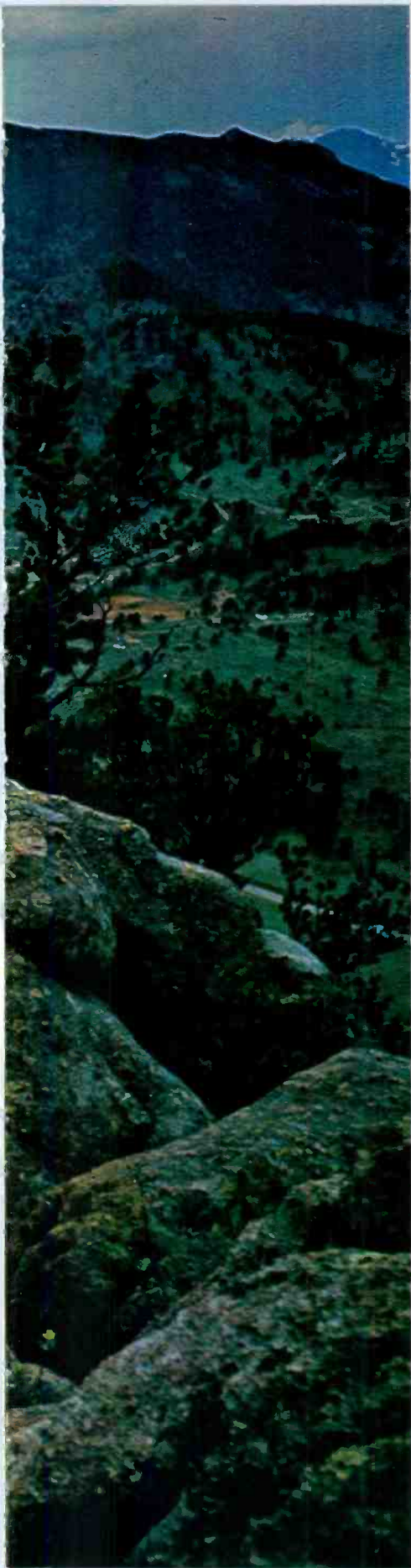
Activity in the Denver area is as diverse as it is prolific. Here one finds major enterprises from missile manufacture to carnation growing (Denver is the carnation capital of the world). Many famous mining, oil and gas interests are headquartered here.

Not only is Denver the commercial and cultural capital of the Rockies, it is also the regional base for Federal government operations in the West. It ranks second only to Washington in the number of Federal agencies based here (139). They employ more than 32,000 civilians and disburse an annual payroll that exceeds \$100,000,000. Not included in these totals are the area's military installations, such as Lowry Air Force Base, the Air Force Finance Center and the Rocky Mountain Arsenal.

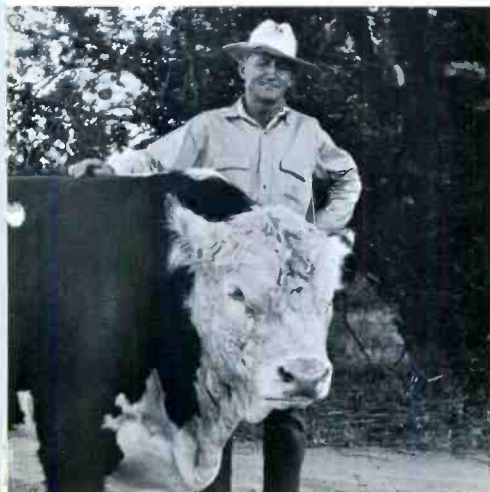
Metropolitan Denver offers many fine educational facilities. The city's public school system is rated among the best in the U.S. by noted educators. For those seeking degrees in higher education, there are Denver University (oldest private school in the Rocky Mountain area), University of Colorado, Colorado School of Mines, Colorado State University, Colorado State College and The Colorado College. These institutions emphasize study in engineering, research and postgraduate work.

Contributing to the educational and cultural climate of Denver are numerous facilities for the fine arts. Several important art collections are housed in the Denver Art Museum and the Schleier Memorial Gallery. Leading performers appear regularly at the historic Central City Opera House, Bonfils Theater, Red Rocks natural amphitheater and Elitch's.

The physical changes that have revamped the face of Denver are reflected in its people, their ideas and attitudes. Resourceful, proud and energetic, they have developed a community and marketplace prominence that befits Denver's mile-high stature.



*KLZ-TV Denver produced a documentary on the Blue Jeans Symphony, above Estes Park in the Rockies.*



*Rancher Otto Maul of Kiowa.*





Glittering in the lower left-hand corner of the U.S., its borders touching Mexico, San Diego is blessed with more natural and attractive resources than a city really should possess—it's almost indecent. The immaculate city is flanked on the west by the Pacific Ocean, which bends in a curving arm of water to form one of the most magnificent harbors in the world. Reaching away to the east is the rolling Laguna mountain range. The air is bright and smog-free, the blue waters unpolluted. And never is heard a discouraging word about the kindly climate, which averages around the 67°-70° mark all year.

San Diego's harbor, discovered by Juan Cabrillo in 1542, is stippled with pleasure boats and fishing fleets. It is the headquarters of the 11th Naval District, serving as home port for ships of the Pacific Fleet. The U.S. Marines have two major installations in the area. The Port of San Diego handles \$250 million annually.

Small wonder that San Diego has experienced impressive growth. Since World War II the population of its metropolitan area (San Diego County) has quadrupled—to 1.2 million. In the decade of the Fifties the value of manufacturing output rose from \$275 million to nearly \$1.5 billion. But the blessings of natural assets and industrial growth proved to be mixed.

Based in San Diego is one of the country's biggest industrial complexes of aircraft and missile production. Headquartered here are such giant aerospace firms as General Dynamics, Rohr, Ryan, Solar and Narmco. Because the city's economy is sensitive to the aerospace industry (far and away the area's biggest business), cutbacks in production can and have caused declines in employment and retail sales.

The city's failure to attract new industry slowed down the influx of population. Concurrently, the city suffered from a dearth of building construction. A gloomy report on economic prospects in 1960 noted that not a single office building had been erected in downtown San Diego since 1928; further, it was the only city of its size in the U.S. without a convention hall. Plain fact was that in almost every aspect of economic and civic growth, San Diego was about ten years behind any major American city.

San Diego faced up to the plain facts. A group of business leaders spearheaded a \$21.5-million drive to erect a center for the city's financial, cultural and ad-

ministrative activities. Completed in 1965, the Community Concourse complex includes a 14-story City Administration Building, a Convention and Exhibition Hall roomy enough to accommodate 5,000 people, and an impressive 3,000-seat Civic Theatre, housing the city's symphony orchestra, ballet and opera productions, as well as performances of visiting concert stars. Flanking the L-shaped concourse is a functional, 11-level parking garage.

The project also sparked a number of building and restoration programs. Since 1960 almost \$90 million—all raised without Federal aid—has been invested in redeveloping downtown San Diego. In addition, committee groups have been formed to overhaul virtually every phase of community planning from zoning laws to transit systems.

Between 1963 and 1965 the number of research and development plants in the San Diego area has doubled. The trend is characteristic. San Diego has long been known as the home of nationally famous research organizations whose principal products are ideas. Among the institutions located here are Naval Electronics Laboratory at Point Loma, the Scripps Institution of Oceanography at La Jolla, the Salk Institute for Biological Studies, the Palomar Mountain Observatory, and the General Atomic Laboratories of General Dynamics. The climate of research also pervades the fast-growing complex of educational institutions in the area, including the University of San Diego, California Western University and San Diego State College. Recently opened are three junior colleges and the huge San Diego campus of the University of California, where some 27,000 students are expected to be enrolled by 1985.

Without question, San Diego is on the move. With characteristic vigor, its citizens partake of their opportunities to sail, surf, fish, play tennis and golf—60 courses in the county. For non-participants, there are symphony concerts in Balboa Bowl, the San Diego Chargers in Balboa Stadium, drama at the La Jolla Playhouse, the Circle Arts Theatre and the Old Globe's Shakespeare Festival. There's the renowned San Diego Zoo and a new attraction, Sea World, the world's largest oceanarium. There's the incredible development at Shelter Island and Harbor Island, the far-seeing plans for even more recreational facilities in Mission Bay.

Truly, the shape of tomorrow.

**“SO RICHLY  
ENDOWED,  
IT'S ALMOST  
INDECENT...”**

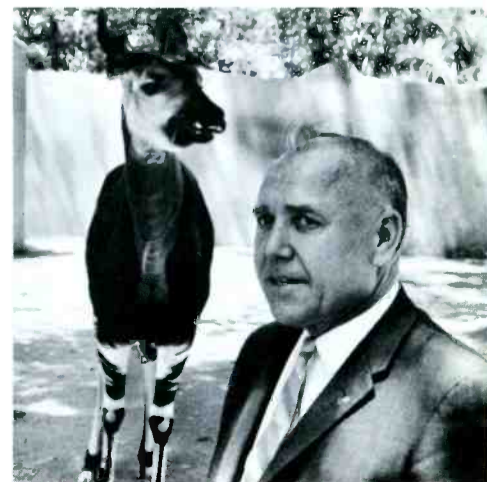
KOGO-TV covers opening at new Civic Center.



Atlas-Centaur spacecraft, product of General Dynamics' Convair division in San Diego.

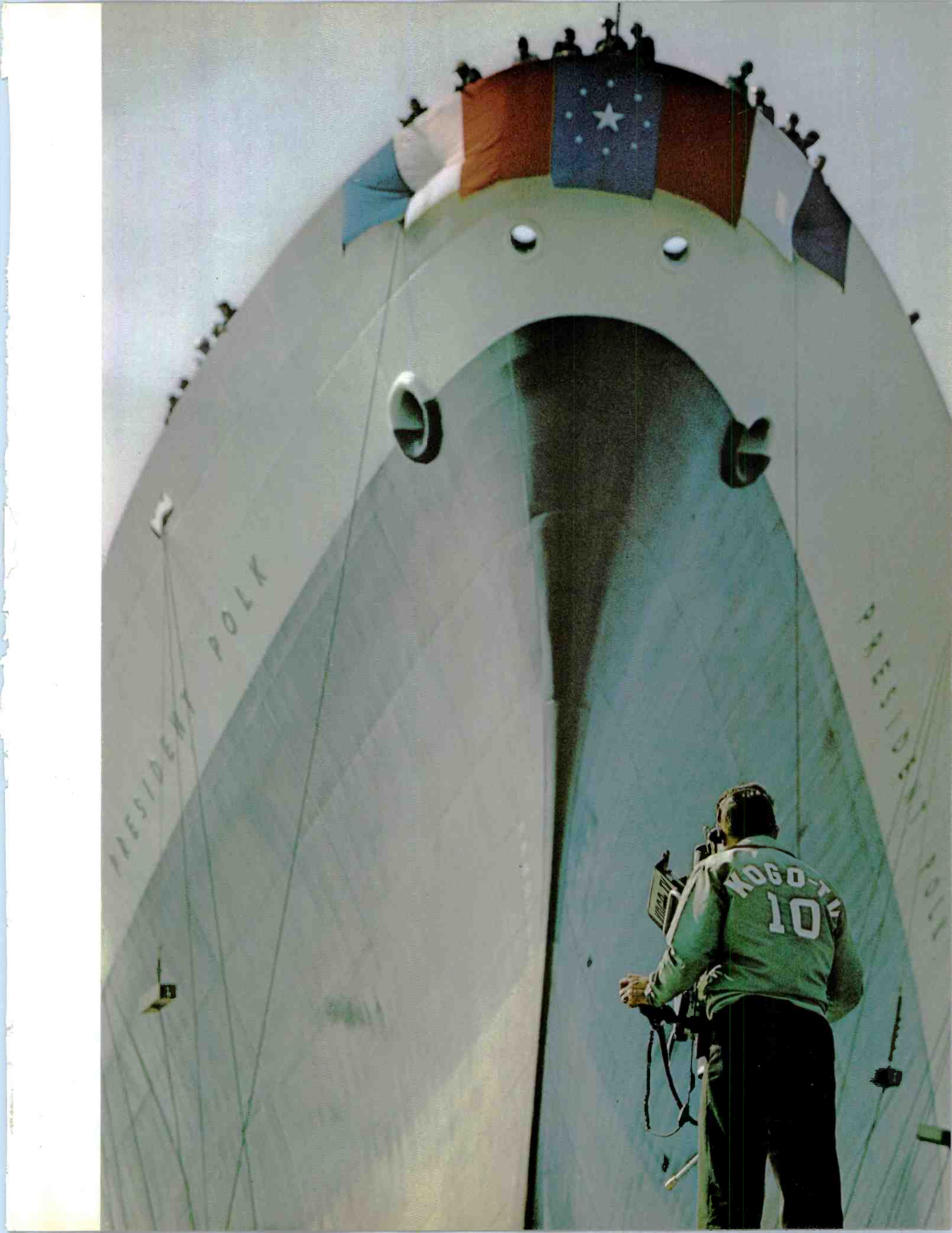


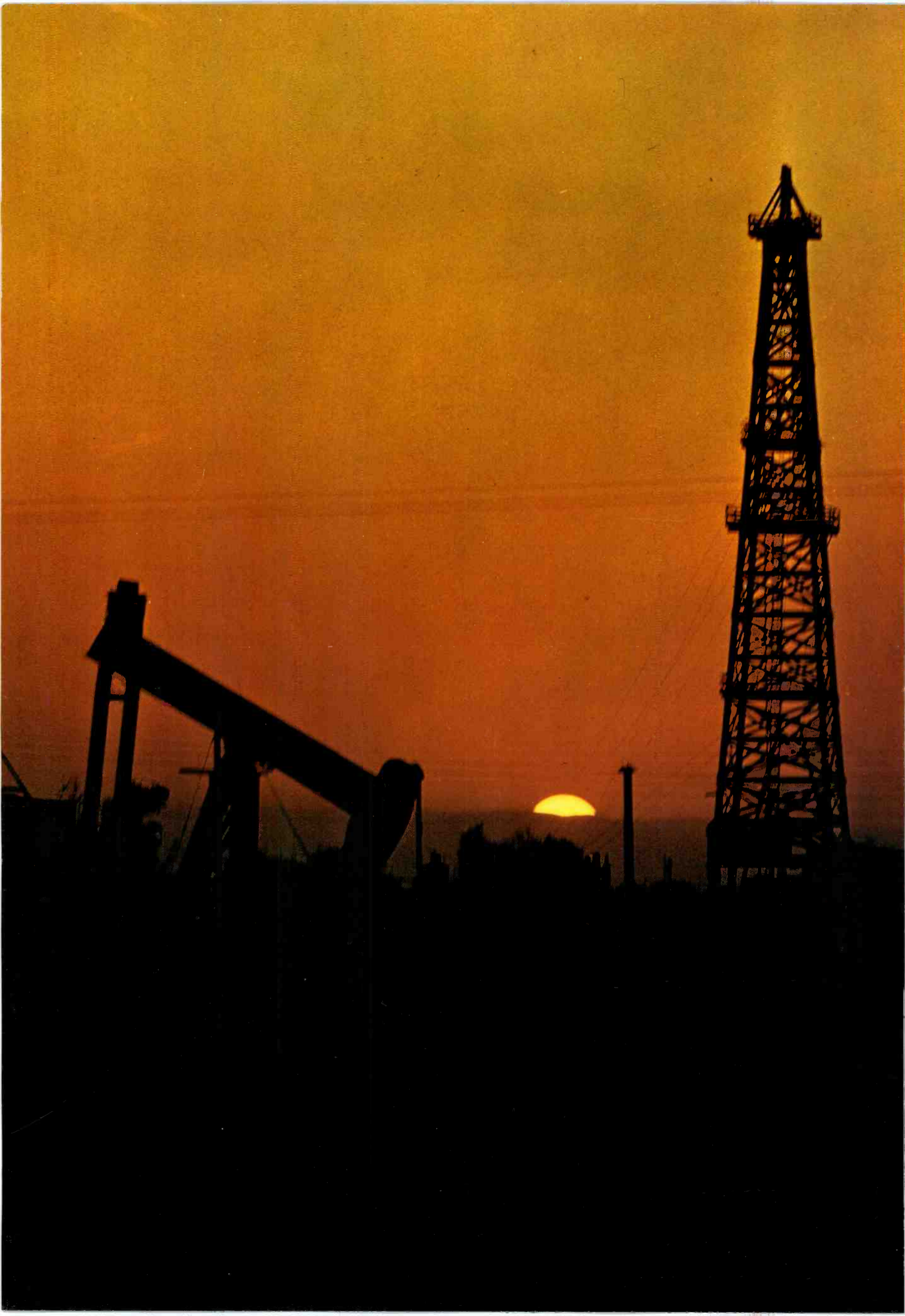
From land and air, the KOGO tower is a familiar sight.



Dr. Charles R. Schroeder, Director of the famed San Diego Zoo.

Launching another product of San Diego's National Steel and Shipbuilding Yards. ▶





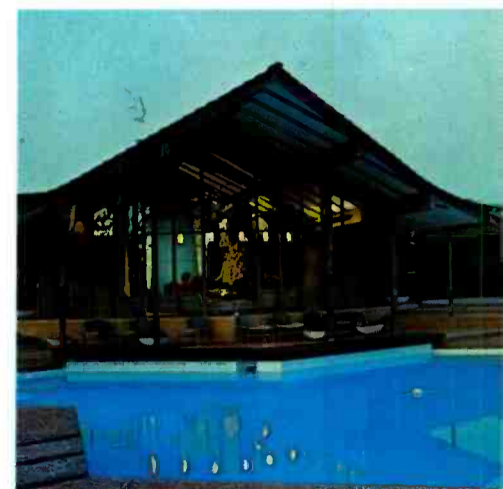
*Oil spells  
prosperity and  
growth for  
Kern County.*



Remotes from Bakersfield College stadium are frequent.



Today's Bakersfield, rebuilt from a quake.



Custom homes and custom swimming pools.

**"...WHERE AN EARTHQUAKE BROUGHT FORTH A NEW CITY..."**



Possibly one of the best things that ever happened to Bakersfield, located in the lower reaches of California's famed San Joaquin Valley,

was a \$60,000,000 disaster. In the summer of 1952 the city was jolted by two massive earthquake shocks that lasted about 60 seconds and caused shattering destruction to homes, churches, schools, hospitals and municipal and commercial properties. In those 60 seconds the town suffered severe losses but it also gained about 50 years of community progress and modernization.

Fortunately, human casualties were few. Physical damage was so extensive that Bakersfield faced an enormous reconstruction job. Some 400 buildings had to be restored or completely replaced by newly designed structures. Fact was, much of the city was badly in need of repair even before the quakes. The community had outgrown its aging facilities; many schools and civic buildings were obsolete, overcrowded and poorly planned. Hardened by reality and spurred by a sense of rebirth, Bakersfield's citizens embarked on a vast program to restore the community and, in the process, make it a better city. The results of their resourcefulness, coupled with imaginative architectural designs, are apparent to all who visit "America's Newest City."

Today the handsome evidences of its rebuilding project complement Bakersfield's position as the capital and metropolitan center of Kern County, one of the most richly endowed territories in the U.S. Encompassing a land area larger than the state of New Jersey, Kern is noted for its blend of valley, mountain and high desert terrain. The area contains natural resources as varied as its topography. The valley floors abound in fertile farmlands which yield fantastic quantities of agricultural products, including fruit, potatoes, cotton and other staples. (Kern is the leading cotton-producing county in the nation and supplies more than one fourth of California's total potato output.) Rangelands spreading up into the foothills provide excellent grazing tracts for huge herds of cattle and sheep. Livestock "crops" produce an annual income between 40 and 50 million dollars—second only to cotton revenue.

Vying with agriculture as a source of wealth from the earth is the petroleum industry. Vast oil fields spiked with drilling rigs and cracking towers pock the western section of the county. With an annual oil yield of more than 95,000,000 barrels, Kern is ranked among the top five oil-producing areas in the nation. Most of the production is processed at eight major refineries based in the county. The mountain and desert areas of Kern are studded with productive deposits of borax, limestone, clay, gypsum, gold, silver, salt, tungsten and boron. The world's largest borax mine is located in the eastern part of the county; it supplies 70% of the free world's needs for boron, the "space age" crystal.

Such bounties help nourish the expanding economy of the county. Keystone of that economy—the principal trade and distribution center of the area—is Bakersfield. Served by major railroads and airlines and spanned by the Los Angeles-San Francisco freeway, Bakersfield gathers much of the county's commercial traffic like a giant funnel.

The city also plays an important role in the cultural and recreational activities of Kern. Its new \$5,000,000 Civic Auditorium, with a capacity of 7,250 seats, provides magnificent facilities for performances by the 80-piece Kern Philharmonic Orchestra and various community theater groups. The auditorium is also used for a year-long program of youth activities. Bakersfield College, with an enrollment of nearly 6,700, is one of the fastest-growing junior colleges in the state. Part of the vast "thousand-mile California campus," it boasts an ultramodern, cantilevered stadium which is capable of seating 20,000 spectators. (It was the scene not long ago of the National A.A.U. track and field championships.)

Bakersfield is also the focal point of a thriving tourist trade. From the county seat visitors may make trips in almost any direction to sample the area's wealth of recreational resources. Wherever he goes, the visitor will always find something to catch his eye and engross his mind. He will also understand the pride that prompts the people of Bakersfield and Kern County to lay claim that they live in the "No. 1 County in the No. 1 State."



At night, KERO-TV's modern studios shine.



*San Diego's Channel 10 presents a full hour of early evening news, plus the Huntley-Brinkley Report.*

NEWS:

**"...NO OTHER FUNCTION SERVES BROADCASTING"**



*Ken Brown, KERO-TV's news director, edits his own film.*



*KERO-TV's news helicopter, Bakersfield.*



*Tom Carnegie covers sports for the WFBM stations in Indianapolis.*



*At KOGO-TV, the fishbowl newsroom first greets the visitor.*



*When Governor Rockefeller stumped California, KOGO-TV presented his case in the San Diego area.*



**BETTER...**

No single responsibility of a television or radio station comes closer to serving the "... public interest, necessity and convenience" than the news and public affairs function. Due to the extremely high standards of production evident in the Hollywood- and New York-produced entertainment programs, virtually no local station can compete for viewer attention with home-grown entertainment programming on a regular basis. Yet television cannot become a giant movie projector hooked up to the East and West Coasts. The obvious answer, for programs that originate in and thus reflect the community, is in the news and public affairs area.

To the Time-Life Broadcast stations, one dictum is laid down by New York headquarters: "Spare no reasonable expense to maintain the #1 news operation in your market." With this group backing, the Time-Life Broadcast stations have built outstanding television and radio news departments.

On the West Coast, a thirst for news on the part of the public has enabled both KOGO-TV-AM San Diego and KERO-TV Bakersfield to devote unprecedented air-time to daily news programming.

At KOGO-TV, two full hours a day are news hours. At noon, a 30-minute program is telecast each weekday. At 5:30, Channel 10 puts on its own full hour of news, weather and sports, adds NBC's *Huntley-Brinkley* show. And to wind up the day, another half-hour of local, regional and national news is available at 11. It takes 17 men and 2 women to do the job under news director Pat Higgins.

Less of a market but no less ambitious is Bakersfield's KERO-TV. In that San Joaquin Valley city, news director Ken Brown, with but one man to help him, puts on a full hour of local and regional news each week-night, followed by another half-hour at 11. If another television station in the nation can make that claim, let it speak now.

Denver's news operation, headed by Jim Bennett, former president of the National Press Photographers Association, has long held the number one spot in that mountain market. Bennett's cameramen swept the Western states newsmagazine competitions in 1965, capturing all three top places. Documentaries are also the responsibility of the KLZ-TV news department, assume major importance on Denver program schedules.

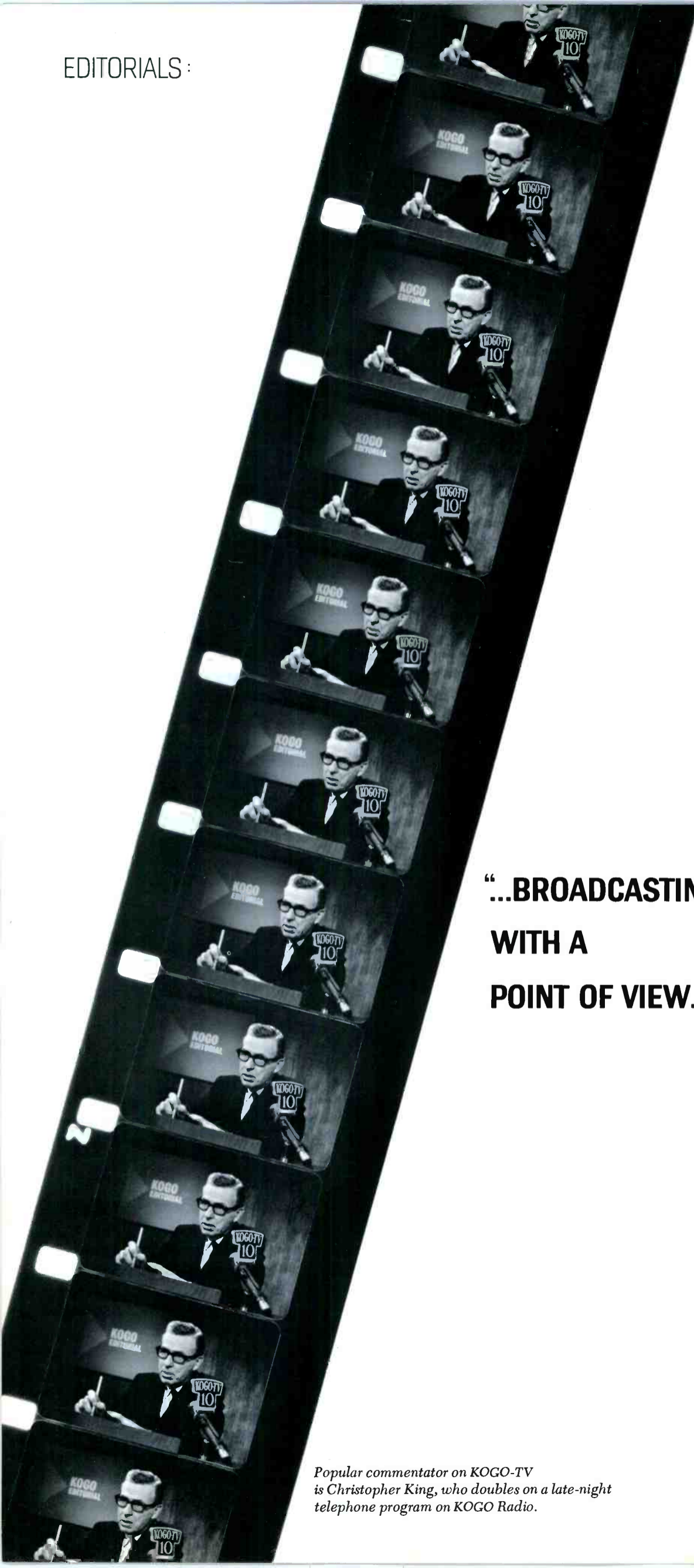
Grand Rapids news programs have featured hard-hitting editorials since the mid-fifties, when news director Dick Cheverton—a past president of RTNDA—began calling his uncompromising shots for civic improvement.

Indianapolis' WFBM stations maintain a fleet of mobile cruisers, a full-time State House reporter and a state-wide network of stringers. Under news director Bob Gamble, the news staff not only covers Indianapolis and Indiana on a round-the-clock basis, but also feeds the NBC network with regularity and with distinction.

News—that vital link between the community and its citizens—has assumed adult status in the Time-Life Broadcast cities.



Ernie Crisp, chief cameraman at WFBM-TV, regularly wins film competitions in the Midwest.



**“...BROADCASTING  
WITH A  
POINT OF VIEW...”**

Popular commentator on KOGO-TV is Christopher King, who doubles on a late-night telephone program on KOGO Radio.

Editorials and documentaries have one essential element in common; they are broadcasts with a point of view. In this philosophy, Time Inc. maintains, lies the vigor and dynamism of any communications medium.

All of the Time-Life Broadcast stations are encouraged to editorialize on the issues of their communities, their states and the nation. All take advantage of their prerogative, although their points of view, their choice of subject matter and their methods of presentation differ widely.

The WOOD stations in Grand Rapids present editorials on both radio and television regularly, generally confine their campaigns to civic improvements and watch-dog observations of local officials. On the documentary side, WOOD-TV distinguished itself in 1964 with the production of *Roses Have Thorns*, a searching, first-hand look at the state mental institutions of Michigan. The TV program, plus a seven-part radio version, documented the experiences of a staff writer, Tamra Wood, who was admitted to Kalamazoo State Hospital as a patient known only to the director.

**AWARDS FOR EDITORIALS**

WFBM and WFBM-TV, Indianapolis, have each captured a national RTNDA award for outstanding editorials. Full-time editorial director Jim Hetherington works with the news staff and management, researches each issue carefully before recommending a stand by the stations.

One of WFBM-TV's most powerful documentaries took its audience on a visit to the state penitentiary along with a group of teen-age trouble-makers. The results were impressive, both to the audience and to the teen-agers.

KLZ and KLZ-TV in Denver editorialize frequently and when they do, people listen and act. When there were loud outcries of "police brutality" in a Denver incident, the KLZ stations investigated, came out strongly in favor of police authority, backed and won a pay increase for the law officers.

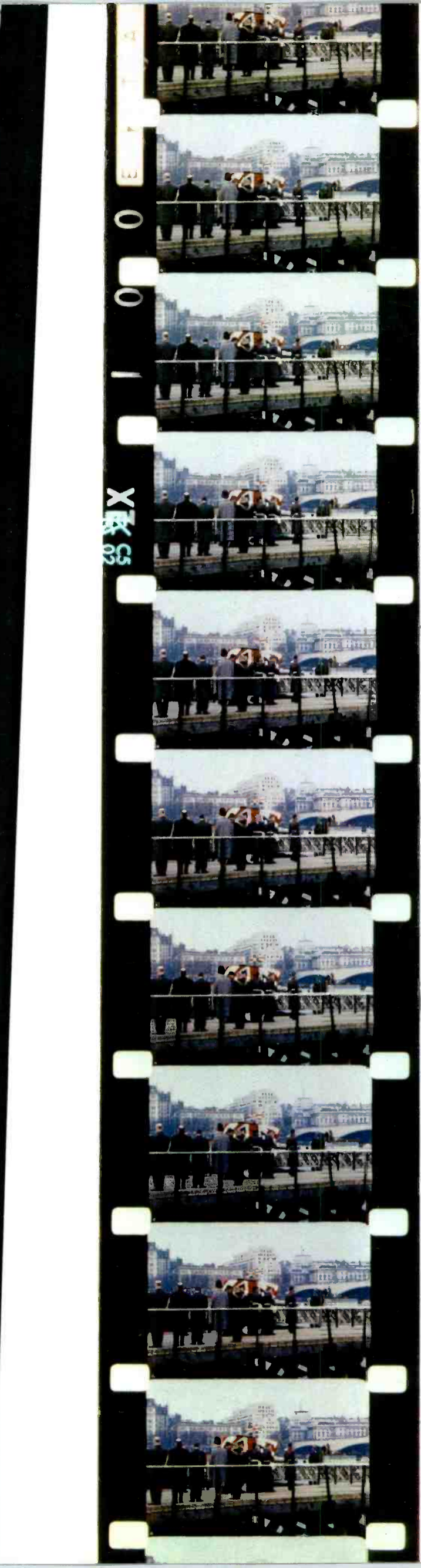
At KERO-TV Bakersfield, editorializing took a light and unanticipated turn when the station decided to put some showmanship into a run-of-the-mill Treasury Department request for alleviating the coin shortage. KERO-TV—Channel 23—offered a quarter for every 23 pennies turned in. The response filled wastebaskets, wheelbarrows, children's wagons and finally pickup trucks as viewers for miles around rushed for the 8% dividend on their copper hoards. The result: more than 500,000 pennies for the Treasury, and an impressive tribute to the power of a television editorial.

**CONTROVERSY**

KOGO-TV San Diego, with an hour of early-evening local news each weekday, editorializes frequently and fully, using a full-time editorial research director. News director Pat Higgins exposed a widely-circulated extremist book for factual inaccuracy, roused the ire of the far-righters in his audience. Moderates in the San Diego area rallied to his defense, provided a lively controversy for local viewers.

KOGO-TV has an unusual "open-end" sponsorship arrangement of a monthly documentary, has tackled such subjects as the illegal poppy fields in Mexico, the plight of the California cattle rancher, the water-hungry San Diego farmers, pornography and others.

Scenes from some Time-Life Broadcast productions: KOGO-TV's "Crops in Crisis"; WFBM-TV's "Common Market of Speed"; coverage of the Churchill funeral.



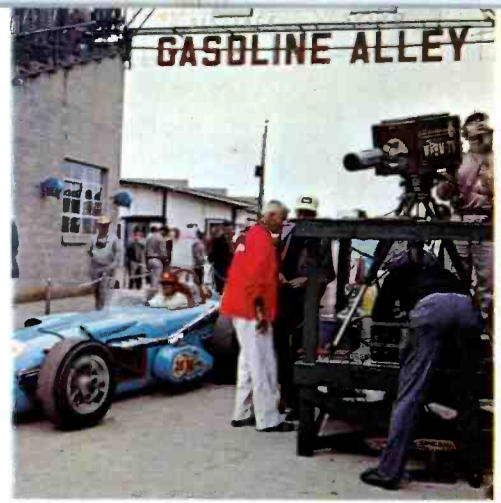




The Army demonstrates mountain climbing outside Denver—KLZ-TV is there.



Indianapolis "500" Festival major event is the Governor's Ball.



When the "500" cars start their race around the brickyard.

## SPECIAL EVENTS :

## "..TO SUPPORT AND REPORT

A community grows and becomes a vital segment of society by virtue of the institutions it develops and supports. The texture of life in our cities is woven from the threads of culture, education, religion and service contributed by these institutions.

Broadcasting has an obligation to support the institutions of its community, by communicating their activities to its neighbors and by volunteering its men and women as participants in their work. Time-Life Broadcast freely acknowledges that obligation and meets it wholeheartedly with both radio and television.

The activities of educational institutions in the Time-Life Broadcast cities absorb a substantial part of the stations' air-time. In Grand Rapids, WOOD-

TV presents each weekday morning *Ten O'Clock Scholar*, in which six regional colleges contribute program material during the school year for the information and edification of Western Michigan housewives. For college students, WOOD-TV recently offered a 13-week credit course, *Sub-Saharan Africa*, in cooperation with Michigan State University. In the Indianapolis area, teachers learned about *New Paths to Math* from WFBM-TV, chosen by the Indianapolis Public School system as its channel for propagation of this vital subject. From Indiana University comes a weekly program on educational issues.

KLZ-TV presents faculty members of the University of Denver in *Focus*. Colorado State University

The Cheyenne Roundup—"Daddy of Them All"—attracts KLZ-TV Denver cameras.



## THE COMMUNITY..."



Pride of the state of Colorado, and the nation, is the U. S. Air Force Academy.

contributes a lecturer on *Great Decisions*. The KLZ Stations received the School Bell Award from the Colorado Education Association for excellence in educational programming.

The U. S. Air Force Academy, of course, provides a natural center of interest to KLZ and KLZ-TV audiences. The facilities of the KLZ stations are utilized often by Air Force personnel; all service organizations in the Denver area are invited once a year to a Public Service Seminar in television production techniques.

KOGO-TV begins each school year with a specialized audience of 10,000 teachers for the annual message from the San Diego Superintendent of Schools. Science teachers learn about *Teaching Children About Space Science* and *Teaching Children About the Ocean* on Channel 10. San Diego State College television students produce *Profile*, and the California Teachers Association provides the raw material for a regular program about instruction and the men and women who provide it.

Because San Diego has become one of the major centers in the U.S. for research, many programs are presented that involve such nationally known local institutions as Scripps Institution of Oceanography, the University of California at San Diego, General Dynamics' General Atomics Laboratories, the Jonas Salk Institute and others. On the lighter side, there is the

famous San Diego Zoo and the new Sea World.

In Bakersfield, KERO-TV has for ten years originated *School Days*, re-creating in its studios a classroom from which elementary school classes are conducted for the benefit of home viewers.

Religion plays an important part in the broadcast schedules of all Time-Life Broadcast stations. All stations carry special religious programs from local churches, and from their studios, and on film.

Special events that highlight each city's year are the object of television and radio focus, too. The Soap Box Derby, Grand Rapids' participation in the Miss Michigan contest, Denver's Little Miss Colorado eliminations, Indianapolis "500" Festival activities, Bakersfield's annual Maid of Cotton visit, San Diego's Unlimited Hydroplane races, and many other community-oriented events are broadcast and promoted in depth.

As the cities in which Time-Life Broadcast stations are located build handsome auditoriums, like San Diego's Civic Theatre and Convention Center and Indianapolis' Clowes Hall, the stations celebrate their dedications with special programs, continue to carry outstanding events and interviews with leading artists who perform there. Prominent in all the stations' program schedules, each year, are faithful reflections of the educational, religious and cultural lives of their communities.

## LOCAL INSTITUTIONS:



President Hugh B. Terry welcomes Denver group leaders to KLZ's annual broadcasting seminar.

Newest tourist attraction in San Diego is Sea World.



Activities at local colleges and universities attract live and film coverage.

## “...A NATION OF SPORTS FANS...”

Sports is, or are, a fact of life on television—some say it is life itself. A Broadway wit was once asked if he watched TV: “Not in the winter,” he replied. “Why not in the winter?” “Why, all you’d see would be an empty ballpark,” he homered.

Not so. On the Time-Life Broadcast stations, as on the networks they carry, you see sports every day of the week and many times on Sunday. The phrase, “news-weather-and-sports” sounds like one word as it is used to describe the early-evening and late-night programs. Sports announcers like Al Couppee of KOGO San Diego and Starr Yelland at KLZ Denver are celebrities in their own right, hotly sought for M.C. chores at local banquets and quoted violently in neighborhood taverns.

All of the Time-Life Broadcast stations are responsive to the active interests of their communities. Most celebrated nationally are the fiercely-contested Indianapolis sports, headed by the annual spin around the brickyard, the famed “500.” At “500” Festival time, WFBM-TV and WFBM Radio go all out, virtually turning over their transmitters to special events in connection with the big week. Parades, golf tournaments, the lavish Governor’s Ball and drivers’ banquets, mechanics’ get-togethers—anything to do with the Big Race is fair game for the microphones and cameras of the WFBM stations. And in the winter, when the craze is high school basketball, the stations see that this particular Hoosier craving is gratified. For icing, WFBM Radio listeners get the Butler University and Indiana Central College basketball games and Purdue’s football.

When an extra stretch was needed, like coverage of Indiana University’s championship swimming team in the 1964 Olympics, sports director Tom Carnegie and chief cameraman Ernie Crisp flew to the land of the

Rising Sun, shipped back exclusive Hoosier reports.

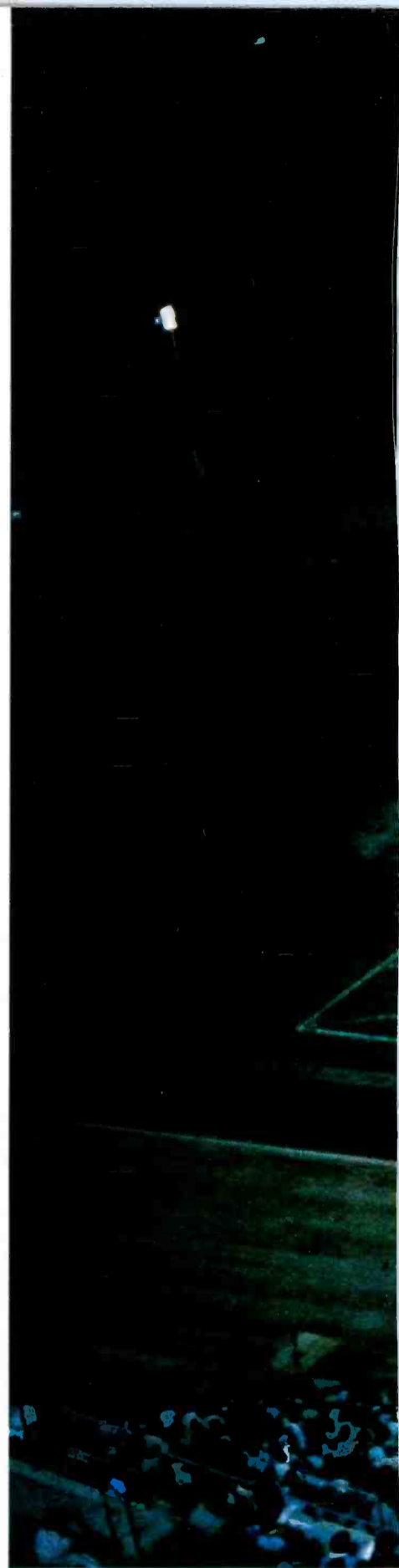
Time-Life Broadcast’s KOGO stations operate in a year-round sports paradise—even-climated, north-of-the-border San Diego. Surfing, boating, golf, tennis, water skiing occupy active San Diegans’ time and thoughts, and the KOGO stations reflect their proclivities. For spectator sampling on TV, there are filmed highlights of their very own pro football Chargers, the nearby Los Angeles Rams, San Diego State and UCLA football, the high school game of the week, championship basketball playoffs, Del Mar feature horse races, Mission Bay Unlimited Hydroplane races and the San Diego-to-Acapulco yacht races. For a vigorous, sports-oriented Southern California audience, KOGO and KOGO-TV keep the sports pot boiling.

Farther up the coast, in the rich San Joaquin Valley, Time-Life Broadcast’s KERO-TV in Bakersfield follows its athletes closely and spiritedly. Unique to the area is Bakersfield College’s stadium-of-tomorrow, where KERO-TV covers the community college’s football team from high atop the sharply inclined stadium.

In Denver, the KLZ stations cover the Denver Bears, professional baseball team, and University of Colorado football, plus weekly in-season reports from the coaches of the University of Colorado, Colorado State and the pro football Broncos. Hockey, skiing, bowling, golf and basketball stud the winter schedules. Annual high spots are the Pikes Peak Hill Climb and the Mile High Open Golf tournament.

In Grand Rapids, the WOOD stations respond faithfully to western Michigan’s rooting interest in swimming, wrestling, golf, sports car racing and high school football and basketball. Skiing gets major attention, and for a fillip, there’s an annual dog sled competition.

Sports, a television and radio natural, get high priority with Time-Life Broadcast stations.



When winter comes to Michigan, the WOOD-TV cameras arrive, too.



*In the Bakersfield College stadium, high school and college football draw capacity crowds.*



*San Francisco Cup winner "Venture" sails out of San Diego.*



*Champion Jack Nicklaus played the "500" Open.*



*KLZ Radio covers a popular Colorado sport.*



*Each spring, the WOOD stations sponsor an antique car tour, as do three other Time-Life Broadcast stations.*

**“...A VISIBLE PRESENCE  
IN THE COMMUNITY...”**

**COMMUNITY EVENTS:**

Every television and radio station serves a community larger than the city in which its studios are located. Time-Life Broadcast communities vary dramatically, from Hoosier farms to Southern California beaches. Yet each station faithfully mirrors the character of its locale and the needs of its citizens, brings its own personality to its neighbors.

Outside of its on-the-air telecasts and radio programs, each station conceives and stages numerous events for its fellow-citizens. Three stations—Denver, Indianapolis and Grand Rapids—conduct enormously popular Antique Car Tours involving dozens of splendid vehicles and thousands of fascinated spectators along their leisurely routes. (So far, efforts to persuade



one antique car owner to travel to all three cities have been to no avail.)

For admirers of caged wildlife, the WFBM stations sponsor an annual Zoo Train to neighboring cities. Hundreds of children and their parents make it an all-day outing. In Grand Rapids, an annual event is the opening of a new WOODland Home, incorporating the latest in modern design. Denver's Public Service Seminars given each year at KLZ's studios, in cooperation with the Junior League, offer guidance to organizations planning to use public service television and radio time on the stations. These broadcasting workshops are most valuable to non-professionals.

San Diego intrigues sun-baked Californians with a

Christmastime contest whose winner gets a load of snow in his backyard.

A team of air personalities and station executives from the KLZ stations visit Colorado towns like Longmont, Castle Rock and Evergreen for no-holds-barred luncheon meetings with leading citizens on the subject, "How can we improve our broadcast service?" Indianapolis community leaders gave up summer Saturdays to learn first-hand the intricacies of broadcasting at WFBM-TV studios and to air their gripes and plaudits. The results: increased respect on both sides of the cameras and microphones.

Impersonal dispensers of pictures and sounds? Not the Time-Life Broadcast stations.

## “...NO STEPCCHILD...”

In the mid-sixties, nearly two decades after commercial television transmitted its first flickering images, radio was still searching for an identity. With everything from shouting rock 'n' roll to unobtrusive background music available in virtually every U.S. city, the temptation to change formats in pursuit of the elusive rating is strong. Yet the four independently-programmed Time-Life Broadcast radio stations maintain a surprisingly similar attitude toward their “sound” and their audiences. None of the four shouts, nor do any recede into the innocuous world of background music. The music they play is bright, yet not raucous; it may not intrigue the frenetic teenager, yet it appeals to the over-21 crowd and their parents. The news is authentic, plentiful, locally reported, carefully edited, forcefully delivered. Two Time-Life Broadcast radio stations are NBC affiliates, two CBS, thus assuring coverage of timely and significant world news to their listeners, by the world's fastest means.

### RESPONSIBLE AND RESPONSIVE

Two words for Time-Life Broadcast radio are *responsible* and *responsive*. Responsible for its entertainment and its information; responsive to its audiences and their needs.

One of the most successful examples of responsive programming was instituted at KLZ Denver in 1954.

Called *Party Line*, it was an open line between Starr Yelland, provocative host for the program, and the listening audience. They could—and did—talk about anything on their minds, from the condition of the paving in front of their houses to their opinions of the war in Viet Nam. The same format was adopted by KOGO San Diego, where arguments over such controversial organizations as the John Birch Society were aired through the expert telephone moderating of Christopher King.

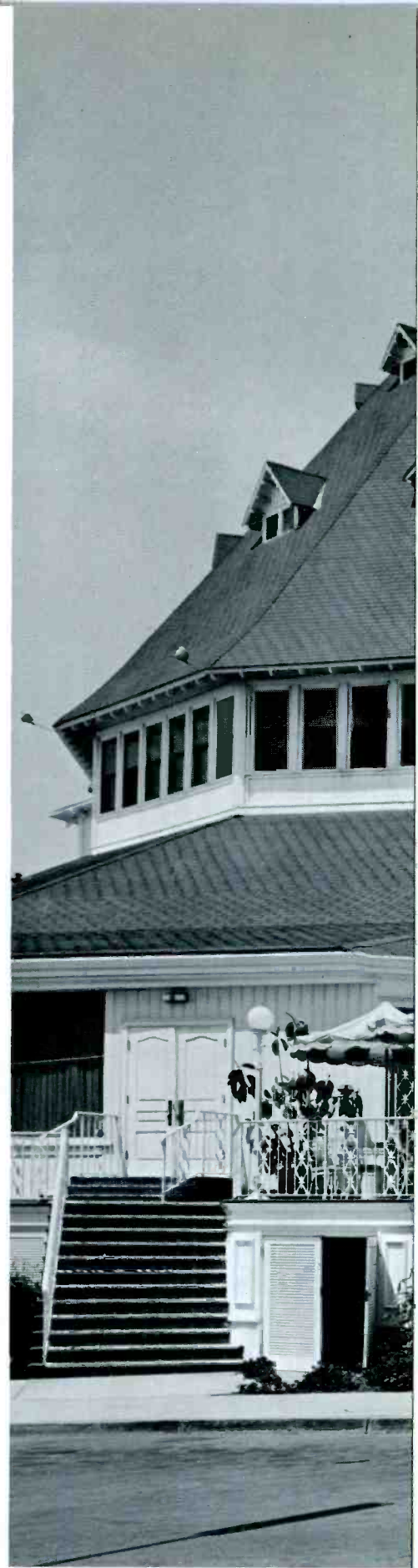
### VISIBLE PRESENCE

Another of radio's unique capacities is its ability to move itself to its audience. WFBM Indianapolis and KOGO San Diego have “mobile studios,” where actual broadcasts can be originated and the physical presence of an otherwise detached sound can be made known to the community.

Radio is no step-child in the Time-Life Broadcast scheme. Each station has a separate radio staff, headed by a station manager. Each receives the full attention of top management, locally and in New York.

Time-Life Broadcast keeps up with the changing radio scene, adapts and modifies its day-by-day programming, selling and merchandising to change with it—but holds to the basic philosophy and policy that keeps the faith of its audiences.

*In San Diego, the famed Del Coronado Hotel makes a fitting background for KOGO Radio.*



## “...TO FIND THE ELUSIVE PULSE —”

To any broadcaster, the public pulse has an elusive pressure point. Some profess to feel it in audience ratings, some in letters and phone calls to the station, some at country club dances, still others in product sales. All these elements contribute to management judgment on programs, personalities, formats, policies—and no single one gives the answer.

But perhaps the most reliable tool is the audience survey, providing its purpose is clearly defined, its methodology critic-proof and its scope sufficient to do the job.

When the Time-Life Broadcast stations embarked on a search for the proper firm to do its audience research, many were called and one was chosen—the firm of Frank N. Magid Associates, which headquar-

ters in Cedar Rapids, Iowa.

Over a two-year period, the Magid organization surveyed in depth the audiences of the KLZ stations in Denver, the KOGO stations in San Diego, and the WFBM stations in Indianapolis. The purpose: to find out who the stations' audiences were, what they thought of radio and television (the competition as well as the home team), how they thought it might be better, and—if possible—why they felt the way they did.

More than 1,000 interviews were conducted in each market. Questionnaires, carefully structured by Magid to skirt the pitfalls of bias, preconceived attitudes and faulty sampling, were used. Many took as long as two hours to complete.



## “...AN ELECTRIFYING CRY—”

Magid's findings, labeled CONFIDENTIAL TO MANAGEMENT, arrived in impressive volumes weighing nearly five pounds each. Their contents, eagerly studied by all those concerned with program policies, gave significant clues to audience attitudes and preferences; many program changes have resulted, and many are still to come.

Some of the results of the Magid surveys have been used for promotional purposes; a station manager is only human, after all, and if his hunches have paid off in audience approval, he can't be expected to hide that light too long.

But the chief purpose of Time-Life Broadcast's audience research—a tool for management—remains, and has been served.

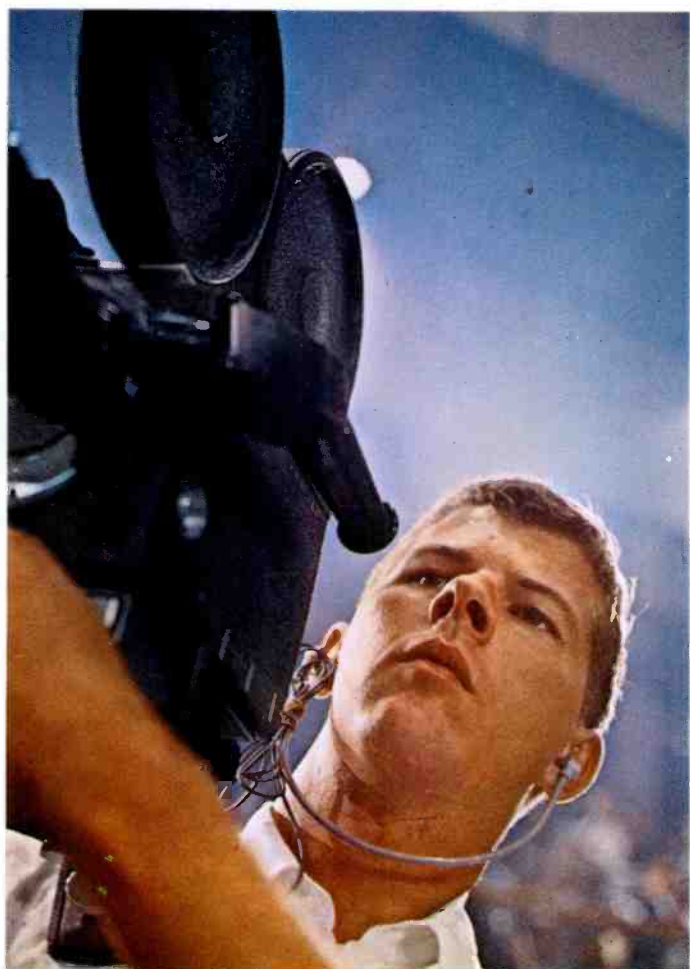


COLOR:

“Color!” sounded through the broadcasting industry and the financial pages in 1965 much as “Gold!” electrified Alaska and California more than a century before. With NBC committed to a near-100% color program schedule for prime nighttime hours and CBS pledging a start in the color-programming business, Time-Life Broadcast's one CBS and four NBC affiliates intensified their efforts to make their markets color-conscious. WFBM-TV Indianapolis held a slim lead, by virtue of its live color originations since 1954. All five stations exercise aggressive leadership in color programming and promotion in their markets.



## "...IN WASHINGTON, A LOCAL NEWS FUNCTION..."



In recognition of the great degree to which events in Washington, D. C., affect the lives of everyone, Time-Life Broadcast in 1958 became one of the first broadcasting groups to establish a news bureau in the nation's capital. Its mission: to cover developments in the capital which would have special meaning to audiences in the areas where Time-Life Broadcast signals were seen and heard.

Headed by veteran newsman John W. (Bill) Roberts, the Bureau has grown to a staff of four. Each day Roberts and his associate, Carl Coleman, feed localized radio news stories to the stations. Additionally, Cameraman Norris Brock services the stations with silent and sound film stories involving congressmen and other newsmakers from Time-Life Broadcast regions, and a secretary-researcher checks facts.

### THE VOICE IS FAMILIAR

Other Bureau services include commentaries, interpretative pieces, discussion programs and daily news summaries, as requested by the stations. Messrs. Roberts and Coleman are credited with scoring innumerable exclusives and beats with their aggressive reporting and painstaking cultivation of news sources. Their voices are almost as familiar in the Time-Life Broadcast communities as the stations' own newscasters.

Quartered in the same offices with the Washington Bureaus of TIME, LIFE and FORTUNE, the Broadcast News Bureau has available for interviews, advice and news leads more than 30 specialists in all phases of Washington-originated news. These highly-skilled correspondents provide entree and expertise on all facets of the complex Washington scene. To the unique advantages of a broadcast news bureau, Time-Life stations gain depth of understanding from the availability of the Washington magazine correspondents.

### EXTRA DUTY

Broadcast Bureau Chief Roberts, in addition to his reporting and administrative duties, serves as Vice Chairman of the Washington Radio-TV Correspondents Association and as Chairman of the Freedom of Information Committee of RTNDA.

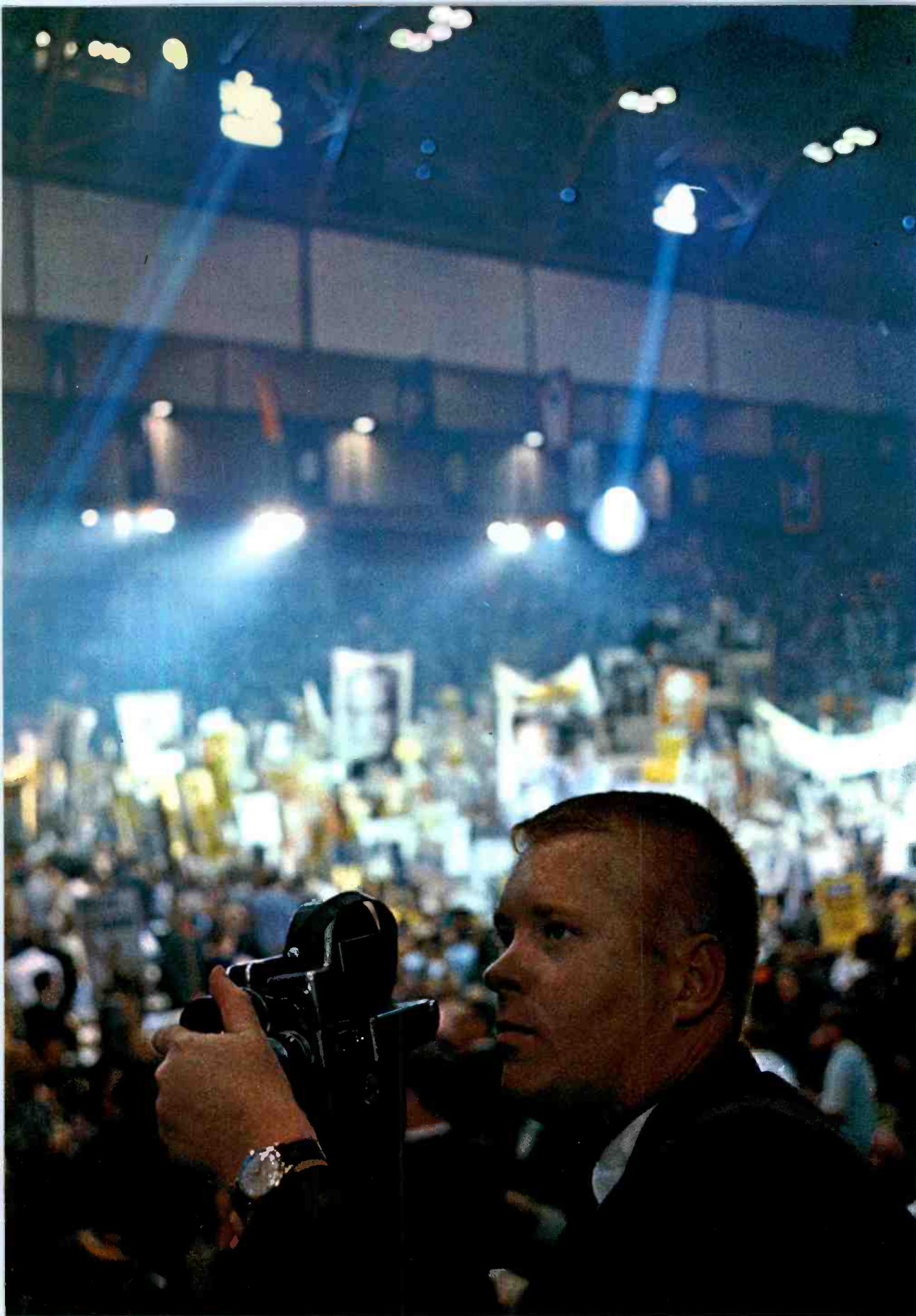
Our congressmen from California, Colorado, Indiana and Michigan have unanimously praised the valuable public service performed by the Bureau in relaying vital news information to their constituents.

One of the nation's most respected legislators observed: "Bill Roberts is one of the hardest-working reporters in Washington. I am constantly impressed with the facts he digs up. There is just no way of estimating the value of the job he is doing for the voters in my home state."



Carl Coleman (left), Norris Brock (above), and Bureau Chief Bill Roberts (right) at the Republican National Convention. ▶





*A WFBM-TV cameraman stands ready to film the Indiana delegation at a national political convention.*



*A sound-on-film interview in Brussels' Grand Plaza.*



*WFBM-TV Cameraman Ernie Crisp shoots the Berlin Wall.*



*Belgian Foreign Minister Paul-Henri Spaak submits to questions from the group.*

## “...THE WHOLE, IN NEWS, IS GREATER THAN

When the national political conventions roll around every four years, it has become Standard Operating Procedure for every broadcasting group worthy of its name to make a special effort on behalf of its stations. Time-Life Broadcast is no exception: every four years, a task force from the stations sets up shop in Chicago or San Francisco or Los Angeles or Atlantic City, adds to the daily coverage of the state delegates provided by the Washington Bureau, who are removed *in toto* from Washington for the duration of the political circus. Radio reports are phoned back home several times a day; television films are flown out to the stations each afternoon of the conventions.

Not so SOP was a 1965 tour of Western Europe by

the Time-Life Broadcast news directors, Washington Bureau Chief Bill Roberts, Indianapolis Chief Photographer Ernie Crisp and New York Coordinator Dick Krolik. Following a tight schedule set up in cooperation with Time-Life News Service correspondents in six countries, the newsmen received a thorough updating on the European scene. In two weeks, they visited Paris, Stockholm, Copenhagen, Berlin, Bonn, Cologne, Brussels and London. In each of the six countries, they received briefings from Time-Life correspondents and European government spokesmen. They met with U.S. Ambassadors Bohlen in Paris, McGhee in Bonn, MacArthur in Brussels and Tuthill at the Common Market, and were briefed by special-



*Time-Life Broadcast news directors between visits to Swedish Radio studios in Stockholm.*



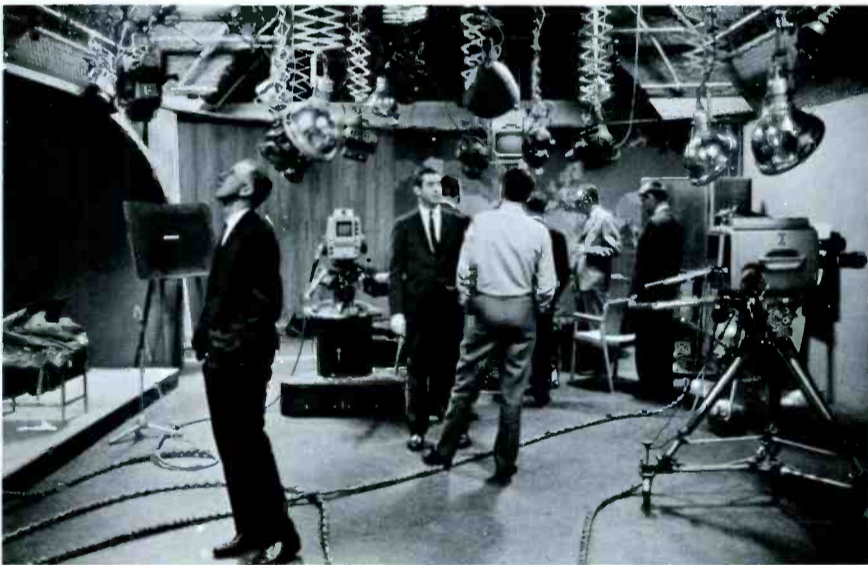
*Pct Higgins of KOGO describes Paris to San Diego.*



*BBC's Director of Talks describes British television, over lunch in the Time & Life Building in London.*



*All Eurovisor. TV news transmissions are controlled from the Palais de Justice in Brussels.*



*In a Berlin TV studio, German television operations are observed.*



*Exclusive color film coverage of Sir Winston Churchill's funeral for all Time-Life Broadcast stations.*

## THE SUM OF ITS PARTS...

ists on their staffs in economics and politics.

In Cologne, the newsmen conferred with officials of DuMont-Time, in which the international division of Time-Life Broadcast is a partner, and made arrangements for future cooperation.

And in each country, the broadcast newsmen met with news directors of the state-owned radio and television networks, gained valuable insight into foreign news broadcasting. With the advent of Comsat's Early Bird satellite, U.S. television newsmen glimpsed the future of intercontinental TV pickups.

One by-product of these meetings was a formal invitation to the Europeans to the annual conference of the U. S.-Canadian Radio-Television News Directors

Association, tendered by RTNDA First Vice President Bob Gamble, news director of the WFBM stations, Indianapolis.

Radio tapes and television films were flown to the stations for use on regular news programs and specials. Coincidentally, the group landed in London in time for the funeral of Sir Winston Churchill. Cameraman Crisp's exclusive color films of that once-in-a-lifetime panoply were used by all Time-Life Broadcast stations. On their return, station newsmen lectured to local groups.

It is a continuing policy of Time-Life Broadcast to expand the horizons of its newsmen, and through them, its audiences.

## “...A SEMINAL EVENT OF MAJOR IMPORTANCE...”

In March of 1965, Senator Warren G. Magnuson (D., Wash.), Chairman of the Senate Commerce Committee, read into the *Congressional Record* this high praise for RTNDA and Time-Life Broadcast:

“In September of 1963, the management of Time-Life Broadcast made this suggestion to the board of directors of the Radio-Television News Directors Association:

‘In the belief that a real need exists for the establishment of a set of standards for television newsfilm reporting at the station level, Time-Life Broadcast suggests to the RTNDA that a joint project, designed to satisfy that need, should be undertaken.’

### TWO DAY MEETING

“It was undertaken. In February-March of 1964, the RTNDA Newsfilm Standards Conference was held in the Time & Life Building, New York City, attended by 230 delegates. Represented were 94 television stations in 37 states, 7 universities, and 29 other organizations vitally interested in newsfilm technique. A faculty of 21 recognized experts made presentations and conducted discussions.

“This conference was the first attempt ever made to establish standards in this all-important field of public information and communication. Never before had so many top experts in the television news field come together to communicate to their peers what their actual experience has taught them. The professional appraisal of practical – sometimes difficult – problems, the clash and exchange of ideas, the candid, constructive criticism of current inadequacies, all made this not just another conference but a seminal event of major importance to all who are dedicated to television newsfilm excellence.”

The *Television Newsfilm Standards Manual*, based on the 1964 conference, has sold more than 3,000 copies, is being adopted as a standard text in schools of journalism around the country.

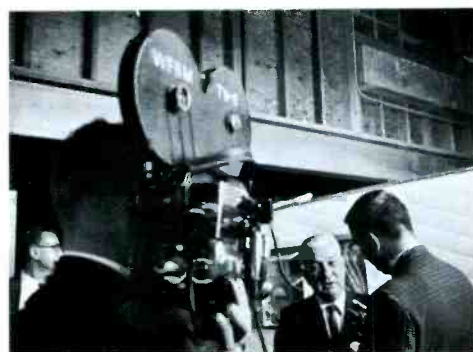
### AFTER TECHNIQUE, CONTENT

Time-Life Broadcast’s follow-up to the first conference was to act as catalyst for five Regional Newsfilm meetings in cooperation with RTNDA. At these conferences in New York, Chicago, Atlanta, Dallas and San Francisco, more than 600 professional TV newsmen gave a day out of their weekends to learn from their contemporaries. General subject of the regional conferences was the content of television news. Presentations dealt with investigative reporting, editorials, the rights of broadcasters in crime coverage and the courts, features and other program elements.

Logical enough is Time-Life Broadcast’s interest in developing high performance standards for local television. Local television is the division’s business; journalistic excellence is the company’s heritage.



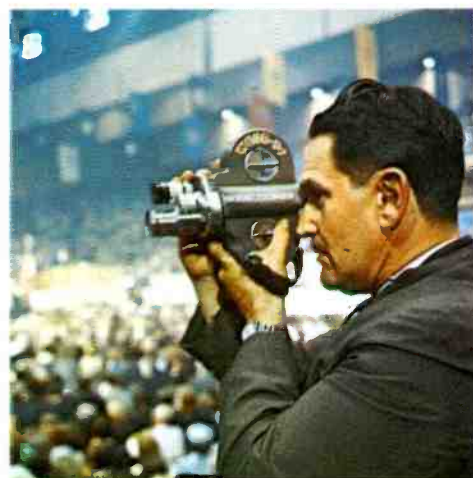
*A panel discussion on new motion picture camera equipment engrosses delegates to the first Newsfilm Standards Conference.*



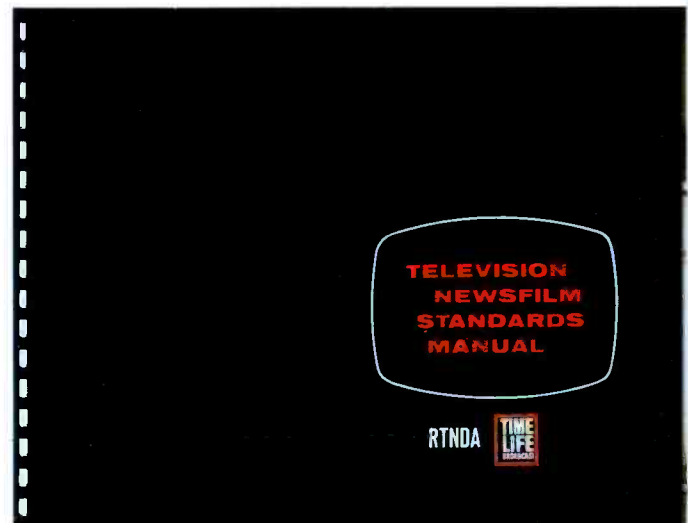
*Portable gear for a one-man sound-on-film interview.*



*The need: speed and accuracy.*



*#1 tool for the local TV news cameraman, the silent cam era.*



*Results of the Conference: the first definitive Manual.*

## TEST MARKETS:



Indianapolis from a helicopter via the "fish-eye" lens.

### "...A REAL HELPING HAND IN MARKETING..."

The role of test marketing in our economy has been gaining tremendous importance since World War II. Conservative estimates of the number of new products introduced each year average around 6,000, and the great majority of them are tested in miniaturized sales situations before they are given massive doses of manufacturing and advertising dollars in preparation for national distribution.

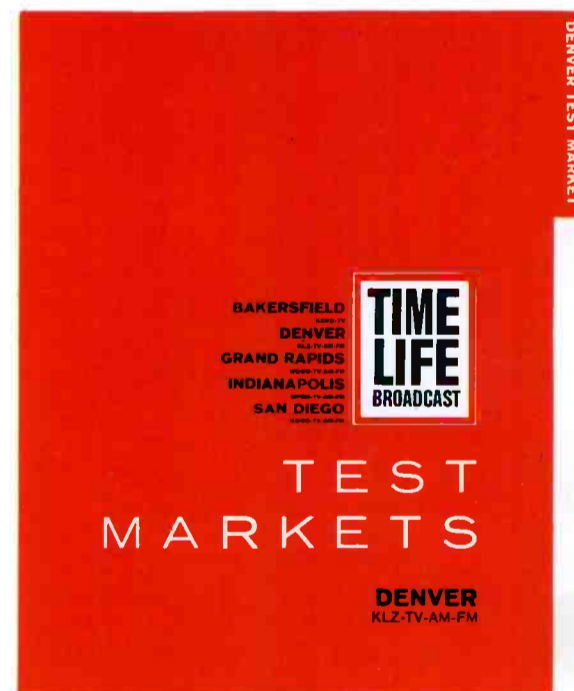
Time-Life Broadcast's markets are far from America's largest (our #1 ranks thirteenth nationally; our #5 doesn't make the top hundred) but they are ideally suited for testing consumer products.

#### TO CLOSE A GAP

Examination of available market data revealed a curious gap in the service provided test-marketers by broadcast media: no one had done the job of correlating the outlets for consumer goods with the coverage patterns of today's *must* media, television and radio. Time-Life Broadcast undertook that job. The result was a series of test-market booklets, one for each Time-Life Broadcast city, containing complete demographic, economic and marketing data plus locations of food and drug outlets, shopping centers, discount stores, warehouses and buying offices—the tools a modern marketer must have. In addition, the coverage patterns of each Time-Life Broadcast radio and television station are superimposed on this graphically-represented data, making the information instantly available in usable form.

Acceptance of this breakthrough in broadcast-provided market information has been extremely heartening. Said one executive in a prominent New York advertising agency: "Congratulations to Time-Life Broadcast for being the first in electronic media to offer a real helping hand to those of us trying to understand a market situation."

In 1965, a Marketing Division of Time-Life Broadcast was activated under the direction of J. Clarke Mattimore to apply computer techniques to advertisers' problems.



One of five booklets on the Time-Life Broadcast markets.



Walter Dumbrow and Phil Scheffler of CBS News prepare their presentation to the Conference.



*President John F. Kennedy as he spoke to the nation on civil rights, June 11, 1963.*

## “...THE RIGHT PLACE IN HISTORY’S RIGHT TIME...”

### CIVIL RIGHTS:

In the spring of 1963, the civil rights issue first boiled over and threatened to leave ugly stains on the face of America. The late President John F. Kennedy took to network television to spell out his strong distaste for the injustice it represented and his fervent prayer that reasonable citizens would work together for a non-violent solution to a complex and vexing problem.

Time-Life Broadcast volunteered its services in the cause of reason, using the method its stations knew to be effective in reaching vast numbers of people and persuading them to action—the spot television and radio message.

Working closely with the White House, Time-Life Broadcast filmed and recorded messages from fourteen national leaders, each appealing in his own way for moderation in the long hot summer ahead:

Senators Hubert Humphrey (D., Minn.) and Thomas Kuchel (R., Cal.); Dr. William G. Carr, National Education Association; Dr. R. Edwin Espy, National Council of Churches; Frank H. Heller, National Council of Catholic Men; Miss

Lena Horne; Dr. Martin Luther King; Mrs. W. Murdoch MacLeod, United Church Women of the National Council of Churches; Walter Reuther, President of the UAW; Jackie Robinson; Dore Schary; Sylvester Smith, the American Bar Association; Roy Wilkins, NAACP, and Whitney Young, the National Urban League.

Personages were filmed in their offices, in the U. S. Senate, in hotel rooms and apartments and even on the White House lawn. Permission was granted to excerpt from President Kennedy’s June 11th address.

Co-sponsorship of the series of spots was sought and obtained from lay groups of the three major faiths—the National Council of Catholic Men, the United Church Women of the National Council of Churches, and the Anti-Defamation League of B’nai B’rith.

The package of spots was made available, at no cost, to all U.S. radio and TV stations within a few weeks of the President’s appeal.

Time-Life Broadcast takes pride in having been in the right place at the right time.

## EXPERIMENTALS:

### “...TO MINE THE VAST NEWSGATHERING RESOURCES OF TIME INC. FOR BROADCASTING...”

“Experimenting” with broadcast programming has been a function of Time Inc. since the early 1920’s, when TIME Magazine pioneered the first news quiz program on radio (see p. 6). In television, the thrust has been to start with the pages of LIFE, TIME, FORTUNE and SPORTS ILLUSTRATED and in their spirit and style, create something unique and valuable to the television audience.

In 1959, Time-Life Broadcast undertook a major experimental venture with a former LIFE staffer, Robert Drew, whose dream it was to bring the same candid quality to moving pictures that LIFE had brought to stills. Backed by Time Inc., Drew developed lightweight, unobtrusive cameras, ranged the world for stories of people caught up in life’s crises. Over a three-year period, Drew produced many distinguished programs, including *The Chair* (Cannes Film Festival Special Jury Prize winner), *The Eddie Sachs Story*, *Adventures on the New Frontier* and others. Most of the Drew films are in world-wide syndication.

#### MORE EXPERIMENTS

More recent productions of the experimental program unit at Time-Life Broadcast’s New York headquarters have included *Topic A*, a series of radio programs drawing on the reportage of the Time-Life News Bureau and its 500 correspondents; *Men of Fortune*, a biographical film series on dynamic businessmen; *Perspective*, a series of films designed to background current world news stories, and others.

For the immediate future, most of the energies of Time-Life Broadcast’s experimental program unit will be devoted to an alliance with Wolper Productions to produce the all-new MARCH OF TIME for television. Still active, however, will be the ambitions of Time-Life Broadcast to bring new forms and new methods of broadcast presentation of news and history to television and radio.



David Schwartz, President of Jonathan Logan, Inc., star of “\$100 Million In Rags.”



The streets of Baghdad, from “Mischief in the Land,” produced by station newsmen.



A European automobile race, from “Common Market of Speed,” another station-produced overseas film.



A view of South Viet Nam, from “The American Commitment,” produced by Time-Life Broadcast’s Dick McCutchen.



Author Lillian Smith, from “Miss Smith of Georgia.”



## **"...THERE'S NO SUBSTITUTE FOR FACE-TO-FACE MEETINGS..."**

Distance, in this age of jets and direct dialing and the teletype, no longer serves as an excuse for lack of communication. The Time Inc. magazine divisions have always believed in periodic face-to-face meetings of their correspondents, salesmen and management representatives; Time-Life Broadcast inherited that tradition, and serves it well.

General managers of the stations meet with New York management at least twice a year, once at the NAB Convention and again at selected locations where uninterrupted conferences can run for three, four or five days. Managers' meetings have been held in San Diego, Indianapolis, Grand Rapids, Denver and New York over the past five years.

Chief engineers, who speak a language unto themselves, exchange information at the NAB and at such far-flung points as San Diego and Washington on a semi-annual basis, too. New York representatives are on hand to coordinate their discussions and hear their recommendations for new equipment.

News directors not only convene at annual Radio-Television News Directors Association conferences—

all belong—but also get together at one of the stations each year. They work closely together on such occasions as the national political conventions and on news tours (see p. 32).

Program executives of Time-Life Broadcast have been active as founding members in the National Association of Television Program Executives and in Development Program Associates, an organization made up of leading group broadcasters for the purpose of encouraging the development of new programs for local syndication.

Station promotion directors hold an annual meeting, usually in conjunction with the Broadcasters' Promotion Association Convention, to which they all belong and in which several serve as officers.

This exchange of information is an important plus for broadcast group operations, as is the constant exchange of technical, programming and other operational intelligence.

It is a policy of Time-Life Broadcast to encourage and underwrite participation by employees in both industry associations (see p. 53) and group conferences.

---

## RESEARCH & DEVELOPMENT:

## **"...THE LONG-RANGE INQUIRY INTO DAY-AFTER-TOMORROW..."**

In June, 1964, all seven FCC Commissioners spent half a day, at their request, hearing the results of a year-long research study on "expected changes in mass communications." The study was conducted by Spindletop Research Center of Lexington, Kentucky. It was commissioned by Time Inc., in cooperation with the Royal Street Corporation.

This type of strategic, long-range inquiry into the day-after-tomorrow has long characterized Time Inc.'s philosophy of business operation. As a group

operator of broadcasting stations, the company is able to extend this inquiry into areas where licensees solely concerned with day-by-day operation seldom venture. (Time Inc.'s R&D division studies broadcasting, too.)

The Spindletop project covered a variety of communications potentials, including prospects for UHF, community antenna television systems, pay-TV, communications satellites and advances in audio-visual technology. Its findings have resulted in several important policy decisions.



*The view from the 34th Floor: historic printing plates of Time Inc. magazine covers.*

## EDITORIAL RESOURCES:

### **"...THE WORLD OF TIME INC."**

Uniquely available to the stations of Time-Life Broadcast and the New York staff are the vast editorial and human resources of Time Inc. Included are one of the world's greatest morgues, called "Edit Ref"; the LIFE Picture Collection; a staff of highly-trained researchers; regular dispatches filed by the 500 men and women of the Time-Life News Service and professional advice and counsel from editors and reporters in New York and around the world. 39



*KOGO-TV Newsman Sam Rinaker (r.) moderates "Forum of the Americas" with guest, Ambassador Alemann of Argentina.*

**"...TO BRING THE WORLD, FIRST-HAND, TO OUR CITIES..."**



*"International Forum" panel at Butler University, Indianapolis.*



*KLZ News Director Jim Bennett demonstrates a newsfilm camera for Japanese students of broadcasting.*

INTERNATIONAL FORUM:

# FORUM OF THE AMERICAS



For several years, the Time-Life Broadcast group carried on a program, *International Forum*, designed to acquaint citizens of its station-cities with significant trends and personalities on the international scene. Using television, radio and all the traditional publicity media available in the community, the company brought distinguished diplomats and international businessmen to these cities, created "events" which brought home to viewers and listeners first-hand impressions of some of the world's movers and shapers.

Among the men who visited the Time-Life Broadcast cities were Ambassadors Frederick Boland of Ireland, Gonzalo J. Facio of Costa Rica, President of the Council of the Organization of American States, Sir Howard Beale of Australia, Henry Cabot Lodge, Roberto T. Alemann of Argentina, Teodoro Moscoso of the Alliance For Progress and Sergio Gutierrez-Olivos of Chile; then-Senator Hubert Humphrey; Sir Zafrulla Khan of Pakistan, the President of the Seven-

teenth Session of the United Nations General Assembly; T. Graydon Upton of the Inter-American Development Bank; and John F. Gallagher of Sears, Roebuck Foreign Administration.

The visitors spoke to specially-convened gatherings of prominent local citizens, were interviewed by the press, radio and television, and addressed local groups. There was a two-way exchange: Midwest and Western cities had seldom been seen by the foreign diplomats, and the diplomats' reception was noted and appreciated by their governments.

In San Diego, the *International Forum* visits were concentrated on Latin America, called *Forum of the Americas* and warmly received by that Mexico border-sharing city.

*International Forum* provided a new dimension to the principle of responsibility of group broadcasters to the communities in which they operate.



From the control room, a view of the studio at Proventel, Caracas.

## "...A NEW DIRECTION."



Musical extravaganzas, Latin-style, are regular features on Channel 13, Buenos Aires.



The cooking programs present exotic dishes.



The magazines of Time Inc. have long considered the world as their backyard. Foreign editions of TIME The Weekly Newsmagazine are published for five different sections of the globe; LIFE International and LIFE EN ESPANOL circulate nearly a million copies each week. The company is engaged in co-publishing ventures in Italy, Japan and Argentina; there are Time & Life Buildings in London, Paris and Amsterdam. The Time-Life News Service maintains more than 500 correspondents around the world.

The broadcasting division of Time Inc. began to explore television opportunities in management, production and programming in 1960, coincident with the expansion of the New York headquarters staff. In 1961, the International Division of Time-Life Broadcast was formally instituted, under the direction of Sig Mickelson, former President of CBS News and a founder of the European Broadcasting Union.

Time-Life Broadcast has been involved in television ventures on three continents.

### LATIN AMERICA

Time-Life Broadcast entered into its first Latin-American TV venture in 1962. At that time the Division became associated with Goar Mestre, CBS and Argentine interests in the ownership and operation of Proartel, a TV production company supplying programs for Buenos Aires' Channel 13. Since then, Proartel has expanded its operations to provide program material for TV outlets in Argentina as well as in a number of other Latin American countries. In Venezuela, a new production center, Proventel, was established with Mestre, CBS and Venezuelan partners to serve a network of five stations from Caracas to Maracaibo.

In Brazil, in association with Dr. Roberto Marinho, publisher of the Rio newspaper *O Globo*, negotiations were completed to provide technical assistance and studio properties for radio and TV operations in Rio de Janeiro, São Paulo and other cities.

## INTERNATIONAL:



A perennial favorite, situation comedy.

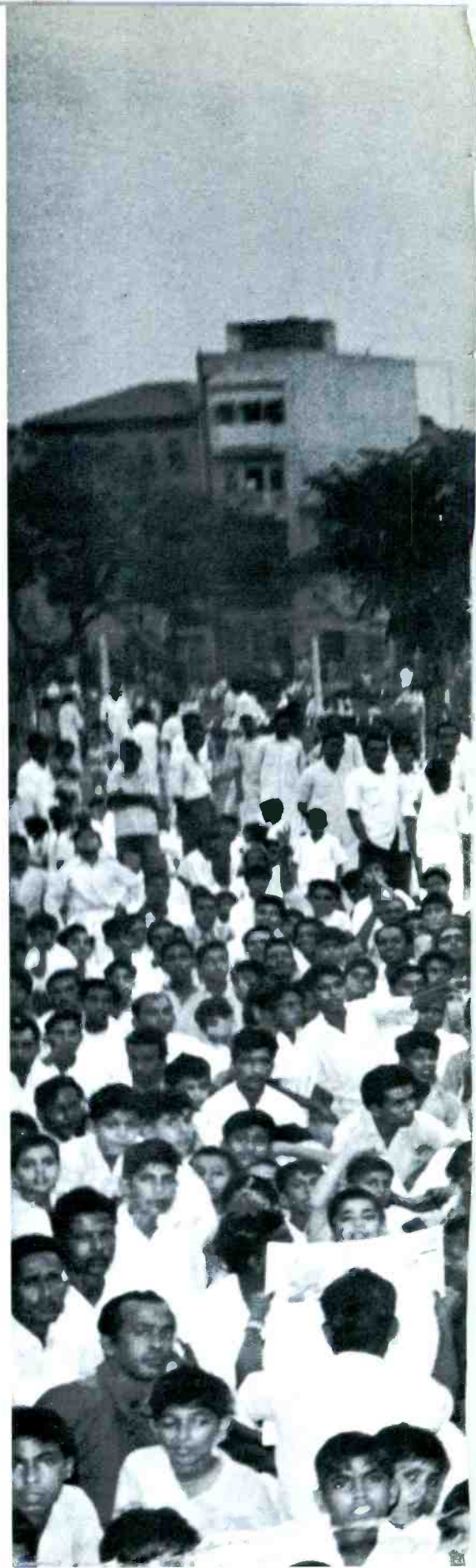
Dorothy Collins came from CBS to help open CVTV Caracas, Venezuela, in 1964. ▶



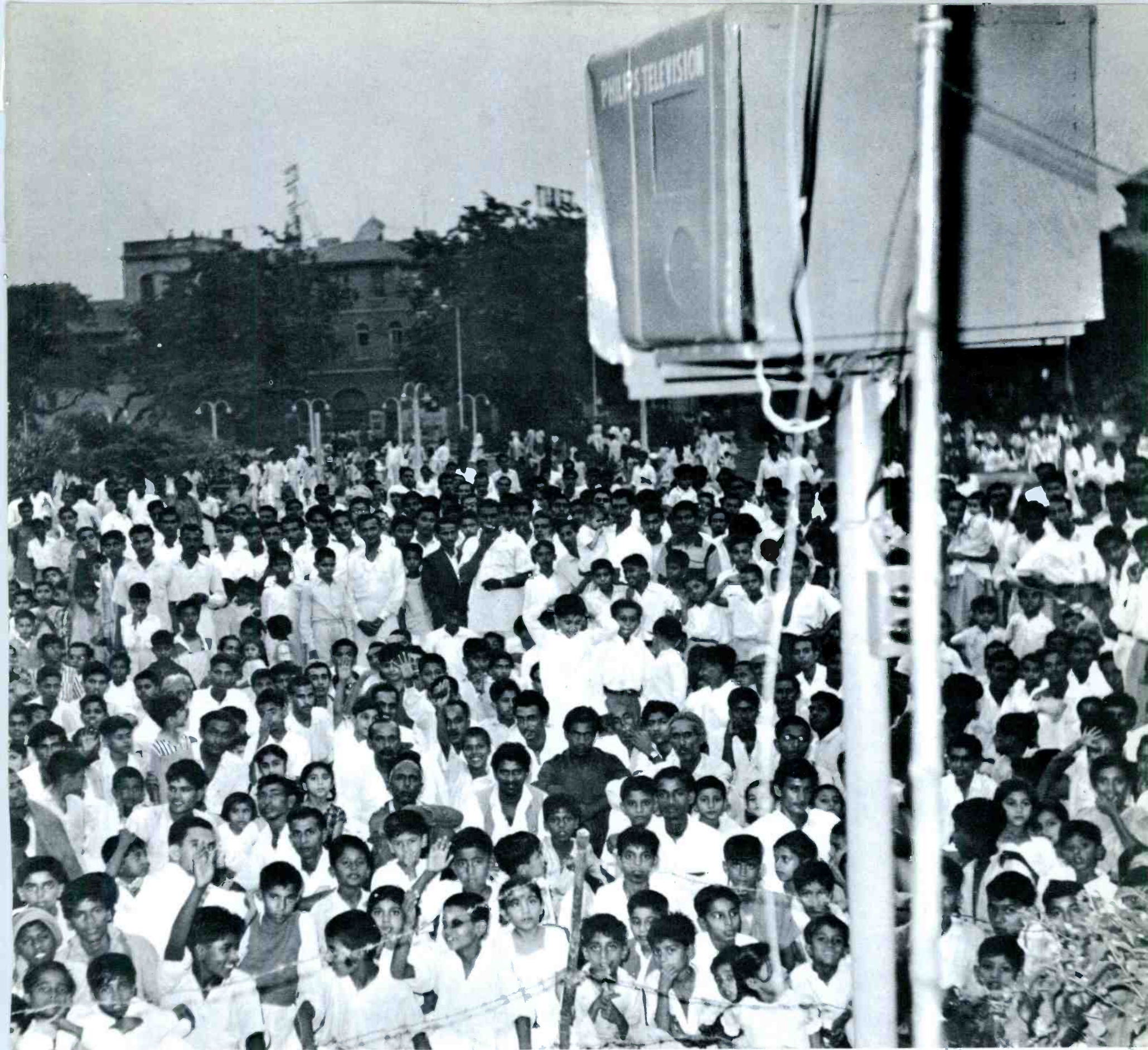


*DuMont-Time in Cologne produced a distinguished film on the plight of Germany's gypsies.*

INTERNATIONAL:



*Original ballet for television was produced by STV, Stockholm.*



*In Karachi, almost no one reads the newspaper when TV arrives (see lower left corner).*

## EUROPE

Time-Life Broadcast partnered with the German publishing firm of M. DuMont Schauberg to form a television and film production company in 1961. Based in Cologne, DuMont-Time produces both live and film programs for major TV channels in German-speaking countries.

In 1964, the Division became a participant in STV, a newly formed Swedish TV unit operating out of Stockholm. STV supplied programs for several government-supported stations and independent producers in Sweden.

## ASIA

Beirut, Lebanon, was the locale of Time-Life Broadcast's very first venture into foreign television. In early

1961 it teamed up as a minority partner with French and Lebanese interests in Compagnie Libanaise de Television (C.L.T.), operator of two TV channels transmitting from Beirut (and offering for some time the only television service in Lebanon). The investment was sold in 1963.

A special group of Time-Life Broadcasters, in conjunction with Philips of Eindhoven, conducted an experimental TV station in Karachi, Pakistan, during the city's 1963 International Trade Fair. It was the first TV programming ever shown in the country and drew crowds of thousands to watch public TV sets. At the request of the Pakistan Government, the TV station was kept in operation for several months after the Fair closed.

Other opportunities for foreign broadcasting participation are being actively investigated.

*Native dancers provided Pakistan TV fare.*





The foregoing pages tell only a portion of the story of the broadcasting division of Time Inc. Thirty-two thousand television hours a year and an equal amount of radio fare cannot be squeezed into one book, nor can mention of all the people who make it possible.

Ultimately responsible for this broadcast enterprise are the men who manage its affairs, on the local scene and in New York headquarters. Local managers function with near-autonomy on a day-by-day basis, report regularly to New York on matters of broad policy. Available to them, just as to other divisions of Time Inc., are the corporate services of the parent company – legal and accounting advice, engineering consultants, editorial and research resources, promotional aid, budgeting and other management practices.

These are the managers of Time-Life Broadcast.

## WESTON C. PULLEN, JR.

*President, Time-Life Broadcast; Vice President for Broadcasting, Time Inc.*

Responsible for seeking out and acquiring the broadcast properties that make up Time-Life Broadcast is Wes Pullen, who came to broadcasting in 1951 with a background of business and publishing experience within Time Inc. Operating under a directive from Charles L. Stillman, then Executive Vice President and Treasurer and now Chairman of the Finance Committee of Time Inc., Pullen gained experience in local station operation when the company acquired a half-interest in television and radio stations KOB-TV and KOB, Albuquerque. Partnered in the enterprise was the late Wayne Coy, veteran broadcaster and government administrator, whose advice on the future course of Time Inc.'s broadcasting ventures proved invaluable.

Pullen joined Time Inc. shortly after graduation from Princeton in 1939, worked his way from mail-room through company training program to LIFE's advertising department before enlisting in the Navy in 1942. After service in the Pacific as PT squadron

commander, he returned to Time Inc. as assistant to President Roy E. Larsen, transferred to Stillman's non-publishing ventures in 1949. Included among these was Time Inc.'s real estate program, which involved Pullen in the construction of three Time & Life Buildings, in London, Paris and New York. He was named vice president of Time Inc. in 1957, president of Time-Life Broadcast, Inc., four years later.

In broadcasting, Pullen served on the Executive Committee and the Board of Directors of the Radio Advertising Bureau, and on the Freedom of Information Committee of the National Association of Broadcasters. Over the past several years, he has travelled extensively in South America, Europe and Asia, negotiating Time-Life Broadcast's interests in foreign broadcasting operations.

A native of Norwich, Connecticut, where his father published the Norwich *Evening Record*, Pullen now lives in Westport with his wife, the former Eunice Thorp of Winnetka, Illinois, and their three children.



## FREDERICK S. GILBERT

*Vice President and General Manager*

When he was appointed general manager of the Time Inc. broadcasting division in 1960, Frederick S. (Fritz) Gilbert brought with him considerable and varied executive experience in the field of communications. He joined Time Inc. in 1935 as one of the original staff members of THE MARCH OF TIME, which established new standards of excellence in documentary film production. Subsequently he worked on the advertising sales staffs of TIME and LIFE in Detroit and Cleveland, serving as LIFE's Cleveland manager for five years. He returned to New York in 1946 to become advertising manager of LIFE's newly inaugurated overseas edition, LIFE International. Two years later he was assigned to the administrative staff of TIME Magazine, serving in executive capacities as assistant publisher and general manager from 1948 to 1960. He was named vice president of Time-Life Broadcast in 1961.

Reporting directly to president Wes Pullen, Gilbert is responsible for domestic activities of Time-Life Broadcast's New York headquarters and maintains supervisory liaison with the group's radio and television stations. He is also a board member of the Association on Broadcasting Standards, a Washington-based group serving the radio industry.

A native of New York City, Fritz Gilbert is a graduate of the Lawrenceville School and Williams College. He and his family now reside in New Canaan, Connecticut, where he is active in community affairs.

## EDGAR P. SMITH

*Vice President*

Formerly assistant managing editor of FORTUNE Magazine and managing editor of ARCHITECTURAL FORUM, Edgar P. Smith was named vice president of Time-Life Broadcast in 1962. In his present capacity he is charged with administrative duties dealing with experimental and creative developments within the division. Mostly recently he has been engaged in various research projects, including investigations into the field of community antenna television, one of the fastest growing areas of the broadcast industry. (Time-Life Broadcast has filed applications for CATV franchises in three states.) He has also been instrumental in negotiations resulting in an association between Time-Life Broadcast and David Wolper Productions to reactivate THE MARCH OF TIME film series for television.

Smith, a native New Yorker, was graduated *magna cum laude* from Princeton University in 1942, went from there into the service with the U.S. Field Artillery, participating in campaigns in France and Germany. He was recalled to duty during the Korean War, in which he was assigned to the Counter Intelligence Corps.

In addition to his editorial posts at Time Inc., Smith served a two-year assignment as assistant to the president, and was active in the corporate acquisition of Silver Burdett Company, a textbook publishing firm.

Smith makes his home in Morristown, New Jersey, with his wife and four daughters, where he is a member of the Budget Committee of the Morristown Community Chest. He is a Director of Project HOPE.

## SIG MICKELSON

*Vice President for International Development*

Sig Mickelson, who joined Time-Life Broadcast in 1961 to supervise international development activities, logs about 100,000 miles of travel a year exploring broadcasting opportunities throughout the world and visiting the division's already established interests overseas. Former president of CBS News, he came to Time-Life Broadcast with an outstanding record of achievement in journalism and broadcasting. Newspaper reporter and editor, radio newscaster, journalism teacher at Louisiana State University, the University of Kansas and the University of Minnesota, in 1943 he joined the Columbia Broadcasting System as news director of Station WCCO Minneapolis, and served successively as director of news and special events and director of public affairs. He moved to New York in 1949 to become CBS director of public affairs, rose through the CBS News hierarchy to the post of first president of CBS News in 1959.

Mickelson has been active for many years in the affairs of the European Broadcasting Union and in Eurovision, the international television network, and has served as consultant to many overseas broadcasting organizations. In 1964 he took a four-month leave of absence to serve as executive program coordinator of the Republican National Convention.

A native of Clinton, Minnesota, Sig Mickelson is a graduate of Augustana College (1934) and holds a Master of Arts degree from the University of Minnesota. He and his wife, the former Maybelle Brown of Cairo, Illinois, reside with their two children in Greens Farms, Connecticut.

## ANDREW J. MURTHA

*Business Manager*

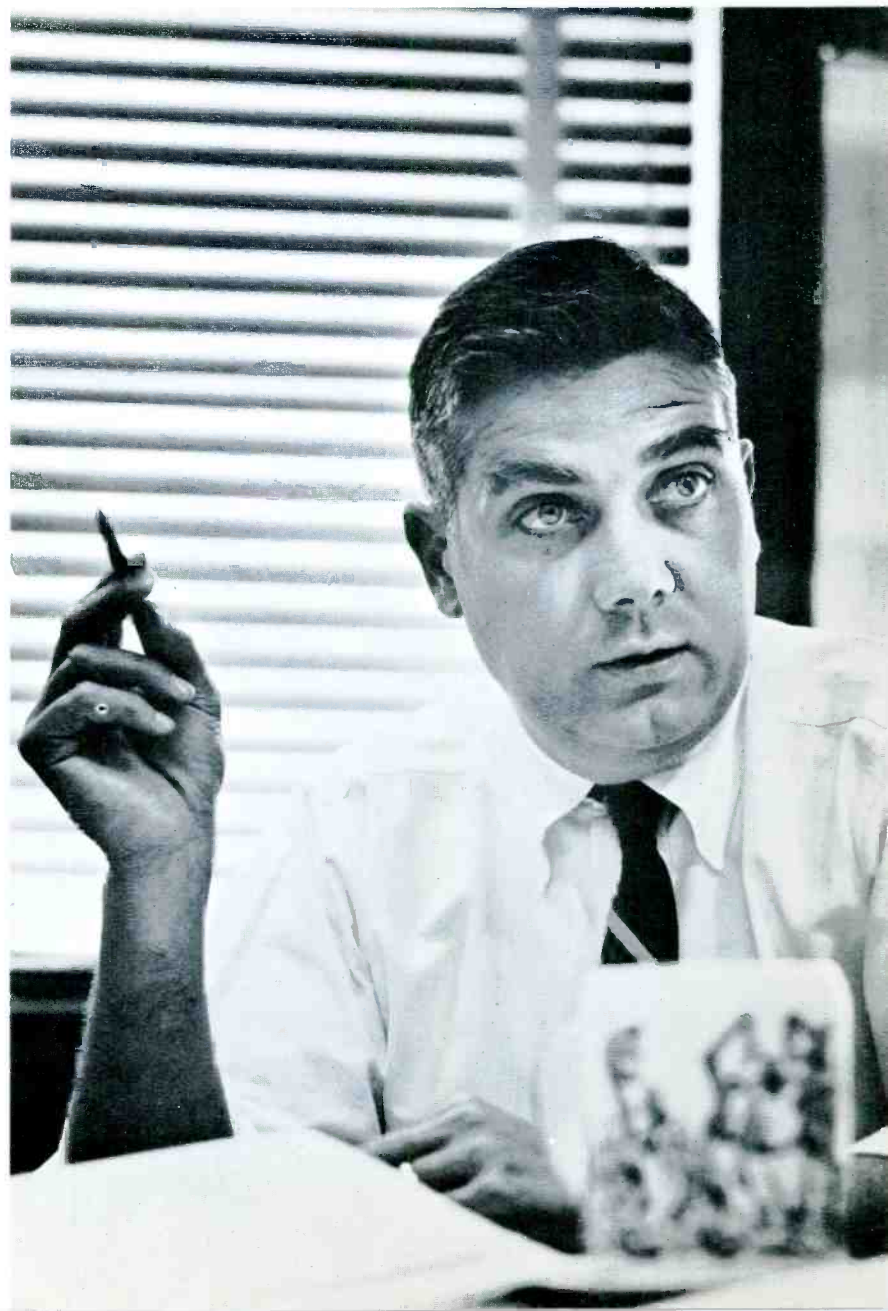
At the core of every successful business enterprise is a successful business manager. Andrew J. Murtha is Time-Life Broadcast's. He is responsible for day-by-day business operations of the division as well as for contracts of acquisition, sale, lease and other transactions involving millions of dollars.

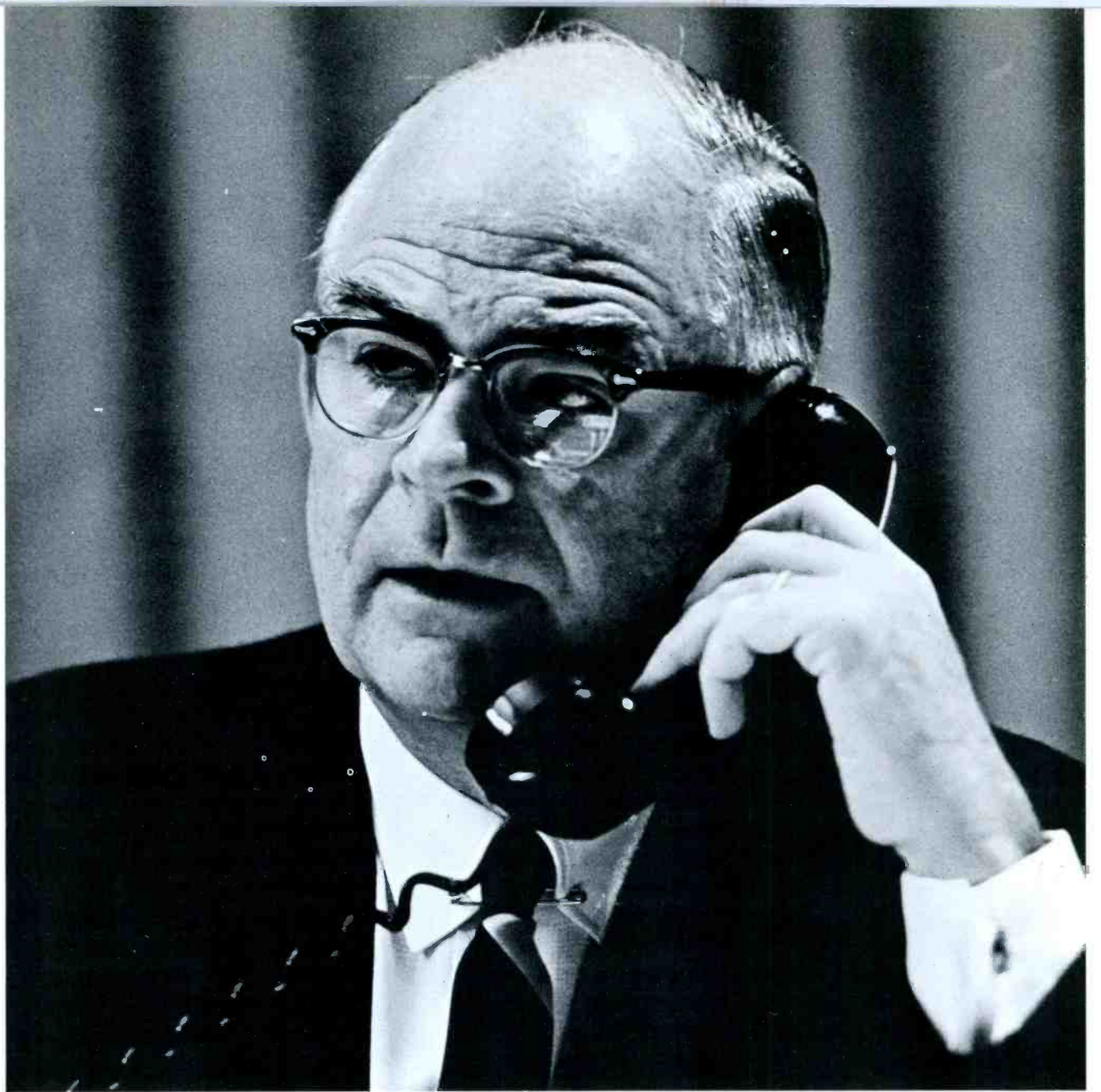
A 1946 graduate of Dartmouth, *cum laude* in business administration, he joined the comptroller's department of Time Inc. after completing Navy service. Assignments in the internal audit and tax departments and as credit manager followed. In late 1953, Murtha set up accounting and budgeting procedures at the newly-acquired KDYL stations in Salt Lake City and KOB-TV-AM Albuquerque, becoming comptroller's broadcasting specialist.

To acquire a first-hand view of the problems of station business management, Murtha served as business manager of the WFBM stations during 1957 and 1958. At the end of that year, he was formally appointed business manager of Time-Life Broadcast. For the next two years, only Murtha and one other executive, broadcast coordinator Ole G. Morby, assisted Wes Pullen in operating Time Inc.'s broadcasting division.

Despite the necessity of gathering periodic reports from the stations' business managers and transmitting them to management, Murtha travels to South America and to the stations frequently.

Active in Dartmouth alumni affairs, he lives in Maplewood, New Jersey, with his wife June and two small children.





## HUGH B. TERRY

*President and General Manager, the KLZ Stations, Denver; Director Western Division, Time-Life Broadcast*

To list the industry posts and community services of Hugh B. Terry would seriously imbalance the fairness doctrine requirement of this volume. Recognized throughout the industry as one of the nation's leading broadcasters, he has contributed mightily to his chosen profession and his chosen city.

Terry didn't come to Denver until 1940, although he had a four year out-of-town tryout at a Colorado Springs radio station. Native of Alexandria, Nebraska, graduate of the University of Missouri's famed School of Journalism (1930) and two years an advertising copywriter, he joined his first radio station in Oklahoma City in 1932, went to Colorado four years later.

But in the lusty, dynamic, fast-growing climate of the Mile-High City, Terry thrived, and so did KLZ (KLZ radio is one of the country's oldest stations, dating from 1922; KLZ television came on the air in 1953, just a year before Time Inc. acquired the property).

Before long, the walls of the station reserved for plaques and citations began filling up. The George Foster Peabody Award, broadcasting's número uno, the first National Conference of Mayors' Award, the Alfred I. DuPont, the Sigma Delta Chi, *Variety* Showmanagement, Freedom Foundation, Denver Ad Club—name it, the KLZ stations have probably gotten it.

Terry himself has run the stations a close second in the awards business. From his alma mater came the University of Missouri's annual award for Distinguished Service to Journalism, and from his colleagues came the first, and highly-prized, Paul White Memorial Award for "Outstanding contributions to radio and television journalism." This was for his successful fight to overcome the controversial Canon 35 of the American Bar Association and gain access for microphone and camera to Colorado courtrooms. Terry was named the first "Showmanager of the Year" by *Variety*, also elected to the National Journalism Hall of fame. He served six years on the Board of the NAB.

To Hugh Terry, a broadcasting station is more than a business enterprise, although KLZ and KLZ-TV turn in profit-and-loss statements that bring tears of joy to the eyes of Time-Life Broadcast business managers. Terry believes that broadcasting is a public trust and an instrument that must be responsive to the needs of the community where it is privileged to operate.

Not the least of the reasons why the Denver community listens to KLZ are the first-hand reports from remote corners of the world by a former journalism student, Hugh B. Terry, often assisted by his patient and gracious wife Betty.



## ELDON CAMPBELL

*Vice President and General Manager, the WFBM Stations, Indianapolis*

Eldon Campbell thought so highly of Time Inc.'s future in broadcasting in 1956 that he joined the company when it had no job for him. His patience was rewarded after a frustrating year, when negotiations to acquire three broadcast properties owned by the late Harry M. Bitner—WFBM-TV-AM Indianapolis, WOOD-TV-AM Grand Rapids, and WTCN-TV-AM Minneapolis/St. Paul—were finally completed, and Campbell was installed as Vice President and General Manager of the WFBM stations.

It was a Hoosier homecoming for the 40-year-old broadcaster, born and bred back home in Indiana, where he attended Hanover's Hanover College for two years before transferring to the University of Illinois for his baccalaureate in 1938. His first job was with a radio station in Jonesboro, Arkansas, followed by an 18-year association with the Westinghouse Broadcasting Company in Indiana, Oregon and New York, where he rose to be General Sales Manager.

In Indianapolis, Campbell soon qualified as one of those busy businessmen without whom no community effort gets very far. High posts in the Boy Scout Council, Rotary, Better Business Bureau, United Fund and the "500" Festival Committee were his; proudest achievement, according to his own evaluation, was personally raising over \$200,000 for a \$500,000 building to house the Junior Achievement organization of Indianapolis. Proudest moment came in June of 1965, when he was elected a Trustee of his alma mater, Hanover College. And he can look back with deep satisfaction at his part in exciting the community to support Clowes Hall.

Campbell runs the WFBM stations as he runs himself—strenuously, close to the Indianapolis community, conscientiously.



## WILLARD SCHROEDER

*Vice President and General Manager, the WOOD Stations, Grand Rapids*

When Bill Schroeder was elected Chairman of the Board of the National Association of Broadcasters in June 1964, he assumed the job would be traditionally honorary—but things didn't work out that way.

Shortly thereafter, NAB's President, Governor LeRoy Collins, resigned to become Director of President Johnson's Community Relations Service. As a result, Schroeder headed a group of broadcasters to seek a replacement for Collins. After an exhaustive inquiry, the NAB decided to create a two-man team to head the NAB. Schroeder became a working Chairman, assigned to Washington in partnership with NAB President Vince Wasilewski. For the balance of his one-year term he juggled two hats and occupied two desks—one at NAB's Washington headquarters and the other at his office in Grand Rapids, where his radio, TV and business managers carried most of the load.

Bill Schroeder came to broadcasting via a Pittsburgh radio station in 1936, following two post-college years at the Hearst newspapers in New York and Chicago. It took four years from salesman to sales manager, then the jump to General Manager of a New York radio station and a stint as Ketchum, MacLeod and Grove's radio-TV director back in Pittsburgh. In 1950 he was made Vice President and General Manager of WOOD Grand Rapids; in 1951 WOOD added TV; in 1957 Time-Life Broadcast became the owner. Schroeder remained in charge and the stations remained No. 1 in the market.

Schroeder was born in St. Louis, graduated from the University of Missouri in 1934. He is married to the former Barbara Will; they have four children, three of whom adjusted to Washington and readjusted to Grand Rapids with the greatest of ease. The fourth is in graduate school at the University of Pennsylvania, working on her Master's degree in anthropology.



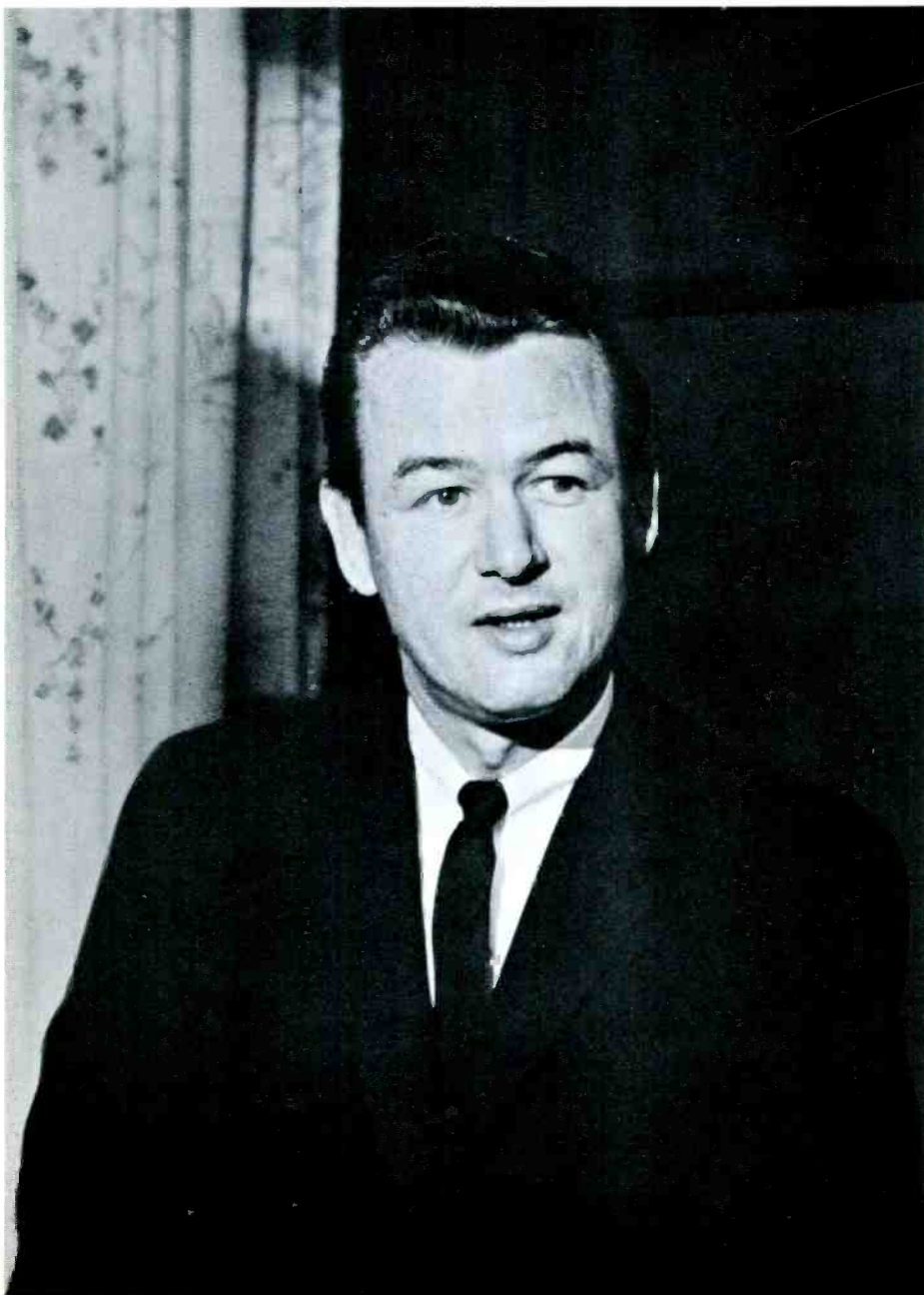
## CLAYTON H. BRACE

*Vice President and General Manager, the KOGO Stations, San Diego*

When Clayton H. Brace left the KLZ stations in Denver after nearly twenty years of man-and-boy experience, he left in a major way—halfway around the world, to represent Time-Life Broadcast's interest in its first overseas television venture in Beirut, Lebanon. Brace was operations manager of CLT—Compagnie Libanaise de Television — television broadcaster on two channels, one Arabic, the other French-English.

Though less than 40 at the time of his Middle-East assignment, Brace had solid grounding in all phases of broadcasting. From his start as an 18-year-old page at KLZ Denver in 1941 to his appointment as assistant to president Hugh B. Terry in 1957, Brace served as radio production manager, producer/director, television program director and myriad chores in between. Three years in the Army, with a Signal Corps unit in the ETO and as head of a touring Army theatrical group, broadened his horizons. He gladly accepted the Beirut assignment, sailed with his wife Jeanne and their four small children into the unfamiliar Middle East, with hardly a backward glance. Hardly.

As vice president and general manager of the KOGO stations in San Diego since September 1963, Brace charged full tilt into community activities, soon listed service as a director of the Chamber of Commerce, Better Business Bureau, United Nations Association, Red Cross and many other organizations on his record. And found time to increase markedly the efficiency of the KOGO stations.



## KENNETH R. CROES

*Manager, Station KERO-TV, Bakersfield*

Ken Croes, a native of the San Joaquin Valley, is both the tallest (6'6½") and the youngest (born in 1927) manager in the Time-Life Broadcast quintumvirate. From Fresno High School he went north to Linfield College in McMinnville, Oregon, then headed back to the Valley for an announcing job with KFRE radio in Fresno. After a year, he was transferred to KFRE's sister station in Bakersfield, KERO. That was in 1946; before long he was program director, where he served until 1953.

With the advent of television, Croes shifted video-ward, directing KERO-TV's programming for ten years. He was a stockholder in the group which built the TV operation. Despite his youth, he was elected to the Bakersfield City Council in 1953, called Councilman for a full decade, and then was elected Vice Mayor. At the station, he transferred his interests to sales, became general sales manager. When Time-Life Broadcast acquired the UHF station with the world's most powerful transmitter, Croes was named station manager.

No hoarder of his off-duty hours, Croes found time to work as a board member of such diverse organizations as the Bakersfield YMCA, the Better Business Bureau, Kiwanis and the Child Guidance Clinic . . . and the Kern County Heart Association, the Houchin County Blood Bank, the United Fund and the Greater Bakersfield Urban Water Committee. Ken Croes, Chairman.

Croes and his wife Shirley try to keep up with three children, and three Chihuahuas.

## TIME-LIFE BROADCAST

*executives play an important role in industry organizations. They have held office in these groups...*

**National Association of Broadcasters:** Chairman of the Joint Boards, Willard Schroeder, WOOD; Board Member, Assn. for Professional Broadcast Education, Eldon Campbell, WFBM; Director, Hugh B. Terry, KLZ; Chairman, Radio Code Review Board, Lee Fondren, KLZ; Member, Freedom of Information Committee, Weston C. Pullen, Jr., Time-Life Broadcast; Member, Field Test Committee for FM Standards, LeRoy Bellwood, KOGO.

**Radio Advertising Bureau:** Executive Committee, Weston C. Pullen, Jr., Time-Life Broadcast.

**Television Bureau of Advertising:** Chairman, Jack Tipton, KLZ.

**Association on Broadcasting Standards:** Board Member, Frederick S. Gilbert, Time-Life Broadcast.

**Radio Television News Directors Association:** President, Richard Cheverton, WOOD; First Vice President, Robert Gamble, WFBM; Directors, James Bennett, KLZ, and Sheldon Peterson, Time-Life Broadcast; Regional Vice President, Pat Higgins, KOGO; Chairman, Freedom of Information Committee, John W. Roberts, Time-Life Broadcast, Washington; Chairman, Special Projects Committee, Richard Krolik, Time-Life Broadcast.

**Broadcasters' Promotion Association:** Past President and Director, Clark Grant, WOOD.

**Broadcast Rating Council:** Director, Willard Schroeder, WOOD.

**Broadcast Measurement Bureau:** Director, Hugh B. Terry, KLZ.

**Institute of Broadcasting Financial Management:** Director, Leonard Bridge, WOOD.

**Advertising Federation of America:** Vice Chairman, Lee Fondren, KLZ.

**National Press Photographers Association:** National President, James Bennett, KLZ.

**Radio and Television Correspondents Association (Washington):** Vice President, John W. Roberts, Time-Life Broadcast, Washington.

**Advertising Association of the West:** Chairman, Lee Fondren, KLZ.

**International Planned Music Association:** Board Member, Robert Flanders, WFBM.

**Alpha Delta Sigma:** Chairman, Advisory Committee, Lee Fondren, KLZ.

**Bedside Network:** Member, Board of Advisors, Willard Schroeder, WOOD.

**National Association of Television Program Executives:** Director, Peter A. Kizer, WOOD.

**Development Program Associates:** Vice President, Richard Krolik, Time-Life Broadcast; Member, Screening Committee, Burke Ormsby, KOGO.

**Television Affiliates Corporation:** Board Member, Eldon Campbell, WFBM.

**Columbia Broadcasting System:** Vice Chairman, CBS Radio Affiliates, Lee Fondren, KLZ.

**National Broadcasting Company:** Radio and TV Affiliates Advisory Boards, TV Board of Delegates, Willard Schroeder, WOOD; Affiliates Promotion Committee, K. C. Strange, WFBM.

**California Broadcasters Association:** Director, Clayton H. Brace, KOGO; Kenneth R. Croes, KERO-TV.

**Colorado Broadcasters Association:** President, Paul Blue, KLZ; Past President, Clayton H. Brace (then KLZ).

**Indiana Broadcasters Association:** Past President and Board Member, Don Menke, WFBM; Vice President, Eldon Campbell, WFBM.

**Michigan Association of Broadcasters:** Past President, Willard Schroeder, WOOD; Director, Michael O. Lareau, WOOD.

## "THE BUSY BUSINESS MAN"

*TIME-LIFE BROADCAST'S policy is to urge and encourage its station executives and all their employees to participate actively in community activities. On this page are listed some of the organizations in which a Time-Life Broadcaster has held office or served as a director. Obviously, they do not serve who only stand and wait.*

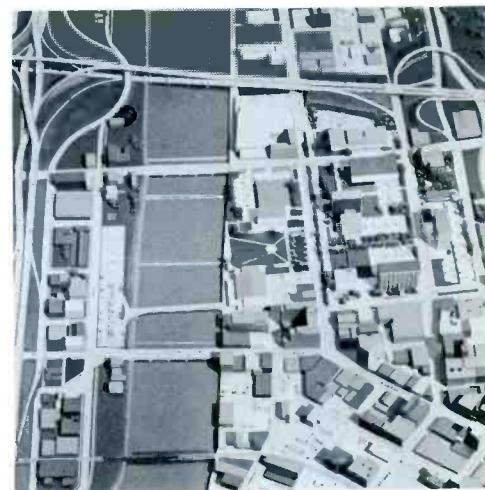
### COMMUNITY INVOLVEMENT:

#### WFBM INDIANAPOLIS:



INDIANA HEART ASSOCIATION  
CENTRAL INDIANA BETTER BUSINESS BUREAU  
CENTRAL INDIANA COUNCIL OF BOY SCOUTS OF AMERICA  
JUNIOR ACHIEVEMENT  
MARION COUNTY ASSOCIATION FOR MENTAL HEALTH  
GOODWILL INDUSTRIES  
COMMUNITY SERVICE COUNCIL  
CHAMBER OF COMMERCE  
NATIONAL CONFERENCE OF CHRISTIANS AND JEWS  
UNITED FUND  
MARION COUNTY TUBERCULOSIS ASSOCIATION  
MARION COUNTY HEART ASSOCIATION  
INDIANAPOLIS ADVERTISING CLUB  
ANTI-DEFAMATION LEAGUE OF B'NAI B'RITH  
NOBLE SCHOOL FOR RETARDED CHILDREN  
INDIANA ASSOCIATION OF MANUFACTURERS REPRESENTATIVES  
INDIANA COMMITTEE, CHRISTIAN RURAL OVERSEAS PROGRAM  
INDIANAPOLIS SERVICE MEN'S CENTER  
UNITED CEREBRAL PALSY ASSOCIATION  
KNIGHTS OF COLUMBUS COUNCIL

#### WOOD GRAND RAPIDS:



CIVIC THEATER  
SALES AND MARKETING CLUB  
UNITED FUND DRIVE  
MICHIGAN WEEK COMMITTEE  
KENT COUNTY CONSERVATION LEAGUE  
BETTER BUSINESS BUREAU  
GROCERY MANUFACTURERS REPRESENTATIVE ASSOCIATION  
GREATER MICHIGAN FOUNDATION  
GRAND VALLEY STATE COLLEGE  
CITIZENS ADVISORY COUNCIL  
KENT COUNTY ASSOCIATION FOR RETARDED CHILDREN  
SALVATION ARMY  
EXCHANGE CLUB  
LIONS CLUB  
KIWANIS CLUB  
CENTRAL VOLUNTEER SERVICE, KENT COUNTY  
COMMUNITY COUNCIL  
VARIETY CLUB  
BOY SCOUTS OF AMERICA, GRAND VALLEY COUNCIL  
LINCOLN SCHOOL FOUNDATION  
KENT OPTIMIST CLUB



## KLZ DENVER :



AMERICAN RED CROSS, DENVER CHAPTER  
BOY SCOUTS OF AMERICA  
LIONS CLUB  
COLORADO ASSOCIATION FOR MENTAL  
HEALTH  
COLORADO CRUSADE FOR HIGHER  
EDUCATION  
COLORADO STATE MEDICAL SOCIETY  
COLORADO STATE INDUSTRY ADVISORY  
COMMITTEE  
DENVER BOARD OF HEALTH AND HOSPITALS  
GOODWILL INDUSTRIES  
DENVER KIWANIS  
NATIONAL CONFERENCE OF CHRISTIANS  
AND JEWS, COLORADO REGION  
NATIONAL SAFETY COUNCIL, DENVER  
CHAPTER  
DENVER ROTARY CLUB  
SUNSET HILLS RECREATION ASSOCIATION  
SALVATION ARMY  
UNITED FUND  
COLORADO CANCER SOCIETY  
DENVER PRESS CLUB  
COLORADO HEART ASSOCIATION  
DENVER ADVERTISING CLUB  
SIGMA DELTA CHI (COLORADO CHAPTER)

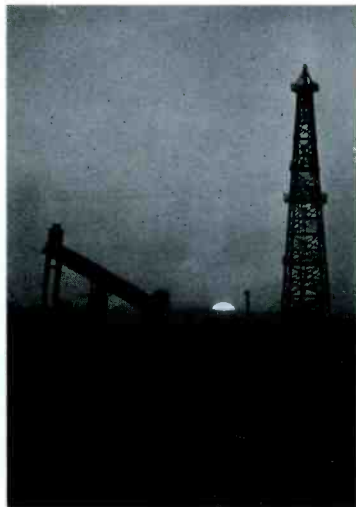
## KOGO SAN DIEGO :



SAN DIEGO CHAMBER OF COMMERCE  
( & AMBASSADORS GROUP )  
CITIZEN'S COMMITTEE FOR  
EDUCATIONAL TV  
UNITED COMMUNITY SERVICES, SAN DIEGO  
CONVENTION & TOURIST BUREAU

SAN DIEGO LIBRARY COMMISSION  
UNITED NATIONS ASSOCIATION  
BETTER BUSINESS BUREAU  
SALVATION ARMY  
AMERICAN RED CROSS  
GREATER SAN DIEGO SPORTS ASSOCIATION  
THEATRE & ARTS FOUNDATION  
ELECTRIC CLUB OF SAN DIEGO  
SAN DIEGO EMPLOYERS ASSOCIATION  
COMMUNITY WELFARE COUNCIL  
FAMILY SERVICE ASSOCIATION  
BAYSIDE SETTLEMENT HOUSE  
CATHOLIC INTER-RACIAL COUNCIL OF  
GREATER SAN DIEGO  
INTERNATIONAL PRESS CLUB OF CALIFORNIA  
SAN DIEGO YMCA  
SAN DIEGO JUNIOR THEATRE  
BIG BROTHERS OF SAN DIEGO COUNTY  
CALIFORNIA PRESS WOMEN  
SAN DIEGO HOT STOVE LEAGUE  
DAUGHTERS OF THE BRITISH EMPIRE

## KERO BAKERSFIELD :



GOVERNOR'S SPECIAL TRAFFIC SAFETY  
COMMITTEE  
LAY BOARD OF AQUINAS COLLEGE  
WORLD AFFAIRS CO-ORDINATING COUNCIL  
  
BAKERSFIELD CITY COUNCIL (*Councilman*)  
VICE MAYOR OF BAKERSFIELD  
YMCA  
CHILD GUIDANCE CLINIC  
UNITED COMMUNITY FUND  
BAKERSFIELD JUNIOR CHAMBER OF  
COMMERCE  
EAST BAKERSFIELD PROGRESSIVE CLUB  
BAKERSFIELD OPTIMIST CLUB  
BAKERSFIELD 20/30 CLUB  
EAST BAKERSFIELD ROTARY CLUB  
BAKERSFIELD EXCHANGE CLUB  
HOUCHIN COMMUNITY BLOOD BANK  
ADMINISTRATIVE MANAGEMENT SOCIETY  
BETTER BUSINESS BUREAU  
KERN COUNTY HEART ASSOCIATION  
GREATER BAKERSFIELD URBAN WATER  
COMMITTEE

## “...RESPONSIBLE AND RESPONSIVE...”

Time-Life Broadcast believes in the communication of words, ideas and pictures.

*We believe in . . .*

- ▶ responsible broadcasting services, responsive to the needs and desires of the communities they serve;
- ▶ authority for our managers, to carry out day-by-day operation of their stations, equal to the heavy responsibility they bear for those operations;
- ▶ scope and excellence of local television and radio news, which receive top priority at our stations;
- ▶ the potential of local television and radio programming and the creativity of our producers, writers and directors;
- ▶ constant investigation of our audiences' needs and preferences, by formal and informal research techniques;
- ▶ expanding the horizons of our viewers and listeners;
- ▶ network broadcasting, which is uniquely qualified to open a window on the world and to provide the finest coverage of world news, public affairs, special events and entertainment;
- ▶ vigorous participation in community activities by our employees, to fulfill the obligations of citizenship that belong to individuals as well as institutions.

*We believe in broadcasting.*



Staff for *32,000 Hours a Year*  
 Editor .....Richard Krolik  
 Assistant .....Arlene Wolter  
 Art Director .....Arthur Cady  
 Special Material.....John Kay  
                                     Sheldon Peterson  
 Production .....Bill R. Murphy  
 Copy Editor.....Elizabeth Sherman

---

Typography .....Lydia G. Carter  
 Lettering .....George Abrams

**PICTURE CREDITS**

Front endpaper - Bob Lampert KOGO	28-29-Don Cravens-NBC
5-Joe Munroe	30-31-Joe Munroe
6, 7-Time Inc. Archives	32 - Joe Munroe, Willy Francois exc. middle, Robert Lackenbach
8-Myron Davis, exc. top left, John McGinnis, 2nd from top, Ray Connolly	33-James Bennett KLZ, Eddie Van der Veen-Allan Clifton, Willy Francois-Robert Lackenbach, Allan Clifton
9-Myron Davis	34-Joe Munroe, exc. top Margaret Norton
10-Myron Davis, Baltazar Korab, Ray Dion WOOD	35-Margaret Norton, WFBM
11-West-Dempster-Ray Dion, Myron Davis	39-Carl Mydans
12-Carl Iwasaki, exc. bot. center & rt. - Tony Parker	40-Les Armstrong KOGO - Ray Connolly WFBM, KLZ Staff
13-Carl Iwasaki	41-Bill LaCrosse WOOD
14-Bob Lampert KOGO, Genl. Dynamics - Don Cravens	42-Leonard McCombe
15-Otto Rothe	43-Joseph Fabry
16-Don Cravens	44-DuMont-Time-Frank Merklein
17-Don Cravens	45-J. Walter Thompson Karachi
18 - Don Cravens, exc. top, Bob Lampert KOGO, bot. rt. Les Armstrong KOGO, rt, Myron Davis	47-Eugene Cook
19-Myron Davis	49 - Eugene Cook, exc. top rt. Alfred Eisenstaedt
22-Carl Iwasaki, Myron Davis	50-Carl Iwasaki
23-Carl Iwasaki-Troy Parker, Don Cravens	51-Cale & Whyte Studios-Eugene Cook
24-Jerry Kruijff	52-Les Armstrong KOGO -Don Cravens
25-Don Cravens-Myron Davis, KLZ Staff	Back endpaper - Carl Iwasaki
26-27-Ray Dion WOOD	

Credits are separated from left to right by commas, top to bottom by dashes.

All of the Time-Life Broadcast radio stations and all of the television stations except Bakersfield are represented for national sales by the Katz Agency. KERO-TV Bakersfield is represented by Edward Petry & Co., Inc.







