

**FILM SERIES 'TELE-PREMIERE'**

EFFORTS of Roland Reed Productions, United Television Programs and KTTV (TV) Hollywood united recently to present the industry's initial tele-premiere to herald the start of *Waterfront* film series the following week on the station. To this end, UTP preempted one of its programs on KTTV, which time was given over to televising comments and interviews of Hollywood stars and press as they left the preview screening. Setting for the tele-premiere was a specially constructed replica of the tug boat used in *Waterfront*. Featured guests included officials from Standard Oil of Calif., which sponsors the series in seven western states, and executives from BBDO, firm's agency.

**JUDGE'S CHARGE RECORDED**

A FORTY-minute Superior Court judge's charge to the jury was tape-recorded by WKNE Keene, N. H., the first time, that station believes, such a recording has been made in New Hampshire. WKNE broadcast the recording and prepared a recording for Keene State Teachers College, where it will be used for instruction purposes. The station reports that this is part of a concerted effort to bring this type of public service to its audience. City council meetings are being broadcast and plans are underway to cover school board meetings, according to WKNE.

**WOONSOCKET MARDI-GRAS**

WJAR-TV Providence, R. I., filmed the gala Mardi-Gras festivities conducted by Woonsocket, R. I. The celebration featured a two-mile parade with 21 floats and 16 bands and was viewed by about 65,000 people, according to WJAR. The films of the 6:30 p.m. parade were edited and processed on the spot and were ready for airing at 11:15 p.m. from the Providence studios. Guest interviews were conducted on various programs all day. WJAR received a memento and certificate of appreciation from the Woonsocket Junior Chamber of Commerce for the use of the studio facilities, filming of the celebration, and the time and effort put into

**Too Good to Use**

WHAS Louisville started a new series, *Squad Car*, featuring on-the-spot recordings of after-dark assignments of Louisville's cruiser police, found itself holding a hot potato after taping its first material for the series on Jan. 8. The prowling car in which WHAS Program Director Sam Gifford and news reporter Jim Van Sickle were riding bumped into a fatal shooting the very first night and the two men recorded weeping of the victim's wife, questioning of the accused slayer by police and the voice of the victim's eight-year-old daughter, who is said to have witnessed the shooting and called police. Both the defense and Commonwealth attorneys, after hearing the recordings, asked that airing of the program be delayed since otherwise it would be difficult to summon an unbiased jury for the trial. WHAS complied and was to substitute a later program for initial airing of the series, sponsored by the Bank of Louisville.

the programs. Woonsocket was the second city WJAR has visited in its series of tv visits to cities and towns in its viewing area.

**MYSTERY COMBINATION DEBUT**

KABC Hollywood *Murder in the Afternoon*, five times weekly hour-long program in 2-3 p.m. time slot, consisting of a half-hour each of *Boston Blackie* and *Philo Vance*, made its debut with little advance promotion. In the first week, reports Station Manager Amos Baron, KABC jumped from 5th to 2nd place in the ARB ratings for that hour. The two Frederic W. Ziv transcribed packages, tied together by Orval, the "mysterious" host, is bringing the station much unsolicited mail, the majority of which is from women who have no time in the afternoon to watch tv, but can now hear the programs they used to enjoy on radio in the evening before the advent of tv, Mr. Baron said.

**FLASH CAMERA PREMIUM**

A 10-PIECE flash camera set will be offered free to each buyer of a Hallicrafter Highlander portable radio, according to advertising campaign plans announced by Advertising Director John S. Mahoney. The portable retails for \$39.95 and the camera set, with the flash attachment, bulbs, film and gadget bag, is valued at \$12.95.

**Cox Films Arrest**

ON hand to get the only filmed record of the apprehending of two men at Smoke Tree Ranch, Palm Springs, after President Eisenhower's return there from the golf course, Jim Cox, West Coast station relations representative for BMI, covered the incident with a movie camera, making what is believed to be the first spot news coverage in color. Able to leave the area before complete security was effected, Mr. Cox has offered the film to all tv stations on a cooperative basis.

**WSPD TOLEDO SIMULCAST**

WSPD-AM-TV Toledo claims its simulcast of *Kiddie Carnival* represents the first simulcast in that city. The 25-year-old program, emceed by Jules Blair, is a talent show for youngsters and WSPD says the program was the springboard to fame for such present-day stars as Teresa Brewer, Sally Carr and Shirley Mitchell. The stations report the simulcast is creating a great deal of interest in the area.

**PICKING A WINNER**

ONE way or another, Columbia Pacific Radio Network account executive Ralph Glazer made money on Apple Valley. When the racehorse of that name won at Santa Anita while Mr. Glazer was betting on another horse, he recovered the \$2 loss and a bit more by selling Apple Valley Inn, a resort hotel in California town of same name, the half-hour documentary program, *Hard Luck Champion*, on 12 CPRN stations. The program is based on career of the racehorse, which is named after the town.

**OHIO STORM BROADCASTS**

RECENT flash snowstorm which hit the Ohio area brought many stations opportunity to per-



KOMA-KWTV (TV) Oklahoma City this year will sponsor, with the local Junior Chamber of Commerce and three city Chevrolet dealers, the Soap Box Derby contest in that city. Shown with a convertible furnished by the dealers to KOMA-KWTV, which claims it is the first radio-tv sponsor for a local derby, are Montez Tjaden, promotion manager, and Edgar T. Bell, general manager.

form extraordinary public service. WGAR Cleveland reports that all radio outlets responded to the emergency with most managing to sign on with engineer and announcer to convey school closings and other pertinent emergency information. Ford Motor Co. and Thompson Products purchased all available afternoon station breaks over WGAR to instruct workers when to report to work, that station reports. WTAM Cleveland's 17-piece *Morning Bandwagon* was reduced to seven, and many executives manned mikes in the crisis which saw about 50% of stations' personnel snowbound. WEOL Elyria-Lorain reports that its engineer remained at the controls for 56 consecutive hours, with the station broadcasting for 51 hours of that period. WEOL also reports that it broadcast over 5,000 bulletins during the four-day period.

**'WILD CAVE' BROADCASTS**

THE DISTINCTION of being the first station to broadcast a program from so-called "wild caves" is claimed by WCUM Cumberland, Md. The station claims support for its contention from the National Speleological Society. The program, titled *Cumberland, U.S.A.*, was made possible by WCUM's news editor and an assistant who journeyed to several caves and tape recorded the program from the inside using miners' helmets and ropes and necessary recording equipment. The station reports much favorable comment from listeners.

**MAGNIFYING GLASS PROMOTION**

A CARD with an attached magnifying glass and an explanation that KITE San Antonio, Tex., "magnifies sales results" has been sent to agencies by that station. The card poetically states that "the product is right if you heard it on KITE." An arrow points to a black spot and the copy says that the same spot will look twice as big under the magnifier, adding, "Spots on KITE get bigger results too."

**WOOD-TV STORE DISPLAY**

WOOD-TV Grand Rapids, Mich., reports teaming up with Herpolsheimer's department store there to present a giant display promoting the station's record of public service and its new