Legislative Telecasts

WKY-TV WSB-TV KSL-KTV Start Series

THREE MORE state legislatures have added their names to the long list of legislative bodies permitting telecasts of their sessions.

In addition, a resolution has been introduced in the U. S. House of Representatives to permit telecasting of that chamber [Broadcasting • Telecasting, Jan. 16].

After some opposition, WKY-TV Oklahoma City began on Jan. 18 twice weekly telecasts of Oklahoma's legislative sessions direct from the state capital. When WKY-TV sought permission for regular telecasts, some of the law makers questioned its admissibility. A preliminary telecast had shown one legislator asleep, another reading a newspaper.

In Atlanta, WSB-TV Jan. 15 carried Gov. Herman Falmadge delivering the annual budget message to the combined house and senate. This was the first of a projected series of simulcasts by WSB-AM-AM from the Georgia capital. Future sessions will be handled as their importance to the public dictates.

Opening Session Shown
Stormy opening session of the Utah legislature was televised by KSL-TV Salt Lake City on Jan. 9. Nevada's session, which was televised, was trained on Gov. J. Bracken Lee as he made his second biennial address.

An attempt is now being made to obtain television set use in Salt Lake City schools and in the U. of Utah, so that political science students may study government procedures in action.

Although other state legislatures are expected to take advantage of this medium of reaching their constituents, lack of facilities will prevent those states from doing so until FCC lifts its freeze. The danger of slander suits will be one factor considered by stations and networks. Washington legal observers say the point has not been ruled on as yet but "undoubtedly" the same rules that govern newspaper "fair and accurate" accounts will apply.

Telecasts of legislative functions probably would be included in the educational category subject of heated FCC hearings. FCC would not comment on these telecasts because it was not a point brought specifically before the Commission.

Utah Gov. J. Bracken Lee keeps a "TV-eye" on the state legislature through a set in his office. Gov. Lee described the medium as "extremely useful."

Telefile: KPIX (Continued from page 59)

most consistent sponsors.

When sets in the area numbered but 9,000, the station put on six one-minute announcements offering a dog comb for 10 cents and one Dr. Ross label. More than 1,000 replies poured in from 86 cities in 19 counties—this despite the fact that no more than a fourth of the 9,000 TV homes could be expected to tune in a dog comb. The sponsor later reported that a similar offer on 45 network AM stations brought approximately the same return.

More recently, a single announcement on a Friday evening musical show, Music Album, brought in more than 2,000 requests for a free harmonica. This program too is sponsored by one of the station's early and consistent advertisers, Sherman, Clay & Co. The locally produced program, though on the air in competition with network programs on the other stations, is credited by the sponsor with producing "outstanding" sales results.

Advertisers, Audience Continue Growth
As a result of these proven successes, the list of advertisers, like the audience, has grown with increasing rapidity.

Heading the business end is Colin M. Selph, a veteran advertising man, who last year was named KPIX vice president in charge of sales.

Under the direction of Commercial Manager Lou Simon the station has a long roster of program sponsors, spot, local and national advertisers. Approximately 85% of the total programming time is commercial. And the red ink is giving way to black.

KPIX rates read:
Class A time: $15; 45 minutes, $115; 30 minutes, $90; 15 minutes, $75.
1 hour, $225; 45 minutes, $180; 30 minutes, $135; 15 minutes, $90; 6 minutes, $57.50; 1 minute, $37.50.

Investment in KPIX is estimated in excess of a half million dollars.

KPIX promotion activities today, not a bit lessened from the days of the station's initial telecast, are directed by Kay Mulvihill. Other personnel involved are Forrester, Mashbir, chief producer-director, George Mathiesen, studio technical director, and Al Kees, assistant to Mulvihill.

The station's outstanding local shows today include a delightful bit of fantasy for the children, Once Upon a Time, featuring Miss Hunter as Mother Goose. Other programs are William Winter, long an outstanding radio news analyst and foreign correspondent, and his news show; and the network radio star in Watch and Win; The Del Courtney Show; Hal Shuts, organist and band leader, on Music Album; Sid Crockett, Bay Area architect, explaining problems of interior decoration, on Design for Living; Edna Fisher, popular radio and nightclub pianist, introducing Store in the Making; Faye Stewart, long a well-known home economist on radio, in KPIX Kitchen; Wally King, Bay Area disc jockey, show host and juvenile talent on Kids Kapers.

It all seems a long way from that initial show on Dec. 26, 1945. Programs have changed a lot since the sparkling list of stars and shows, the growing roster of sponsors, the pleasant inflow of money to compensate for the necessary heavy outlay, and the ever increasing audience.

New KPIX Studio Seen in 1951

1951 promises completion of a new studio for KPIX. The new plant, specifically designed for television, will be located on Van Ness Ave. at San Francisco's famed "Auto Row."

The modern three-story building will house, in addition to executive offices, three immense studios, three smaller utility studios and an especially designed and built-in television kitchen. The KPIX transmitter will remain atop the Mark Hopkins Hotel.

And as KPIX proceeds into its third year on the air several important factors have not changed. Management are still at the tiller, the staff and the pioneer enthusiasm still is one of the biggest attractions and biggest assets.

RCA Color Tests

FURTHER extension of special authori-