THE TITLE

PROGRAMS & PROMOTIONS

erating

explore California, Oregon and Washington

Look on

lure

amount of fan mail.

gram. Title change

Bros.

ture and education

with prizes

(TV)

call

WELCOME IN

108

Single

Competing

on the series.

is

Jackson

New

station

Exbrook

KTRV.

he sponsor of

on the series.

spelling

ch.

of KULA -AM-

Mr.

and change the geographic coordinates and change studio location

17.5°

W.

conference, the system an experiment, which will hold and

which was delayed Dec. 28, 1956. Announced Jan. 16.

APPLICATIONS AMENDED

Amarillo, Tex.—Application of Southwest States Inc. seeking new tv amended re financial data, to support proposed station proposal for one dated 8-4-56. Announced Jan. 14.


Existing Tv Stations . . .

ACTIONS BY FCC


CALL LETTERS ASSIGNED

WNBC (TV) New Britain Conn.—New Britain Broadcasting Co. ch. 30. Changed from WKNV-TV. WPED-TV Paducah, Ky.—Paducah Newspapers Inc., ch. 3. Changed from WTVY (TV). APPLICATIIONS

WBZ-TV Boston, Mass.—Seeks cp of ch. 4, to change station to location 4800 ft. above sea level. (Request of station.) Announced Jan. 17.

No Longer ‘On Trial’

The TITLE

THE TITLE OF NBC-TV’s On Trial film series (NBC-TV, Fridays 9:30-11 p.m. EST), sponsored by Campbell Soup Co. and Lever Bros. Co., both through BBDO, N. Y., is being changed to The Joseph Cotten Show—On Trial, effective with the Feb. 1 program. Title change will be made, producer Collier Young’s office said last week, because of the “increasing popularity of (host) Joseph Cotten” and “an overwhelming amount of fan mail.”

Perfect Game—$100,000

BONUS of $100,000 to the bowler who scores a perfect game of 300 will be the lure of the new WOR-TV New York live program East vs. West Bowling Championship, which began last Saturday (10:30-11 p.m. EST) under the sponsorship of Kitchen of Sara Lee Inc. (bakery products), through Cunningham & Walsh, both Chicago. Competing on the program will be top professionals from east, midwest and west coasts.

NBC’s ‘Westward Look’

NBC RADIO was scheduled to begin a 13-week, half-hour series entitled Westward Look on Jan. 17. The series, presented Thursdays, 9:30-10 p.m. EST, will “newly explore” California, Oregon and Washington states. News analyst Chet Huntley will narrate the programs which will treat the culture and education in the Pacific coastal states. Alfred P. Sloan Foundation is cooperating with the network on the series.