Oklahomans Respond Quickly To WKY-AM-TV Eye Programs

Oklahoma City was looking and listening Dec. 2, when WKY-AM-TV there broadcast A Gift of God, separate radio and TV dramatizations of Oklahoma City's need for an eye bank. Within 48 hours of the half-hour programs, 2,000 volunteers had signed up as volunteers for the bank project and corneal transplants had been performed on two people.

On WKY-TV. A Gift of God showed the progress of a donor's eyes over a 150-mile journey to an Oklahoma City operating room. A film of a corneal operation was followed by an appeal for the Lions Club eye bank project. The radio version of the show told the same story, substituting sound for the dramatics of Oklahoma City's need for an eye bank.

WISH TV for local residents and Wheatley, Director Gene & TV--WKY--reasons for the station, and congressional leaders and had an eye bank project. The radio broadcast was acquired in 1932, and the people of the area, the 11 members of the Mascarenas family of nearby Seaside, whose possessions were destroyed by fire, are back on their feet again. As soon as the station was informed of the family's problem it broadcast a series of appeals over a 24-hour period, including an interview with the parents. Over 2,000 articles of clothing and furniture poured in and within two days the family had resumed housekeeping.

AWRT PROJECT--The New York City chapter of American Women in Radio & Television were guests of Mayor and Mrs. Robert Wagner at Gracie Mansion last week when the women broadcasters held their fourth annual Christmas party for children of needy families in that city. Approximately 400 gifts were donated by AWRT members for distribution Christmas morning by the Service to Families and Children Organization, a division of the New York Welfare Dept.

FUNDED GROUP--NBC personality Dave Garwood recently announced the formation of the Psychiatric Research Fund--"an organization devoted to raising money exclusively for basic research into the causes of mental illnesses." Mr. Garwood, who co-founded the organization with Dr. Paul H. Koch, commissioner of mental hygiene for New York state, plans to begin his personal campaign to raise money for the fund with a plea for support on Today tomorrow (Tuesday).