



**ACHIEVEMENTS** of the "Know Your Schools" project conducted by NBC owned stations were reviewed at a Washington luncheon Thursday. L to r: Thomas B. McFadden, NBC owned stations vice president; Marion B. Folsom, Secretary of Dept. of Health, Education & Welfare; Lawrence G. Derthick, U. S. Commissioner of Education; Carleton D. Smith, general manager of WRC-AM-TV Washington, and Rep. Graham A. Barden (D-N. C.), chairman of the House Committee on Education & Labor.

### NBC o&o's Report in Washington On 'Know Your Schools' Project

NBC owned stations directed public attention to the nation's schools and their problems during a six-week "Know Your Schools" project that recorded 800 million audience impressions, according to a report presented in Washington Thursday by Thomas B. McFadden, vice president of NBC owned radio-tv stations.

Prominent government officials and education leaders were guests of the network at a luncheon demonstration. They included Marion B. Folsom, Secretary of the Dept. of Health, Education & Welfare; Lawrence G. Derthick, U. S. Commissioner of Education, and FCC Chairman John C. Doerfer.

Separate projects were conducted in the eight markets served by NBC owned stations. Parent-teacher organizations and local school officials cooperated. More than 200 hours of programs and 3,000 public service announcements worth an estimated \$1 million were devoted to the project by the 13 radio and tv stations. A slide presentation and film dealing with station projects was shown at the luncheon.

Chairman Doerfer, a luncheon speaker, called for support of vocational training schools. He felt more emphasis should be given these institutions. Secretary Folsom reviewed "the great record of accomplishment by our educational system." He said the responsibility for schools always rests with citizens at the local level.

### Bakersfield Am Dubbed KIKK

Dawkins Espy, president and principal owner of the permit for Bakersfield, Calif., last week announced the station has been assigned call letters KIKK. He expects to put it on the air March 15 with 250 w, day-time operation. Mr. Espy is a partner in applications pending before the FCC for other ams in San Diego, Calif., and Phoenix, Ariz., and for a television permit in Eugene, Ore.

### Fire Destroys WUNC-TV Studios

WUNC-TV Chapel Hill, N. C., North Carolina U. educational station, was operating from temporary facilities last week

after a Jan. 9 fire destroyed the university's radio and tv studios in Swain Hall. Damage was estimated at \$75,000. The fire was one of a series of seven blazes on the campus Jan. 9. Arson was suspected. Much of the video equipment was saved. John Young, director of the WUNC-TV Chapel Hill studios, said tv pickups were removed to Raleigh studios immediately after the fire but the remote bus studio was put into operation last Monday. A total of 70 undergraduate and 15 graduate students majoring in radio and tv are active in the station's operation.

### WSOC-AM-FM-TV Studios Started

Work is underway on new \$1.5 million studios for WSOC-AM-FM-TV Charlotte, N. C., and is expected to be finished by WSOC's 25th anniversary next September, according to officials of the station. Larry Walker, president, and Earle J. Gluck, chairman of the board, broke ground earlier this month at ceremonies attended by the

mayor, who congratulated the ch. 9 station for progress since it began telecasting last April. The new radio-tv building is being raised at 1925 N. Tryon St., site of the present am-fm plant. It will be a two-story brick structure on a nine-acre tract and will have 27,000 square feet of floor space.

### WGN-TV to Get First Gear From Ampex for VTR Color

WGN-TV Chicago will be the world's first tv station equipped to tape record and play back color telecasts, Ampex Corp. reported last week. Ampex is delivering the first of its new color conversion accessory units to WGN-TV in June.

The color accessory is a single rack of electronics which can convert any Ampex VR-1000 monochrome tape recorder to color. The prototype color converter units are priced at \$29,000, but a substantial reduction is anticipated when production units are available, comparable to the reduction in the black-and-white recorder prices from \$75,000 for the prototype to \$45,000 for production models [MANUFACTURING, Dec. 9, 1957].

In further planning for color expansion, WGN-TV has announced the purchase of a second RCA studio live color chain and planned studio conversion by Feb. 1.

Carl J. Meyers, engineering director of WGN Inc., reported the \$50,000 equipment and installation of additional lighting in WGN-TV's Studio 7A. The station has been transmitting a limited color schedule (3½ hours per week) since Nov. 8, 1957, and expects to double it in the near future. Mr. Meyers also reported "exceptionally good" viewer reaction.

The purchase of additional color equipment "will enable us to do more complicated studio productions, many of which have been on our planning boards for months," according to Edward J. Roth Jr., WGN-TV manager.



**WLOF-TV** Orlando, Fla., will start operations Feb. 1 from its new \$750,000 studios in downtown Orlando. The ABC affiliate for central Florida will operate on 316 kw video and 158 kw audio. With its 2,960 sq. ft. and a drive-in entrance, the main studio can literally accommodate a bus. A 24x13 ft. client-viewing room will double as a second studio. Officers of WLOF-TV are Joseph L. Brechner, president; Donn R. Colee, vice president-general manager; John W. Kluge, treasurer, and Hyman Roth, secretary. Young Television Corporation represents the station nationally.