



Riverside Church fm station on-the-air

WRVR (FM) New York, began broadcast operations on Jan. 1. The new outlet on New York City's last available fm channel (106.7 megacycles) is owned and operated by the inter-denominational Riverside Church (at W. 120th St. and Riverside Drive).

Although granted a commercial license, a church board ruled that the station would operate for the first two years on a non-commercial, non-profit, experimental basis. Fund-raising efforts during the past four years resulted in a \$250,000 budget appropriation for the two-year period. Station Manager Jack D. Summerfield heads a staff of 12 full-time staff members.

Record high spending seen for radio-tv promotion

Radio and television stations likely will spend record amounts for promotion in 1961, according to results of a survey conducted by John F. Hurlbut, WFBM-AM-FM-TV Indianapolis, president of Broadcasters Promotion Assn.

The survey showed that 63% of member stations had increased their budgets on the average of 18.3% with radio slightly ahead of television by 1.3%. Audience promotion and image building were listed as the main factors influencing the increase.

Another 31% of the stations surveyed, the report said, will maintain 1960 levels of promotion budgeting, with 81% of these stations showing increases in 1960 over 1959.

In other action, BPA has authorized publication of an idea book, *The Best of BPA*, edited by Bruce Wallace, WTMJ-AM-TV Milwaukee, which will incorporate promotion and merchandising highlights of BPA's monthly bulletins.

The group also stepped up its study of manpower requirements, expanded its cooperation with colleges and universities and established liaison with the NAB, TvB, RAB and TIO.

Pulse study reports on radio's mobile audience

Radio's role as a mobile medium received added emphasis from a Pulse report released Dec. 28. It covers the out-of-home audience of 29 major markets throughout the country.

In the areas studied, out-of-home listening added 34% to the in-home audience which in terms of actual audience size meant that 5% of all families that listen to radio did so away from home during the average quarter-hour between 6 a.m. and midnight. Projected to a national level the figures showed

that during the past summer more than 2½ million families joined the radio audience during the average quarter-hour throughout the day.

The peak out-of-home audience was reported in Buffalo with Los Angeles and New York next in line. The 29 markets included in the survey contain 20,514,100 radio homes, slightly more than 40% of the total in the country.

Ottumwa catv disapproved

Referendum on the establishment of a community antenna system in Ottumwa, Iowa, was roundly defeated last week when residents voted 10 to 1 against a proposal to grant Ottumwa Cable Co. a franchise for a catv operation.

The vote, largest in Ottumwa municipal elections, was 10,731 against the proposition, and only 1,214 in favor. Fight against the catv incursion was led by James J. Conroy of KTVO (TV) Ottumwa, Iowa-Kirkville, Mo. Station is ch. 3 with CBS-TV primary affiliation, but also carries NBC and ABC. Ottumwa Cable Co. was reported to be Jerrold Electronics Corp., Philadelphia, installation.

CBS news fellowships

Applications are open for eight CBS Foundation news fellowships to be offered at Columbia U. for the academic year 1961-62, Ralph F. Colin, foundation president, has announced. Applications close Feb. 28 with winners being announced in April.

Those eligible are employees in broadcast news and public affairs programming at CBS-owned radio and tv stations, CBS-affiliated stations, non-commercial educational outlets, and teachers of courses in news and public affairs. Fellowship grants average about \$8,000 each for tuition and living expenses. Application forms may be obtained from CBS Foundation Inc., 485 Madison Ave., New York 22, N. Y.

Media reports

Eye-to-eye ■ A study published by the U. of Wisconsin Television Lab. (Research Bulletin No. 14) discloses no evidence to support the hypothesis that eye-to-eye contact in television instruction makes that instruction more effective. The test sought to determine the impact of eye-contact manipulation in three video tape closed circuit teaching experiments, each having a different degree of direct looking into the tv pickup lens (hence, viewer's eyes) by the instructor.

Rising to new heights ■ KROC-TV Rochester, Minn., reports that its new 1,250-foot tower was placed in operation on Dec. 17. It replaces a 625-foot tower.