

COLOR ADDS ZEST TO SPORT, OR SYMPHONY continued

WTMJ-TV originates a half-hour of live color Monday-Friday and each week averages 2¾ hours of color film, all added to 23-25 hours of NBC color. In addition, the station participates in the NBC "Color Day" promotions and undertakes such local specials as a one-hour Christmas play that was a year in the making. This was the ancient "Play of Coventry," telecast in color Sunday, Dec. 18, as part of the monthly *Community Drama Series*.

The weekday, live color show is *Woman's World*, a "spot carrier." The weekly film budget of color includes a half-hour of syndicated programming and about an hour of travelog. The Saturday night movie is in color every other week, 10 p.m.-12:30 a.m. On NBC's Color Day Nov. 11, WTMJ-TV did all local live shows and the afternoon movie in color for a total of 4½ hours to extend the nearly 12 hours of network color.

WDSU-TV New Orleans: The excitement and flavor of New Orleans' traditional Mardi Gras celebration were captured in color by WDSU-TV, which allotted six hours of color programming from Feb. 10 through Feb. 14 to coverage of this annual spectacle.

The Mardi Gras presentation represented a special all-out effort by the station. But WDSU-TV has been color-

conscious for several years and in April 1960 it added three local color programs to NBC-TV's extensive Wednesday schedule. It started to promote Wednesday as "Color Day," when these local color programs were added—*Today With Six*, an early morning news and weather show; *Byline*, an interview program with personality Mel Leavitt as host, and *Patio Playhouse*, a feature film program.

These local color efforts, when added to an average of 16 hours of network color programs each week, permit WDSU-TV to give New Orleans viewers "more color tv than ever before," according to A. Louis Read, executive vice president of the station.

This year's Mardi Gras coverage in color by WDSU-TV included three parades and the grand meetings of the courts of Rex and Comus, two of the organizations that sponsor the event. Mr. Read explained that the live color coverage of these remotes was made possible through the cooperation of NBC and RCA, which sent mobile color units to New Orleans for the carnival festivities.

The organizational parades that were covered were Hermes on Feb. 10; Mid City on Feb. 12 and Rex on Feb. 14. The meeting of the courts of Rex and Comus, the traditional climax and clos-

ing of the Mardi Gras events, were shown in color on Mardi Gras night (Feb. 14) at 11:30 p.m.

The Mardi Gras parades, WDSU-TV officials point out, require many months of preparation. The remote units were situated along the parade route at the point where the cameras were able to best capture the spirit of the spectacle and the crowd participation.

In discussing the expanded Mardi Gras coverage this year, Mr. Read said: "Certainly few events lend themselves so naturally to color television, as does Mardi Gras, one of the most inherently colorful celebrations anywhere. The enthusiastic response which we received after introducing color during last year's Mardi Gras encouraged us to expand our color coverage in 1961."

WNBC-TV New York: This NBC o&o, puts on 2½ hours of color film programming each week on a regular basis—apart from network color—but sets a lot of store by color specials, for both audience and commercial reasons. It is especially pleased with results of a sequence of fashion shows for which it gives credit to color almost exclusively. The first, in March 1960, was presented in conjunction with Macy's under the sponsorship of Alpine cigarettes—and more than tripled the usual sales in Macy's European copies department. In all, WNBC-TV has done four such shows in color under various sponsorships, aside from color specials on art and other subjects.

The two color shows in WNBC-TV's regular schedule are the Saturday morning *Children's Theatre* and the Friday afternoon *Movie 4*.

William N. Davidson, vice president and general manager, says that "both our image and our prestige have been enriched by color, with sponsor and public alike. A program in color carries with it a 'class' label that is almost implied. . . . The value to the advertiser of commercials in color is limited only to the economics involved: and the balance will continue in favor of color selling as color sets in use increase. . . ."

WOR-TV New York: An independent, WOR-TV started carrying color films last October and had reached a total of about 160 hours in color by the end of January. This was accomplished through *Million Dollar Movie*, which presents the same movie 16 times in the course of a week, and *Kingdom of the Sea*, a series of weekly half-hours. At least five other color features are scheduled during the next two months, and two syndicated half-hours in color are to be added in March. WOR-TV plans a steady expansion in color programming, which it feels already "has definitely added to our prestige in the local market."

WKY-TV Oklahoma City: This station



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