

on KOAT-TV in connection with the 6 p.m. weather report. Viewers were asked to make a record of the city's humidity each night, add the daily readings and submit the total to the station. A drawing was to be held with a color TV set as first prize and transistor radios to the runners-up. A. R. Hebenstreit, KGGM-TV president, and George Johnson, manager of KOB-TV, protested the contest "required" viewers to watch KOAT-TV each night in order to enter the contest. This, they maintained, constituted audience buying in violation of the code.

Paragraph 26 of the TV code provides that "any telecasting designed to buy the television audience by requiring it to listen and/or view in hope of reward rather than for the quality of the program should be avoided." Nielsen was scheduled to begin measuring the Albuquerque TV audience Feb. 24 and ARB March 4.

Both KOB-TV and KGGM-TV wired the two rating firms requesting that the ratings be postponed "due to KOAT-TV's audience-buying contest." The stations told ARB and Nielsen to consider their wires as an order to cancel the March reports if the field work was not postponed.

ARB said Friday (March 6) that it has no intention of canceling the 4-week Albuquerque survey which began March 4. The firm said the KOAT-TV promotion is a "minimal kind of contest" which ended before the field work began and will not be mentioned in the report. ARB said such contests are "a dime a dozen" in nearly all TV markets.

Available Elsewhere ■ Mr. McCollough said the humidity reports required to enter the contest were available from a half-dozen other sources, including the daily newspaper. Therefore, he said, viewers were not "required" to watch KOAT-TV in order to win. He said he did not even know the Albuquerque surveys were scheduled at the time and that the promotion ran only one week.

In their protests, Messrs. Hebenstreit and Johnson noted that the NAB TV

Code News carried a warning to code subscribers that "promotion contests may violate the code" and cited the paragraph against audience buying. They said the KOAT-TV promotion leads them to wonder if the "NAB code operates upon a double standard."

"KGGM-TV and KOB-TV wonder how it is possible to upgrade the industry standards and back NAB codes when the chairman-elect does not see fit to operate his station accordingly and refuses to take the matter seriously," the protesting station executives said.

Drumbeats . . .

Mirror, mirror . . . ■ A one-minute audience promotion put on by KMTV(TV) Omaha gives viewers a behind-the-scenes look at television engineering. Using a background of various KMTV camera equipment, engineering vice president Ray Schroeder points out interesting features and discusses the merits of KMTV's image orthicon tubes.

New brochure ■ KPAT-AM-FM Berkeley, Calif., has produced a brochure, "Views of the Bay Area," which is composed of advertisements that the station ran in series in area newspapers.

Airwave's airways ■ KMPC Los Angeles plans to give away 25,000 copies of a color comic book detailing the exploits of its "Airwatch" helicopter pilot.

Big bulletin ■ Cork bulletin boards, 9 by 12 inches in size and bearing the heading: "KCBS Radio YU 2-7000," have been distributed by the San Francisco station to more than 300 agency people in the Bay Area. Fastened to the board is a note that says "with this bulletin board in the foreground, you need never forget important items—like the number for successful buying in San Francisco." The note also points out that the board can "double as a desk mat for containers of hot and cold drinks."



'Nabbed' by the posse

Two hundred and thirty-two executives, representing 62 advertising agencies and 20 cities were flown to Oklahoma City by KOCO-TV to celebrate the official dedication of the ABC affiliate's new 1,563-foot tower and transmitter facilities.

Taking part in the first evening's entertainment during the weekend ceremonies, Ben K. West (being carried), vice president and general manager of KOCO-TV, is "nabbed" by the posse of agency executives.

On the following night, the out-of-town guests were joined by over 300 local guests for a banquet featuring ABC-TV news analyst Howard K. Smith as speaker, and climaxed by the appearance of the comedy team of Ford and Hines.

200 attend opening of WGN news bureau

A reception and dinner to mark the opening of a Washington news bureau by WGN Inc., Chicago, and KDAL Inc., Duluth Minn., was attended by some 200 official guests at the Mayflower hotel, Washington, last Tuesday (March 3). Host was Ward L. Quaal, executive vice president and general manager of WGN Inc.

WGN Inc. is licensee of WGN-AM-TV Chicago, and KDAL Inc. is licensee of KDAL-AM-TV Duluth.

The four-man Washington bureau of the *Chicago Tribune* stations actually has been operating since Jan. 15. Robert Foster is bureau chief; Greg Guinan, reporter, and Bert R. Martin, news cameraman.

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