Live TV shows nature's awesome spectacular

The warning of an approaching tornado almost invariably has a momentary paralyzing effect. But on April 3, the awesome spectacle of the twister spurred Wichita Falls TV stations into action that provided coverage of the $12 million storm.

KAUZ-TV (a CBS affiliate) and KFDX-TV (NBC) responded to first warnings of the twister by immediately ordering studio cameras outside to cover its formation and 20-minute

course. It passed within two miles of both stations killing seven people, injuring scores, demolishing more than 200 homes and ripping through Sheppard Air Force Base.

Light planes, numerous mobile units, newsmen, weathermen, sportscasters, and even art and traffic directors were pressed into service by news directors Harry Van Slycke (KAUZ-TV) and Bill Richie (KFDX-TV) in their efforts to warn threat-

ened viewers and to provide complete coverage of the havoc.

KFDX-TV was plagued with line voltage that fluctuated from nothing to 270, and wind noise so severe that outside cameramen could not hear instructions over their headphones.

Both stations report similar experiences during another tornado in 1958. Coincidentally, on April 2 KAUZ-TV had run a special U. S. Weather Bureau film—*Tornado*.

Tornado as seen on KAUZ-TV

KFDX-TV's view of twister

'Times' to get vote data from CBS News

In what was said to be the first use of a broadcasting company's election service by a newspaper, CBS News and the *New York Times* announced last week that the *Times* will use specially gathered figures and analyses from CBS News in its coverage of the Nov. 3 presidential election.

Under terms of the agreement, the *Times* has purchased rights to use CBS News' Vote Profile Analysis, a body of voting information and analysis that provides data on voting performance among ethnic, religious, demographic and other social groups through the use

of computers. The *Times* will have exclusive daily rights to the VPA data in New York metropolitan area and the New York Times News Service will distribute stories using the data to its subscribers.

Fred W. Friendly, president of CBS News called the agreement "a milestone in American journalism." He noted that the "revolutionary changes" effected by electronic journalism in the reporting of major national events "have created a new relationship between broadcast news and the daily newspaper." Mr. Friendly said the data provided by Vote Profile Analysis will assist the *Times* in the reporting of the "why" of national events, and will provide the newspaper with rapid and valuable information on the outcome of political contests in time for early editions

on election night.

Turner Catledge, managing editor of the *Times*, said the agreement was a further extension of attempts by the newspaper to use new techniques in news coverage. He pointed out that the computer and its products will be "a tremendous aid" to *Times* reporters and editors but stressed that "in the last analysis, it will be the judgment of our newsmen that will shape our news reports."

Vote Profile Analysis was introduced on a limited basis by CBS News in the 1962 elections. In 1964, it will be employed in 48 states and the District of Columbia. It is a technique developed in 1962 by CBS News in association with Louis Harris Associates and IBM for the reporting of statewide election results shortly after the polls close.