

PUBLIC SERVICE BETTER THROUGH COLOR TV continued

were examined by KTUL-TV Tulsa, Okla., in a one-hour documentary, *The Five Civilized Tribes—an Unfinished Journey*. Using paintings, the program dramatized the historic events of those tribes in the 19th century. For the current status, the principal chiefs of the five tribes were interviewed on the social and economic pressures confronting the Indian today. In production for seven months, six staff members worked on the special, which received the first Edward R. Murrow Award of the Radio-Television News Directors Association. Phillips Petroleum Co. sponsored the special and later placed it on stations in Oklahoma City, Lawton and Ada.

Under discussion as a possible program topic since 1962, the old Chesapeake & Ohio Canal was featured last year by WMAL-TV Washington as *The Magnificent Ditch*, the first color production of WMAL-TV's news and public affairs department. The preproduction work entailed two weeks of research in libraries and 10 days studying the 185-mile canal for shooting sites. This was followed by three 10-day stretches of on-location shooting. Telling the story in the program was a 75-year-old man who had once been a mule skinner on the canal. Narration and an original harmonica music score were added later. The program received a local Emmy and other awards. During November it was shown to groups at a park on the canal. Other prints are being made available to educational and civic groups.

A half-hour filmed special on the life and music of John Philip Sousa, *Sound of a Giant*, was shown in June by WRC-TV Washington and later received two local Emmys. A total of 66 personnel, including the 46 members

of the Marine Corps Band, were involved in the production. Film footage from the Library of Congress and the Marine Corp archives were combined with current film of the places Mr. Sousa had lived and worked and with the band playing his martial music.

WTOP-TV Washington received two local Emmys for its production of "Interstate 495," part of the *WTOP Reports* series. The program was filmed entirely on location on the 60-mile beltway that encircles the city. It pointed out the use of the highway made by motorists while drawing attention to some of the route's shortcomings. Some staging was employed by using two cars in demonstrations of what not to do in expressway traffic.

Why Auto Racing? • What makes auto racing tick from the points of view of drivers, their wives and racing fans was studied by KWWL-TV Waterloo-Cedar Rapids, Iowa, in its special *The Spirit of the Indy*. KWWL-TV sent a four-man team to Indianapolis on the two weekends of qualification heats. Included in the filmed production were shots of cars in action, interviews with drivers and owners, wives of drivers and racing fans, who were asked just what they had come to see. Sound and silent film was shot and during editing up to four audio feeds were being added at one time to get the proper effect. The film was aired twice on Sunday, the day before the Indianapolis 500. The commercials for a local Ford dealer were shot at the race track.

A 30-minute film that was first presented on Christmas Day 1965, was repeated last month on Christmas by WBRE-TV Wilkes-Barre/Scranton, Pa. The production of *Christ in Glass* depicts the story of the Nativity using

scenes on stained glass windows of area churches to illustrate the story. The commentary is taken directly from the Bible and the musical background consists of three sacred Christmas hymns. About 40 hours were spent finding usable windows in a 50-square-mile area. Filming by a two-man team required 50 man hours, editing took 10 hours and adding the narration was another two hours.

KARD-TV Wichita, Kan., and its three satellites that make up the Kansas State Network sent a two-man team to Vietnam to film interviews with Kansans and come up with additional footage of the country and its people. The interviews were flown back to Wichita where they were processed and included in daily newscasts. The special additional material was included in the daily major newscast. Later three specials were prepared from the 15,000 feet shot by the team. The advertisers who bought the first special were impressed with the program and reaction, and bought the subsequent specials. As a sidelight to the on-air work, the photographer-and-reporter team made the rounds of organizations to speak about their trip. The proceeds from these speaking engagements were put in a fund and sent to orphanages operated by a U. S. military police unit in Vietnam.

Using live color to the hilt, KAUZ-TV Wichita Falls, Tex., set up its 1966 election night coverage so that viewers didn't even have to read names to learn the vote. It used different colors to denote the political affiliation of all candidates. Democrats' names were printed in green, Republicans' in red and all others in yellow. Following this theme, the reporters for each major party wore green and red coats, respectively. The tally girls were similarly attired, so when the camera caught one putting up new figures, color viewers could tell which party was getting the vote change. CBS News correspondents made audio introductions to the KAUZ-TV coverage and color slides of these personalities were integrated with their intros. Sound-on-film coverage of each local and state candidate, shot in the weeks preceding the election, was also integrated into the election night report which was sponsored by the Williams-Dwyer Insurance Agency.

A new General Motors plant for Chevrolet bodies went into Lordstown, Ohio, and at WKBN-TV Youngstown, Ohio, the plant was seen as being significant to the resurgent economic picture of the area. To tell the story of what the plant meant, from the view of people working there, was the aim of *Lordstown: The Story is in the Difference*. About 10 people were involved in the production, from location filming to creation of special art work. The show was put on video tape for airing.



KSTP-TV St. Paul-Minneapolis cameras shoot a fashion show, 'Welcome

to Spring,' at the Como Park conservatory.