

## Dry run precedes KFVB's switch to all news

In the second-floor of a Hollywood hotel that has known better days, some 50 men and three or four women have been taking lessons in how to work for radio's most exhaustive and expensive program format. Mostly young; Caucasian, Oriental, Negro, they have been attending a news school tutored by executives of Westinghouse Broadcasting Co.

A hand is raised. "When do we interrupt a story for a live report?" somebody asks.

"The only time you interrupt is when an editor stands over you and drums his fingers on the copy," answers a man sitting at the table at the front of the room. "Then you'll know that the story is of such major proportions that we all don't have much longer to go."

Questioning, orienting, indoctrinating, testing, perfecting. The class has been going on this way since Feb. 19. But it really began more than a month earlier when Westinghouse announced that KFVB Los Angeles, a station it acquired exactly a year before, would go all news, all-the-time like two of the group's other stations, WINS New York and KYW Philadelphia (BROADCASTING, Jan. 15). Last week the class was scheduled for a dry run. Everything to be done during a typical broadcast day was tried except talking into a live microphone. Like the real thing, it was an around-the-clock, seven-days-a-week operation. (Free-lance and part-time newsmen handled news reports for KFVB during the training period.) But last week's dry run was piped into nearby hotel rooms where Westinghouse executives listened and evaluated.

At 6 a.m. today (March 11) KFVB ends all try-outs and goes on



the air with its specially designed all-news sound. Similar to the New York and Philadelphia operations, KFVB will present news reports from its newsmen, mobile units and correspondents in the field; from the wire services, and from Westinghouse's Washington and foreign news bureaus. The station promises that stories will be constantly up-dated, new facts added, new angles pursued, new approaches taken. Lines will be kept open among the seven Westinghouse-owned radio stations and also to the Washington news bureau. Twice a day feeds will come in from overseas correspondents. Editorials and local reviews of cultural events will be presented regularly.

"We'll be presenting news not history," Gordon Davis, vice president in charge of the Los Angeles station, assures. "We can be compared to an evolving daily newspaper getting out new editions every half-hour or 45 minutes. When a major story breaks we'll be able to have as many as 35 people covering it."

Westinghouse has scoured the West Coast for first-class, experienced newsmen. KFVB's news staff of 10 has been increased some six-fold. The station's engineering staff of five

has doubled. The over-all staff is now more than 100, about double its size under KFVB's music-and-news format.

The bigger staff needed more room. So KFVB's cramped facilities above Hollywood Boulevard have been ripped apart and rebuilt. The news room has been tripled in space. Yet the reconstruction will be used for only a short time. The station has been scouting locations and in about a year may have a new facility built from the ground up.

Lots of new equipment has gone into the station. Portable tape recorders, two-way transistors, at least three new mobile units (making a total of six) have been added in recent weeks or are on order. A new transmitter also is being added to keep the station, which used to be off the air about four hours a week, in constant operation.

Westinghouse officials will not disclose how much the company is investing in the new operation, but local observers believe KFVB will be the most expensive radio operation in the market.

"We're going first-class all the way," says Mr. Davis. It would appear that he's not exaggerating.

## 'Africa' earns Polk award for ABC news

ABC News was named last week among nine winners of the 20th annual George Polk Memorial Awards given by Long Island University. The awards are a memorial to Mr. Polk, a CBS correspondent killed in Greece in 1948.

The winners will be given bronze plaques and citations at a luncheon in New York on March 28. ABC News

was cited for its four-hour TV documentary, *Africa*, called "a milestone in TV journalism."

Other winners were *Newsday*, a Long Island newspaper, for community-service coverage; R. W. Apple Jr., *New York Times*, foreign reporting; J. Anthony Lukas, *New York Times*, local reporting; Clayton Fritchey, *Newsday* Specials national reporting; Catherine Leroy, free-lance, news photography; *The Paris Review*, magazine reporting; Saul Maloff, *Newsweek*, criticism; Alan F. Westin, book award.

## McLendon gets green light for no-news FM

KOST(FM) Los Angeles, which began wearing McLendon Corp. colors as an all-classified-ad station, has received FCC permission to become an entertainment-oriented, no-news station.

KOST was KGLA(FM) when McLendon acquired it in July 1966, and transformed it into a classified-ad-page of the air. The calls were changed to KADS