

Blair station representation organization in New York. KMOS-TV is on ch. 6. KFRM is a 5 kw daytime operation on 550 kc.

Television stations currently owned by Metropolitan are WNEW-TV New York, WTTG (TV) Washington, and KOVR (TV) Sacramento-Stockton, Calif., all vhf, and WTVH (TV) Peoria and WTVP (TV) Decatur, Ill., both uhf. Metropolitan's radio stations are WNEW-AM-FM New York, WIP-AM-FM Philadelphia, WHK-AM-FM Cleveland and WRUL Boston, international station which is Worldwide Broadcasting's key outlet.

The Cook interests bought KMBC-TV in 1954 for \$1¼ million from Arthur B. Church and associates. Cook originally owned WHB-AM-TV Kansas City. When it acquired KMBC-TV, with which it shared ch. 9, it surrendered its permit for WHB-TV and sold WHB to Midcontinent Broadcasting Co. (Todd Storz) for \$400,000.

### Media reports...

**Gibraltar earnings up** ■ Gibraltar Enterprises Inc., Toledo, Ohio, has announced earnings of \$745,821 in the first 11 months of 1960, compared with

\$577,332 in the same period last year. In addition to holdings in the appliance, real estate and other businesses, Gibraltar, through its president, Edward Lamb, owns WICU-AM-TV Erie, Pa.

**Educational award** ■ KSFJ-TV San Diego, Calif., has been named winner of the 2nd annual John Swett award presented by the California Teachers' Assn. for outstanding contributions in community-school relationships. The station was cited for its contributions toward . . . "public understanding, achievement, methods and problems of public schools." The award, named for Mr. Swett who founded the CTA, was accepted for the station by William E. Goetze, general manager, and Mildred Fenton Goetze, director of public affairs.

**Award to WJXT (TV)** ■ WJXT (TV) and its president, Glen Marshall Jr., have been cited by the Protestant Radio and Television Center Inc., Atlanta, for their "contribution to the religious life of our nation . . ." An award presented to the station pointed to what the PRTC called the longest continuous sustaining time service telecast known—a WJXT program that has originated

### Where they get the news

A survey last week revealed that eight out of ten New York households were first alerted via radio or television to the Dec. 16 crash of two airliners over Staten Island within four hours of its occurrence.

R. H. Bruskin Assoc., who conducted the survey for the Radio Advertising Bureau, revealed that 55.9 % of the households questioned either first heard about the crash on radio, or tuned to the medium sometime during the day for details concerning the crash. Among people already aware of the tragedy, 56.2% first learned the news from radio while 34.2% heard it on tv.

from the South Jacksonville Presbyterian Church for the last eight years.

**Successful move** ■ With no loss of air time, KTCA-TV Minneapolis-St. Paul etv station, moved from the St. Paul campus of the U. of Minnesota to new quarters. The move took three weeks. About eight miles of wiring, background scenery material for eight sets and some 59 tons of video equipment were reinstalled. According to General Manager John C. Schwarzwald, the new building will permit the station to produce a live broadcast in one studio while a program is recorded in another simultaneously. The new studio building totals 17,000 square feet, almost three times as much as the old studio.

**WCIA (TV) honored** ■ Millikin U., Decatur, Ill., presented its Leadership Award plaque to WCIA (TV) Champaign, Ill., in recognition of the station's practice of including educational television in its regular programming. August C. Mayer, president of the station, received the plaque at a recognition dinner on the fifth anniversary of Millikin credit Telecourses, aired by WCIA each week.

**Combined effort** ■ To put over a charity drive for the Bay County Guidance Center, WJHG-TV Panama City and its parent-competitor, the *News-Herald* got together with WDLF and WPCF, both that city, and raised \$2,934 from viewers and listeners. The telethon took 3½ hours. Contributions ranged from \$1 to \$50; some 930 calls were received. Jack Sholar, manager of WJHG-TV, expressed particular pride at the result, pointing out that the telethon took place at ebb season for tourists in Panama City and that the mills were closing, with unemployment running high.



**BALTIMORE? TULSA?  
DALLAS?**

## NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

### JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	\$ 40,355,000
Households	423,600	Automotive Sales	\$ 299,539,000
Consumer Spendable Income	\$1,761,169,000	General Merchandise	\$ 148,789,000
Food Sales	\$ 300,486,000	Total Retail Sales	\$1,286,255,000

### KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from 9 a.m. to midnight, 7 days a week.

# KNOE-TV

Channel 8  
Monroe, Louisiana

CBS • ABC  
A James A. Noe Station  
Represented by  
H-R Television, Inc.

Photo: "The 29,000 barrel-per-day refinery of the Lion Oil Division, Monsanto Chemical Company at El Dorado, Arkansas, where more than 90 petroleum products are made."