



television

WTVN

channel 6
columbus, ohio

PICTURE WAVES INC.
EDWARD LAMB, PRES.

icks channel six .

picks channel six . everyone picks channel six .

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WTVN
Thousands ...

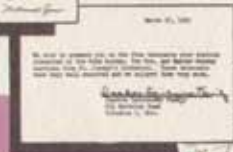


Just another step forward

• The personal warmth and goodness of heart that characterizes the people of Central Ohio was never more vividly demonstrated than in the period following WTVN's historic telecasts of the Kefauver Investigations, General Douglas MacArthur's speech before Congress, and the Easter Masses from the Cathedral.

Thousands upon thousands of telephone calls, letters, postcards, and personal visits flooded the station.

Each was heard or read with the wonderful feeling that WTVN had taken another step toward the establishment of television as an active community enterprise.



Public service and



● "A franchise granted by the Government implies a recognition that the telecaster will carry out his job in the public interest."

We on Television Station WTVN believe that we can successfully compete for the attention of the citizens of Central Ohio by doing outstanding work in the field of national, local and public service telecasting."

Edward Lamb

LOOK & LISTEN:

By DICK CORUM

The interest aroused by the televising of the Senate Crime Committee hearings from Foley Square in New York this week and last (ABC-TV and WTVN, 9:30 a. m.) has been phenomenal. It has exceeded even that observed during the UN telecasts last summer at the time of the Korean crisis, and, if there is any justice anywhere, ought to win a half dozen or so of the awards which are being bestowed from all quarters these days.

Television Again Wins Friends And Influences People

Crime Probe Telecasts Displays Wide Versatility And Impact of Medium.

By DEAN A. MYERS

It is beginning to appear that television has only scratched the surface of its potentialities. It is after all a young industry. It has been here some who have been here about its powers and have dismissed its effects as merely interesting.

Last week the young giant literally socked everybody in the eye with its coverage of the Senate Crime Investigating Committee in New York. Former Mayor William O'Dwyer, Frank Costello and the brothers Anastasia and WTVN, which is to be commended for its extended pickups (over proceedings), but the man for me money was their tormentor, the Hatley chief counsel and interrogator of the probe and Lord Thorn-in-the-Side to a good him, Senator Tubey.

These telecasts which were in short displays and interesting even telecasts which were even more dramatic through the United Nations Security Council last August, were brought with more boom-like pronouncements.

Lamb to Receive Award From Church Groups

On Wednesday, Edward Lamb, president and owner of television station WTVN, will receive an award from the combined churches of Central Ohio for his work in furthering religious work and education. Lamb, an attorney, is a newspaper publisher, television and radio station owner, and has been active in making the media of communications available to educational and other non-profit organizations.

Presenting the award will be Msgr. Roland Wisel of the Columbus Catholic Diocese; Dr. Donald Timmerman, secretary of the Franklin County Council of Churches; and Rabbi Jerome Folkman, representing Franklin County Jewish Peoples Council.



Mobile TV Control from St. Joseph's



Heart Fund Marathon Telecast



Exclusive TV Broadcasts of Kefauver Hearings





WTVN Leads in Public Service

● From its inauguration in 1949, Television Station WTVN has led the way in countless public service features that have met with overwhelming public approval. Thousands of letters and telegrams were received in gratitude for such programs as the Kefauver Crime Committee Hearings, Easter Season Services from the Altar of St. Joseph's Cathedral in Columbus, a four-hour variety show marathon for the city's number One local charity. And most recently, WTVN led the fight for a \$57,000,000 bond issue for better schools, highways, and airport. That bond issue was passed overwhelmingly, and WTVN is proud to participate in this great step towards a much greater Columbus.

ADD TO THIS regularly scheduled programs for State and Local Government Agencies, Police and Fire Departments, Boy Scouts, Girl Scouts, and other Youth Endeavors, Local and National Charities, and Religious Groups of every creed.

WTVN is a Local station for Local topics of interest to Local people. The success of these Public Service Endeavors means AUDIENCE, and AUDIENCE means SALES.

• everyone picks channel six • everyone p

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