

TO: Joe---Jack.

Two items on the baseball telecasts:

1. We have had an objection raised to our continuing the audio portion of a telecast when the picture is off the air. The objection comes from the holders of the exclusive radio deal Cubs coverage. It is our attitude that when a breakdown occurs in our relay link and our main transmitter continues with a test pattern or station identification we are still classified as a television broadcaster according to the FCC regulations. On the other hand if our main transmitter breaks down here at the station, we are not entirely within the regulations to continue with an audio account of the game. The only point with which you are concerned is in the announcement of such a failure. You should understand that this announcement is vitally important and should be reiterated at frequency intervals during such a breakdown. The entire 2,500 receiver owners telephone the station if this announcement does not go out promptly and frequently. Make sure that this announcement does not make reference to "Radio Style", "Radio play by play" or any other such term. If we are going to continue our audio transmission, a plain statement to the effect that "We have had a temporary picture failure"; however, we hope to have it back in a few moments, so please stand by". If we are not going to continue our audio transmission, the same announcement will carry, and we will cut the audio at the studio following this.

2. The second item concerns credits of the air to the remote personnel. The ones to be credited are Field Director, Camera men, and Engineer in Charge.

You are both doing a fine job, and there are many comments coming in about it.

Werry.



### General Comments

When there is a mechanical difficulty and picture on screen is a blank, some announcement should be made to explain as soon as possible.

When there is a program change, announcement should be made to explain. If possible, as in the case of a delayed baseball game (Wednesday, May 14) substitution of Russ Davis and the news was good to satisfy partially the viewer's desire to see SOMETHING. On Tuesday, May 13th, however, when repeated announcements came concerning the possibility of the playing of the game, it would have been more professional and satisfying to the viewer to see the announcer talking in the studio rather than hearing his voice and looking at a station test pattern or identification.

### Baseball games

When there is a question whether game is to be played because of weather, why not show removing canvass from field, or other points of interest with appropriate commentary from announcer to fill in, rather than music from studio.

BRICKHOUSE doesn't always show enough excitement when there is an unusually interesting or exciting play. A little more enthusiasm could be displayed to keep viewer in touch with the rising and falling excitement of the crowd. At home in one's living room it is more difficult to capture the mob spirit. The announcer should act as a catalytic agent.

Panning of bleachers too fuzzy to be interesting. *- except in closeup.*  
~~effect is amateurish.~~ ~~The jumpy~~

~~XXXXXXXXXX~~

### Boxing

Announcer (Davis) showed too much bias as to the winner of each bout.

Announcer (Davis) confused the listener by trying to talk over the ring announcer while the camera was on the ring announcer.

*No announcement of schedule changes.*



Concerning Studio Programs

Davis informal method of presenting news direct to the viewer is good--personal touch is effective.

Direction on Frank Wood show (Wed. May 14th) good.  
Introduction good.

Music in intermission of film "Children on Trial" (May 13) completely unapprop~~o~~riate and out of the mood of film.

Camera angles in Shoemaker show (May 15) very poor. But, this show is the best television fare seen (in studio).  
Commentary good--though a little hesitating in spots.



6. OPERATIONAL DIFFICULTIES AND SUGGESTIONS.

There are many operational difficulties to be coped with, but there are two at the present time which seem to be increasing in degree and contributing to the difficulty of maintaining a desired efficiency.

1. It is now necessary that the majority of correspondence and clerical work ~~actually be performed by~~ pertaining to Sales and Public Relations and Research actually be performed by Mr. Tuller and the writer of this report. Also, it has been necessary for Mr. Werrenrath to write most of his letters and memorandums in long hand, and then pass them to the intermittent clerical help available to this office to be typed when they are free from other duties or present. In addition to this recognized inefficiency is the problem of filing and the operation of a tickler system which facilitates good office procedure insuring immediate answering of correspondence and "follow-up" of past correspondence. Add to this the fact that this office receives numerous telephone calls from agency executives, promoters and clients. The usual procedure is for every phone in the office to ring in an attempt to find the person required with anyone who happens to be in the office answering the phone and usually they are not able to supply the information desired or to satisfy the caller. It is my opinion that people usually use the phone for two reasons: one that they have an urgent problem that needs action, and or two, they have a complaint which needs action. In both cases it is necessary that the caller be handled courteously and that every attempt be made handle the problem.

Miss Taylor and Mr. Nunez are both assigned to this office on a part time basis. Miss Taylor is called upon to help numerous other people in the organization, sometimes being out of the office several days at a time. Mr. Nunez goes to school and has outside interests which makes his schedule of work in this office very unpredictable. ~~He is not~~



TO: All Personnel Concerned with Remote Programming

Hereafter, on sustaining remotes, the program will be maintained in the field through and including closing announcement. Name credit to the following personnel will be given at the beginning and end of all programs.

Field Director  
Camera men  
In charge of engineering

The routine for sustaining remotes will be as follows:

Fade down WBKB--in studio  
Music--(Mardi Gras)  
Fade up remote--Camera turning  
Cue announcer

Intermission  
Routine--maintain picture in field.  
If no interviews--music from studio.  
Use intermission title on field camera  
when possible.  
Closing--Use WBKB on field camera.  
Close audio from field or master control  
Standard station break:

"This is Television Station WBKB, the  
Balaban & Katz Theater of the Air atop  
the State-Lake Bldg. in Chicago-one".  
Add for close--"WBKB operates on a video  
frequency of sixty-seven point two five  
megacycles and an audio frequency of  
seventy-one point seven five megacycles."  
"The remote portion of this telecast was  
relayed via W9XBT."

*Make me up about 1 dozen cards  
with this -*