

# Batten, Barton, Durstine & Osborn, Inc.

SUPerior 9200

919 North Michigan Avenue, Chicago 11

*Advertising*

December 31, 1945

Mr. William C. Eddy  
Balaban & Katz Corporation  
190 North State Street  
Chicago

Dear Mr. Eddy:

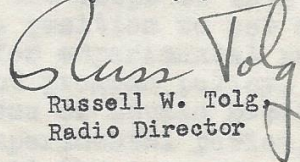
Your recent letter to Mr. Barton has been brought to my attention.

Before too long we hope to be in a position to take advantage of your offer to use WBKB for experimental commercial telecasts. Our New York office, as you know, has done a great deal of this over the GE television station in Schenectady, and we have followed their reports with keenest interest. I myself, as you may remember, attended every one of your lectures and demonstrations which you put on last year for the Radio Management Club.

Right now we are deeply involved in absorbing and servicing new radio business, and do not have the time we would like to devote to television.

Thank you very much for bringing this to our attention and you can be sure we will start getting our feet wet in television as soon as we possibly can.

Very truly yours,

  
Russell W. Tolg  
Radio Director

/p



December 18, 1945

Mr. R. B. Barton  
Batten, Barton, Durstine & Osborne, Inc.  
919 N. Michigan Avenue  
Chicago, Illinois

Dear Mr. Barton:

Television Station WBKB is now considering a redesign of its program segments to provide a station break period which we feel will be more satisfactory to the video advertiser.

It is our belief that the forty second break normally used in radio does not offer the video advertiser sufficient camera time to properly display as well as describe his product. To this end, we have been carrying out tests for a national advertiser which have indicated that a two to three minute spot may be far more practical.

In order that we may broaden the scope of this investigation, WBKB is now in a position to set aside several more of these spots for experimental purposes. In accordance with our present program policy, no service charges for station use or studio facilities will be levied during this experimental period, although it will be required that the sponsor conform his material in quality and subject matter to the standards of this station.

If you are interested in testing your product on one of these spots, I will be more than willing to discuss the matter in detail with your representatives.

Sincerely,

W. C. Eddy

WCE:md



## PROGRAM EXPERIMENTATION AND INVESTIGATION

Public Service (Contd.)

Page 2

Educational: September 30, 1946 the applicant telecast an entire evening of programming devoted to the Community Fund of Chicago. During the week in television operations prior to the period covered by this report the applicant has conducted extensive experimentation in educational programming in direct cooperation with the Chicago Board of Education. Portions inserted at some time during the broadcast day. This experiment served to highlight the applicant's present

Since December 1945 the applicant has conducted a continuous series of programs in cooperation with the Art Institute of Chicago the theme of which has been to demonstrate the basic arts and crafts. The participants in this program have been instructors and students from the school of the Art Institute. The applicant has conducted further experimentation in education through microscopic projection. These programs employed microscopic projection of live biological specimens accompanied by description and narration by a professor of Biology from Loyola University. A test audience of 12 to 15 year old school children were quizzed following the programs to determine retention and identification. Results of this experiment are available in report form, but stated briefly they showed close to 100% in each category.

The applicant is presently in discussion with the Chicago Museum of Science and Industry and will shortly announce a comprehensive series of remote telecasts covering exhibits in the Museum. These programs are being worked out in cooperation with the Educational Department of that organization. During the past year the applicant has conducted a continuous series of programs in cooperation with the American Medical Association. In each program a different phase of medicine has been analyzed by a specialist in the field and presented in its most simplified form. Analysis of audience reaction has indicated a high degree of interest from adult and family groups. The maximum program weeks of which the highest sample was 50 hours, Public Service: to indicate that the broadcast operation can be analyzed in relative importance as follows:

On November 5, 1946 the applicant conducted an extensive experiment in television coverage of election returns. The program consisted of a continuous late evening telecast of election returns, analysis of returns with maps and charts, and a visit by remote telecast to Republican and Democratic headquarters. A Special Events telecast of the same character was made in conjunction with the first experiments conducted by the United States Post Office in Helicopter mail delivery. Such experiments have proved beyond question the desirability of highly mobile television operations. It has further been established that the present limiting factor to mobility in such operations is the time required for installation of audio line from the remote location to the main source of transmission.



On September 30, 1946 the applicant telecast an entire evening of programming devoted to the Community Fund of Chicago. During the week that followed all sponsors of programs were asked to supplant their commercial copy with material from the Community Fund. During the following month a spot announcement concerning the Community Fund was with few exceptions inserted at some time during the broadcast day. This experiment served to highlight the applicant's present policy concerning commercial spots of any nature broadcast by the station. This policy asserts that all commercial spots shall include a public service feature such as time, weather reports, or other.

The applicant has experimented over a considerable period of time with the Forum type discussion of current affairs in which the best available authorities representing divergent views on a subject of current interest and importance are brought to the studio for an open discussion. Of added interest has been a recently instituted program in which grade school children have been asked to present their views on current problems. Though experimentation has not yet progressed to the point where any conclusion can be drawn as to the value of the latter type of program, it is readily discernible that the opinions expressed by the children are a direct and uncolored reflection of the opinion of their elders.

Broadcast Times:

In order to investigate the best broadcast times for operation of a television station and the maximum operation feasible under present circumstances the applicant has recently conducted experiments with extensive daytime and evening programming during several sample weeks. The results indicate that evening programming will follow the maximum audience pattern established by radio; however, daytime audience will for the present be largely concentrated at the locations where receiving sets are on sale. The highest point of circulation in these places has been established generally in the early afternoon. The maximum program weeks of which the highest sample was 50 hours, 3 minutes served to indicate that the broadcast operation can be analyzed in relative importance as follows:

1. Personnel.
2. Equipment.
3. Program material available.



NOTES

*Tele is here*

- 1) ~~Television is here~~ and has been accepted by the public.
- 2) Television is the greatest sales medium ever offered to advertisers.

*MARK 3 June 25*

1) FACTUAL

- a) NEW YORK SITUATION  
NBC Rate card  
4000 receivers  
Coaxial net  
Sports and specials
- b) CHICAGO SITUATION  
~~Shaping of audience to Telequizicals~~  
~~Other commercials~~  
Remotes - Wrigley field  
~~Economics of remotes~~
- c) Television presently available to  
1/6 total population.
- d) RX Production
- e) Nation wide coaxial lines
- f) Indianapolis situation

2) CHARACTER OF THE MEDIUM

- a) Sight, sound, movement offered to  
a home audience. (FULLER BRUSH MAN)
- b) FULL attention requires new audio-  
video balance. (DROP)

3) PRESENT WBKB COMMERCIALS

- a) Edison - integrated throughout
- b) Elgin - spot
- c) The Fair Store - spot throughout
- d) Marshall Field's - prestige

4) ECONOMICS OF TELE

- a) NBC rates analysed - 10¢ per <sup>viewer</sup> ~~receiver~~.
- b) Production costs lower -  
Commercials on film  
~~ECONOMICS OF REMOTES~~

5) BALANCED PROGRAMMING AND ADVERTISING EXCESSES



If only for historical reference  
advertisers should note that  
This year television will come of age  
and all the gloomy forebodings and  
excessive pessimism voiced by the  
the "wait and see" elements  
will have little effect except  
that the latter will be left at the post.

---

For many reasons there will be  
<sup>for advertisers</sup>  
less space on the television broadcast  
day than there is in the radio broadcast day.

P.R. Mallory

Relay 0382



# THEATRE

## INTER-OFFICE COMMUNICATION

To W.C.E.

Date 8 February, 1946

### CONFIDENTIAL

Weekly program report, 28 Jan.-- 1 Feb.

1. Number of hours of programming (not including interim, slides, or test pattern)

4 hours, 35 minutes.

About one-quarter of this time is commercial programming.

2. Total rehearsal time (Not including set-up time)

Line rehearsal: 16 hours, 25 min.  
Camera " : 6 hours, 10 min.

Of the 21 individual programs, 12 were put on with no camera rehearsal, and 5 with no line rehearsal.

3. By our present system of having what might appear to be an excessive number of directors (for the crew, facilities, and studio space) we are not achieving much more program time, but we are achieving better quality in programming. We can increase our program time with the present set-up, but only be either lengthening our individual programs or running repeats of good ones on the 4:00 to 5:00 period. We have about reached the saturation point with the present set-up.
4. By hiring men for the actual operating studio work, we should be able to achieve greater efficiency in most cases. However, if we plan to have our present staff of directors be directly in charge of these men when doing studio programs, we will run into trouble, as no more than three of our present directors are, in my estimation, capable of running a studio of men. In this respect, I strongly recommend that we consider the NBC system of a Technical Director in charge of equipment operation and a program director in charge of the artists and staging. Our greatest ill at present is that the studio crew has too many bosses. Our whole system is confused and upset by constantly changing directors, yet we depend on it to get the variety and program hours we need. We should have one person in charge of the



operating crew continuously during an evening's programming.

An alternate or transitional solution suggested by Marge ~~would be~~ to meet our immediate problem would be to put one of the senior girls in charge of control room operation and riding script for an entire evening. In this way we would achieve more continuity through an evening's programming.

R.W., Jr.



# THEATRE

## INTER-OFFICE COMMUNICATION

To W. C. E.

Date 9 February, 1946

The following outline of studio organization is proposed to facilitate our transition into large scale commercial broadcasting:

### ENGINEERING

Function: Technical adjustment and trouble shooting.

Personnel: As prescribed by chief engineer.

### ----- P R O G R A M -----

#### OPERATION

Function: Operation of all equipment used on programs.

Personnel:  
Technical Director  
(in charge of operating personnel)  
Shading  
Video Switching  
Audio Mixing  
Camera 1  
Camera 2  
Dolly 2  
Camera 3  
Dolly 3  
Microphone  
Lights

#### PRODUCTION

Function: Staging and presentation of all programs.

Personnel:  
Program Director  
(in charge of individual production)  
Stage Manager  
Art  
Props  
(Scene shifts by art and prop personnel.)

Such a system of studio operation would

- (1) Put all operating personnel under one head, instead of their having six bosses as at present.
- (2) Give us an organization which could put out more program hours than at present.
- (3) Give us an organization which would be prepared to cope with eventual unionization. (Who said that?)

R.W., Jr.



SUGGESTED SERIES OF TELEVISION PROGRAMS

FROM: LAWRENCE H. SELZ ORGANIZATION  
CENTRAL 8800

1. Chef prepares special dish -- demonstrator gives recipe, explains use of utensils in the preparation of this particular dish.
2. Special guest and demonstrator discuss and display various kitchen utensils. Multiple uses for each item can be outlined and one special recipe included in the demonstration.
3. New types of boxes used for packaging food -- old method and new improved types discussed by demonstrator and guest. Hints on shopping and market lists.
4. Boxed lunches, picnic dinners, menus and suggestion for packing baskets.
5. Summer parties for children -- beverage recipes, menu suggestion.
6. Refreshments, beverage recipes for adult bridge parties, summer afternoon teas, informal dinners.
7. Proper and safe methods of storing winter woolens for summer.
8. Easy decorating hints -- how to make the most of your recreation room.
9. Furnishing a recreation room. An interior decorator conducts telecasts 8 and 9.

- more-



ADD 1

10. Equipping a kitchen with proper utensils -- types, uses of various kinds discussed and displayed. Demonstration on preparing casserole or salad, storing in the refrigerator and serving -- using just one utensil.
11. Suggestions for preparing easy, appetite-provoking breakfasts using boxed foods.



Suggested plan for show to be sponsored by Crowell-Collier Publishing Company, featuring Collier's magazine.

Program will consist of material directly from issue which goes on sale the following day.

Collier's is chosen because its material is active and succinct, television's prime requisites. Too, it is slanted for the same type of audience - one that is mixed and definitely in search of entertainment.

Possible lineup of show:

Title	Cover itself is vivid enough to carry it.
Cartoons	Three cartoons, chosen for simplicity, to give opening punch. Legend will be spoken (voices doubled by actors appearing in play). Eventual dramatization of cartoons is worth considering.
Editorial (Or other column)	Picture opens on corresponding drawing, then dissolve to close-up of "editorial voice". Will take two minutes at the most. This short, serious portion of program can be varied with material from columns "Wing Talk" or "Your Life Tomorrow".
Dramatic adaptation	<u>Collier's</u> stories are comparatively short. Dramatization should run about fifteen minutes. They are rich in locale and characterization. Average cast will number four people.

*When can you see Louise?*



SUBJECT: WBKB AVAILABILITIES

COLLEGE FOOTBALL:

September 25 - Purdue at Notre Dame  
October 9 - Michigan State at Notre Dame  
October 23 - Purdue at Illinois  
October 30 - Marquette at Purdue  
November 6 - Iowa at Illinois  
November 13 - Northwestern at Notre Dame  
November 20 - Indiana at Purdue  
November 27 - Washington at Notre Dame

COST:

\$ 675.00 per game - time charges  
\$2000.00 per game - television rights  
\$ 765.04 per game - remote pickup (charges include  
announcer, spotter, travel  
expenses)

Time charges only commissionable.

Advertiser obtains full game from start to finish  
plus five minutes immediately preceding game for  
color, etc.

WBKB has exclusive rights at Notre Dame



W.C.E.

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R.W., Jr.



OK 7  
BZ

May 4, 1948

Mr. Charles R. Berman  
539 W. Dickens Avenue  
Chicago 14, Illinois

Dear Mr. Berman:

Thank you for your very good suggestion as to  
afternoon programming. We have been working  
on program ideas for this time and hope to  
have them in production soon.

Your interest is appreciated.

Yours very truly,

BALABAN & KATZ TELEVISION

Beulah Zachary

BZ:vg



May 2, 1948

WBKB

Chicago, Ill.

Gentlemen:

Please send me a program bulletin for the month of May and any future monthly bulletins that may be forthcoming.

I haven't had my receiver very long, but I have had it long enough to give the two television stations a fair comparison test.

WBKB comes in clearer and darker than the other television station. I have noted this in other sections of the city too, so it is not merely a question of location. Movies, however, come in very poorly. Whether this is due to poor transmission or old films I do not know. Judging from the quality of the "live" transmissions, I would tend to blame the trouble on the film. It seems to me that sharp contrasts do not project too well.

Chalky white on dark black does not show well and that toning some of the older films to reduce the sharp contrast might do the trick.

My main objection to WBKB is its lack of



(2)

activity on days when the Cubs are not in Chicago. There surely must be some adult entertainment that could be scheduled on afternoons when there is no Cub game in town. Why not collaborate with the local film studio representatives and show short scenes from movies similar to coming attractions at the theaters. This will not hurt the television field in any way because television and movies are two distinct forms of entertainment and until television presents the latest movies, I doubt whether many people will remain at home to watch a couple of hours of television when there is a good movie in town. I look at it this way. Once the novelty of a television set wears off, a person will not sit at home night after night watching video programs. As with ordinary radio, he'll find certain programs that he likes and will watch only those. Since television is not intended to replace movies, a little movie advertising shouldn't hurt. If short scenes from movies aren't practical, the name and photographs of the stars could be given. All this would probably



(13)

be appreciated by the television audience.

There are many other types of programs that might interest a video audience that could be put on in the afternoon. Interviews in the varied manufacturing plants in Chicago could give us an idea of the industries in the area. Scenes in the power stations, water stations, and of interest to all, a view of the workings of a television station would be welcomed by many.

These are only a few ideas that I have thought might be worked out. Perhaps the best way of working out a good program is first to request your listeners to write on a postcard the times that are most convenient for listening. On the basis of number of listeners during a particular period, the age and the sex of the audience during any period, a tentative schedule could be made out and submitted to these listeners (& watchers) for approval and suggestions. In this manner, programs most acceptable to a majority of your audience could be presented.



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I hope that this letter has been more  
helpful than boring and that the suggestions are  
not too absurd.

Sincerely yours,

Charles R Berman

539 West Dickens Avenue

Chicago 14, Illinois

Michigan 0463



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 -*