

Nielsen, ARB: KTUL-TV No. 1 sign-on to sign-off

KTUL-TV has scored the best ratings in the history of the station, according to the Nielsen and American Research Bureau (ARB) surveys received in late December.

The ratings, compiled for November ranks Channel Eight as number one in average

total homes from sign on to sign off. Nielsen also indicates that the station is first in number of homes in early fringe (5:30-7 pm), prime time (7-10 pm), late news (10-10:30 pm) and late night (10:30-midnight).

The early news struggle is

difficult to decipher as all three market stations start their newscasts at different times. The only direct competition of local news is between the first half hour of KOTV's (Channel 6) Evening News and the second half hour of Total Eight Tulsa.

KTEW's (Channel 2) 5 pm news remains behind in the running following Channel 6's syndicated Andy Griffith Show by 30,000 homes and our ABC Evening News by 6,000 homes.

Most significant in Total Eight Tulsa's showing is an increase of 1,000 homes from a year ago, particularly without the lead-in "crutch" of Truth or Consequences, winning in total homes against The CBS Evening News with Walter Cronkite and NBC Nightly News in the first half hour. Also significant are the constant figures of metro share and total homes during both half hours.

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Equipment purchases nearing

Ratings notwithstanding, equipment purchases are becoming the major topic at KTUL-TV staff meetings. A continuously-changing state of the art in television broadcasting, including its support services, is making major expenditures appear a necessary and not-too-distant item.

Most prominent of these is the station's entry into the Electronic News Gathering (ENG) field, hopefully by late spring.

A realization for the need for ENG in the Tulsa market to maintain a competitive edge and a future look to cost savings are two main reasons management's thinking has turned in that direction.

The cost savings would come in the form of reduced usage of color reversal film,

currently a major item in the news budget, and more usage of videotape, which may be used numerous times before noticeable quality loss. Tom

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This issue of Closed Circuit, a long time coming, is, hopefully, the first of many and is designed to provide Channel Eight employees with more of an insight into station workings, policies and plans plus information about their fellow employees. Planned publication is initially scheduled bi-monthly.

Regular features include a column on page 2 of this issue, where General Manager Tom Goodgame will reply to questions forthcoming from the suggestion box.

Other features will be added as the publication matures and, of course, Closed Circuit welcomes any comments or suggestions that you may have. If you have an item of interest or some subject you would like to see discussed, route it to Carl Bartholomew or Don Lundy or put it into the suggestion box and it will be used.

BEHIND THE 8 BALL

In this first issue of Closed Circuit, Channel Eight's own publication, I would like to explain that, in this column, I will attempt to answer questions and reply to suggestions submitted by employees via the suggestion box, tell of upcoming events and, hopefully, create a better system of two-way communications. Feel free to voice any complaints or criticisms as well as any suggestions you have to make Channel Eight a better place to work.

As I have emphasized before, I am always available to you personally as well to discuss any of these matters. The suggestion box, I feel, is one more avenue towards the increased communications we both seek. I might add that even the crank notes and seemingly impossible suggestions are helpful in "feeling the pulse" of the station.

Several suggestions were submitted this time. Some have been handled on an individual or departmental basis. Generally all were good. Here are some of them:

It would be a nice gesture for this company to grant days off on the birthday of each employee. It just gives someone a little something special to look forward to once a year.

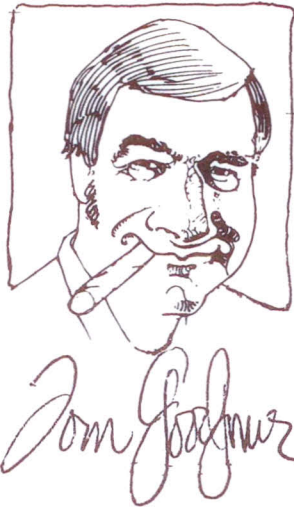
Mr. Leake feels, as do I, that this is a good idea. The cost of implementing it is being investigated and an answer will be forthcoming shortly.

Could we get the parking lot finished? Please!

The need for improved parking is evident. We are holding off on the north lot because we may expand the current facility in that direction. Everyone is aware of the space shortage within the building. We will have to make a decision in the immediate future whether to expand this facility, relocate or whatever. We hope to have these answers soon.

We need a "Radar On" light over the back door in Engineering due to the harmful emissions of the radar when in operation. Also complete info on the radar should be provided to the staff concerning the radar's function.

The only danger from the radar exists immediately in front of the dome on the roof. And the dome is mounted high enough that that constitutes no menace to anyone. Any engineer working on microwave or any other person going on the roof should check with Leon Holland or look at the radar itself to determine if it's on. There is no danger within the building itself.



Equipment

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Goodgame, KTUL-TV General Manager, quickly points out that any entry into the E field is not meant to replace film, but rather to supplement it. There is no doubt however, that some cost savings in film would be derived.

Currently the station is looking at all available systems and evaluating technical data, delivery dates and price. Systems range from the relatively inexpensive Sony ENG equipment to the more sophisticated Ikegami, RCA and Fernseh offerings. The latter group, quite a bit more expensive but of considerably higher quality, are in the 50 to 60 thousand dollar range. And delivery dates run as long as six months.

Channel Eight's local competitors both own ENG equipment and use it for news and production. KOTV (Channel 6) has four Sony cameras and recorders and KTEW (Channel 7) uses a Sony camera and recorder for news and Ikegami camera/Sony recorder combination for production.

Coincidental with the entry into the news field is a look at similar cameras for commercial production to meet a rising competitive market in the area. The same equipment may suffice for both purposes but management leans toward two separate formats: a smaller, portable unit for news and larger yet portable setup for production, such as the RCA TKP-45.

Being given equal importance as a priority purchase is a character generator, by now a standard fixture in most broadcast stations. Two brands, Cl Laboratories Vidifont and

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Nielsen, ARB ratings

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For the third ratings book in a row, Channel Eight's late news comes up number one, both in metro share and total homes. KOTV, contrary to their impressive early news ratings, appears to be slipping here, slightly behind second-place KTEW.

Channel Eight also dominates prime time with eleven of Tulsa's top twenty shows in that category.

The first figure under each station is the percent of all potential homes with television in the Tulsa metropolitan market that are tuned to that station. The second figure is the number of homes (in thousands) tuned in during that particular time period.

	KOTV	KTEW	KTUL
7-9:00 am	4-11	10-30	7-30
9 am-Noon	7-22	7-25	5-23
Noon-3:30 pm	13-44	8-23	6-29
3:30-5 pm	11-33	18-26	14-58
5-5:30 pm	22-73	14-43	10-49
5:30-6 pm	21-59	15-47	14-60
6-6:30 pm	27-85	16-51	14-60
6:30-7:00 pm	24-72	14-50	21-90
6:30-10 pm	23-75	21-62	21-84
10-10:30 pm	18-53	18-55	20-78
10:30 pm-Midnight	6-18	6-29	10-37
Sign on to			
Sign off	13-40	11-33	11-44

Eight Ball

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Since the country is moving toward the metric system, why not give the weather reading in celsius (centigrade) as well as fahrenheit? It would be most educational!

Good idea---it's now on the weather nightly as a result of your suggestion.

There have also been several suggestions for minor repairs around our building and these are being attended to. I would add that Carl Johnson is here to take care of leaky faucets and similar problems within the building, so call upon him when you feel a problem in this area warrants his attention.

It is your building, so let's keep it clean and pick up trash and clean up the spills we make. You would in your own home--why not here?

Equipment

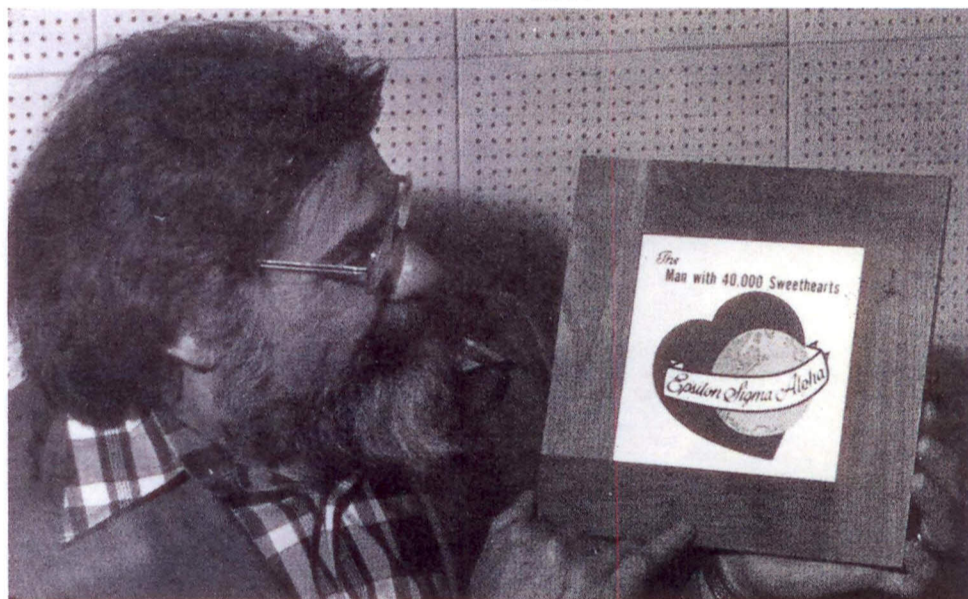
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Chiron's model III are in consideration.

Also in the winds is the computerization of many of traffic and sales functions including the daily operations log, sales availability sheets and contracts.

Computerization, will not, as some fear, put people out of work, emphasizes Goodgame. "It should be looked upon as a tool to help them do their work more efficiently," he says.

During the August board meeting, station owner James C. Leake expressed his desire "to be on the computer" within a year. Reaching that goal would entail increasing the present capacity of the unit now in Muskogee and installing terminals in Tulsa and Little Rock to feed and receive information. Computer programs designed to perform functions used by broadcast stations are available and several are being evaluated.



Cy Tuma admires the "Zeus" award given him by the local chapter of Epsilon Sigma Alpha women's sorority for his "untiring efforts to further the educational service and continued success" of ESA. The award, presented December 6 at a banquet at the Hilton Inn, is only the second one presented to a Tulsan in the 46 years of the Educational Service Association's existence. Photo: Roy Pickett

Gal joins 'Guys'

Promotion dealt winning hand, four of a kind beats three

What's happening to the News Guys now that they've been joined by a News Gal?

The popular promotional series that took Bob Hower, Don Woods and Chris Lincoln from the Old West through the 1930's made the trio among the most identifiable among Tulsa's news viewers.

The addition of anchor-person Susan Silver to the 5:30 and 10 p.m. newscasts with the format change in late September presented a quandary for Promotion Director Carl Bartholomew. Not only was he faced with the problem of working a fourth person into the scheme but the person was a LADY; definitely not the type to be hanging out with saddle tramps or on dark street corners.

But the ever-optimistic Bartholomew looked upon this as an opportunity to expand the News Guys series.

Photos: Scott Blaker

Bartholomew set the stage by "going back to the days of yesteryear" and a return to the cowboy concept. Bob, Don and Chris, around the campfire, watch apprehensively as a distant figure (Susan) approaches. As the "stranger" draws nearer, terror fills the hearts of the trio as she makes a move for her gun. What's drawn, however is the News Guys' "thumbs-up" gesture which is returned by the three (incidentally, the idea of the thumbs being drawn instead of guns is the brainchild of Richard Wilson). Appropriate copy and



Silver

music fill this thirty-second spot and at the end, Susan rides off with, what else?--a hearty "Hi Ho Silver".

Another promo in the works, scheduled for this spring, came from an idea by Bartholomew's wife, Marilyn. She suggested dressing the News Guys in the "Spirit of '76" fashion, providing a chance to follow the Bicentennial theme. Bob and Chris will be cast as drummers, Don as a fife player and Susan as a flag bearer. The basis of the thirty-second spot is the four marching through battle ala the famous painting.

A final explosion provides the transition out of the tag line "The Channel Eight News Guys..... Revolutionary."



Hower, Woods and Lincoln