

PUBLIC SERVICE BETTER THROUGH COLOR TV *continued*

The young people, students from junior high school through junior college, are members of the San Leandro Fine Arts Workshop. Presented on Christmas Eve, the cast included 21 dancers, a 40-member chorus and a 36-piece orchestra. The production was too big to be cut at KGO-TV, so it was filmed over two weekends on the 75- by 75-foot sound stage of Stage A Studios.

Interviews with servicemen from its coverage area were featured by WRGB (TV) Schenectady, N. Y., on its one-hour filmed special, *Byline: Ernie*

on location, the production was coordinated to produce both an airable program and one that could be made available to school groups. The program idea originated when a study group was formed to determine the present and future uses of the area in development of oceanography. Pacific Northwest Bell sponsored the two programs.

Say It with Flowers ■ A half-hour filmed report on the Blossomtime Parade in southwestern Michigan was presented by WSBT-TV South Bend, Ind. The parade climaxes Blossom Week in



'The Sound of Young America' was the title given to KGO-TV San Francisco's teen-age musicale presented

on Christmas Eve. Here is one of the scenes from the hour-long holiday program.

Tetrault—Vietnam 1966. Carried in prime time on Nov. 4, the program featured interviews with servicemen stationed in Vietnam. The film was shot by a WRGB reporter-photographer team that spent a month in Vietnam.

A group of local mountain climbers who wanted to tackle Mount Seattle in Alaska found a willing backer in King Broadcasting Co., Seattle. In turn, KING-TV got a half-hour filmed documentary of the 10,195-foot, 16-day climb and KING received daily audio reports of the progress. Part of the film was shot by Al Stenson, KING-TV photographer. The remainder was shot by the climbers, directed by radio from the base camp by Mr. Stenson. *Mount Seattle Conquest* was sponsored by the Sicks' Ranier Brewing Co., which uses as its symbol Mount Rainer. The commercials were shot and edited to be integrated into the program.

KIRO-TV Seattle produced *The Treasure of Puget Sound*, a two-part documentary (two half-hours) on oceanography and its relationship to the economy in the Puget Sound area. Filmed

Benton Harbor and St. Joseph, Mich. The production was handled by five station personnel in a total of 150 man hours. Color commercials for RCA, which sponsored the program, were also shot by WSBT-TV and integrated into the show.

WSPA-TV Spartanburg, S. C., used a half-hour documentary in prime time last fall to present the story of Dr. Archibald Rutledge, for 32 years poet laureate of the state. The program idea was conceived when the state general assembly paid homage to Mr. Rutledge by hanging his portrait in the state house. Portions of the program were filmed at the Rutledge family home in the coastal area and with Dr. Rutledge at his Spartanburg home. The special was sponsored by Humble Oil. WSPA-TV is supplying prints for showings by civic and social groups and in considering repeating the program on air.

Working against a deadline, KOVR (TV) Stockton-Sacramento, Calif., turned two-and-a-half hours of filmed news coverage into a 30-minute prime-time special. KOVR covered a board of super-

visors hearing on the Sacramento county tax assessor from 1 to 3:30 p.m. The film was rushed back to the station and processed by 5:30. From then until 8:55 it was edited, and at 9 p.m. the special went on the air pre-empting regular network programming. To accomplish the task, KOVR used three film photographer-producers, two newsmen, a news writer and two film editors.

Baroque Thunder, a half-hour filmed special about the Ringling Museum's Ansolto Theater in Sarasota, Fla., was created by WFLA-TV Tampa-St. Petersburg. The theater was taken from an ancient Italian castle and rebuilt at the Florida museum. Using silent and sound film, the shooting was accomplished by a five-man crew in five days. Voice and a special baroque music track were added after the shooting. The film covered all of the theater's operations from its inception, its personnel, its teaching school, life backstage, to shots of three major plays. Editing took more than a week. Prints of the special are being released through the Florida State Development Commission's film library.

Fashions for Sailing ■ Tying in a scenic location, a fashion show and publicity for future yacht-club charity events, WTVT (TV) Tampa-St. Petersburg, Fla., took its live color cameras and video-tape recorders to St. Petersburg's "Million-Dollar Pier." The one-hour special *St. Petersburg Yacht Club Fashion Show* was taped on Nov. 17 and replayed the following morning from 7-8 a.m. In addition to the two live cameras, the on-scene gear included a 20 by 40-foot barge stage, a 45-foot motor yacht, two 40-foot sailing yachts and assorted smaller craft from the yacht club.

October in Indiana, a half-hour film documentary on the events of the annual Parke County Covered Bridge Festival, was presented by WTHI-TV Terre Haute, Ind. The program covered the activity in Rockville, Ind., the county seat, where the festival was in full swing. and it took a look at all of the covered bridges in the county. Three weeks after its Saturday afternoon TV showing, the film was screened for 300 area citizens at the Parke County fair grounds. A print of the program was presented to the festival committee.

A 55-minute fashion show edited to a 30-minute special was presented by WDHO-TV Toledo, Ohio. The fashion show was sponsored by the department store that held it. Aimed at teen-agers, the show had 140 models and was filmed with sound and still cameras. Music, sound effects and narration plus some interviewers were added when the film was edited.

Indians of Today ■ The history and current status of Oklahoma's five civilized Indian tribes, the Cherokee, Choctaw, Chickasaw, Creek and Seminole,