

KTLA NEWS

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CARLO ANNEKE

ANNEKE CALLS FOR EMPLOYEE SUPPORT

Sigmon Reveals Profit Sharing

Lloyd C. Sigmon, after hearing Carlo Anneke's call for employee support, endorsed all points made by the interim manager and announced that KTLA employees soon will participate in the GWB Profit Sharing Plan.

The Executive Vice President and General Manager of GWB said details of the profit sharing plan will be outlined in a booklet for employees. He expects it to be available early next year.

DETAILS OF PLAN

Sigmon said that in general, the plan works as follows: Employees that have been with KTLA since its takeover by GWB will be eligible to participate and all employees after three years with the company.

The plan costs employees nothing--the company contributing 100%. A percentage of corporate profits before taxes is placed in a trust fund on behalf of eligible employees. The money is invested by the trust and employees share in both the income from investments and the fund.

A retiring employee may elect to take his benefits in a lump or as an annuity.

Goal Is Nation's Top Independent

CARLO ANNEKE, named Interim Station Manager in addition to his previous duties as General Sales Manager when Art Mortensen resigned, has asked for each individual employee's support in making KTLA "the Nation's number One Independent."

In addressing a general staff meeting attended by more than 50% of the personnel, Anneke pointed out that GWB's \$12 million investment in KTLA was basically for the "inventive and creative personnel."

Anneke attributed the current sales success of KTLA to far more than large audiences.

CITES EXAMPLES

"It is the 'romance' of KTLA that makes us stand out," he continued. "The story of John Silva developing the Telecopter, Larry Scheer and Harold Morby being shot at during the Watts riots, crews huddled in a remote truck surrounded by flames, our coverage of the Baldwin Hills Dam Break, the Laurel Canyon and Bel Aire fires."

Anneke said that no other station in the country has so much to talk about, "and it all involves people."

As Acting Manager, Anneke promised to keep employees better informed on all phases of the Station operation. He promised to keep Department Heads better informed, to use the company's new newspaper, and general staff meetings as a means to keeping all personnel aware of progress and planning.

DESIGNATES COMMITTEES

Anneke said he feels that no one individual knows all the answers and that as a result, he has designated committees to help run the Station. The basic committee for Station operation, he said, consists of all department heads (who meet every other Thursday).

He also pointed out several commit-

Name Contest

It was announced in the first issue that we were looking for a name for this station publication which is tentatively called the KTLA News. A catchy, effective "name" is needed for this publication.

The station will award a portable TV set for the best name, and perhaps a few consolation prizes if there are some good runner-up suggestions.

Order Another Color Camera And New 'Dual' Transmitter

The amount of station originated color programming will probably double this fall with the decision to purchase a fourth live color camera.

Station Manager Anneke reports that John Silva has placed an order for a new RCA camera which will be delivered and installed by the first of September.

While the color camera is not of the newest design, it is RCA's latest production model and the only color unit available for fast delivery. The cam-

KTLA's fall programs should have a new look--not only in content--but also in the quality of the picture as seen by home viewers.

By the start of the new programming season, the KTLA signal will be beamed from an entirely new transmitter. As a matter of fact, Chief Engineer John Silva's target date for placing the new transmitter in service is the end of August, approximately three weeks in advance of the start of the new schedule.

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ARTISTS CONCEPTION OF NEW BUILDING THAT WILL HOUSE THE KTLA TRANSMITTER AT MOUNT WILSON. IT IS EXPECTED TO BE COMPLETED IN AUGUST.

Silva reports the transmitter will be somewhat unique in that it automatically provides a "backup" in the event of electronic failure within the unit.

The transmitter consists of two units each operating independently of the other and each delivering half power until the problem is corrected. Normally, stations employ a tenth-power transmitter as a backup unit.

Also included in the new equipment scheduled for installation at Mt. Wilson is a standby power generator which automatically switches on when it detects problems on the commercial power source. It, to some degree, can anticipate power trouble before a complete commercial failure can take KTLA off the air.

(KTLA, by operating from its remote units, is one of the few TV stations in the country that can operate indefinitely under its own power sources at

both the studio and transmitter in the event of a power failure such as experienced in the East last year.)

Last month's issue of KTLA News featured a picture taken by Harold Morby from the Telecopter of the transmitter site after half of the old building was taken down to make way for construction of a new building. This month we have included a picture of an artist's conception of the new transmitter plant.

As of the end of May, the foundation of the new building had been poured, and the outer block wall started.

The first half of the modern structure is expected to be completed by mid-June, when the new equipment will begin arriving. At that time, the remainder of the old building will be removed and the second half of the new building will be started. (See photo caption.)

COLOR CAMERA from p-1

era KTLA will receive is an improved version of the three KTLA currently has in use.

Present plans call for two of the four color cameras to be used for remote pickups and two in the studio. Tuesday night's Roller Skating, Wednesday's Wrestling, and the Thursday Night Fight of the Week will originate in color. The Stage Six control room, practically unused since the tremen-

dous increase in color last fall, will be modified for color and will be used for Stage Six originated color programs.

The purchase of the RCA camera will not change plans to purchase new color cameras for the new studios in North Hollywood. At the present time Silva is evaluating the new color camera designs by various manufacturers and will place orders for equipment for the new studios that assures KTLA the latest, most up-to-date camera.

ANNEKE from p-1

tees have been formed with specific functions. A Film Evaluation Committee headed by Dalton Danon is responsible for pre-determining the station's interest in film programming before it becomes available. Fast action to purchase film, he reasoned, can frequently offset the disadvantage of buying film for a single station. (All other Independents in Los Angeles purchase programming as a group buy, which naturally appeals to a Distributor.)

MORE SPORTS

Anneke reported that greater emphasis will be placed on acquiring sports programming in the future. He revealed he has appointed Bob Speck to handle negotiations for special sports.

Sales problems are handled by a special committee composed of Local Sales Manager, Doug Finley; National Sales Manager, Jerry Marcus and two members of KTLA's National Sales Organization, Peters-Griffin-Woodward. They are Bob Muth, Vice President and Sales Manager in New York, Lou Hummel, Sales Manager in Chicago.

The all-important programming committee, headed by Loring d'Usseau, is responsible for all programming areas, including the final decision regarding sports programming. This committee is currently one of the most active, now in the advanced stage of setting the fall program schedule. One of the recent decisions from this group was to continue "Shebang" this fall.

SERVES DUAL ROLE

Anneke will serve the dual role as Transmitter Manager and General Sales Manager until the Corporation names the General Manager. Loyd Sigmon, who followed Anneke with a short speech, acknowledged that Anneke is being considered for the permanent position.

"We have no other person in mind," Sigmon said. "You will hear many rumors as to who will be the new manager, but they are all unfounded. You will be the first to know when we make this important decision," Sigmon concluded.

Anneke has been with KTLA seven years, joining it in 1959 as an Account Executive. He was named Local Sales Manager in 1960 and General Sales Manager in January of this year.

Anneke began his broadcasting career in 1952 as General Manager of Radio Station WDSM in Duluth, Minnesota.

He now resides in San Marino with his wife, Marcie, and daughter, Vickie and son, Greg.

CREDIT UNION VOTES 6% INTEREST!