

Sooner Charm on Channel



Oklahoma City's KWTV is a young station with young ideas. Since its programs first hit state television screens on December 20, 1953, KWTV has been noted for its public service projects and for its dynamic endorsement of all things Oklahoman. Not the least of these has been the University of Oklahoma, which in return has given KWTV a group of video's livest wires.

Here Ed Turner, a newsman from the top of O.U.'s television crop, presents a quick run-down on the Sooners behind your picture tube.

By ED TURNER, '57journ

THE coffee shop at KWTV (Channel 9, Oklahoma City) was singularly quiet several times this year. All were Mondays—the first following the O.U.–Northwestern game—you can guess the rest. The general consensus—we were poisoned all those times. We had to be.

The reason for this concern and the lack of affinity for fruit salad is that 19 of the 93 employees at KWTV are sons and daughters of the University of Oklahoma.

These 19 (considered by management to be unusually bright, particularly well-trained, extremely aggressive) work in nearly every department at KWTV, helping to put together this complicated thing called—*Television*.

Our names and claims to fame:

News

If KWTV newsmen aren't on the spot when news is being made, they aren't long in arriving—not if they intend to remain KWTV newsmen.

Clyde Davis—newsman—'48ba in English literature—Sigma Chi social fraternity, Sigma Delta Chi professional journalism fraternity—secretary of the Oklahoma City Press Club—instructor in English and radio-television journalism at O.U. (and one of this writer's mentors as well as that of KWTV regulars Gilchrist and Starry)—married.

Ed Turner—newsman—'57ba in radio-television journalism—Phi Gamma Delta social fraternity—*Oklahoma Daily* and KUVY (University radio station) staffer—Big Man on Campus—former producer-director for O.U. motion picture unit—married.

Bonnie Wright Wilkes (see cover)—news film editor (editoress?)—'55ba in languages—Sigma Delta Pi honorary language fraternity—married, one child.

Leonard Hanstein (see cover)—news cameraman—'50ma in history—teaches history during the day at John Marshall high school in Oklahoma City, staffs for KWTV news at nights and the weekend.

News Director Bruce Palmer's Missouri background keeps him from the ranks of the Sons of O.U., but he learned his way around Sooner classrooms just the same—as a journalism instructor.



Clyde Davis, '48ba, and Ed Turner, '57Journ, split 6 o'clock news time at KWTV.

Announcing

That golden voice interrupting the midnight movie belongs to one of KWTV's bright-eyed young announcers.

Gene Dillehay—chief announcer—'56 art and architecture—painter and photographer—married, four children.

Bob Holderby—announcer—'49ba in journalism—Sigma Phi Epsilon social fraternity, Alpha Epsilon Rho honorary radio fraternity—O.U. Choir and Men's Glee Club—WNAD (O.U. radio) staff announcer—married, two children.

Gaylon Stacy—announcer—'59 radio speech—WNAD continuity director, KETA-TV (O.U. television) newsman—married, one child.

Reba Webster—announcer (announcers?)—'52ba in drama education—Alpha Gamma Delta social sorority—married, one child.



Gaylon Stacy launches a Sooner sales talk.



Reba Webster adds that feminine touch.

Sales

The business side of television may lack that aura of glamor, but if the time is not sold to advertisers and their agencies, the performers don't perform.

Jacques DeLier—national sales manager and assistant station manager—attended O.U. through '41 in business administration—married, two children.

Charles L. Unger, Jr.—salesman—'50ba in journalism—Pi Kappa Alpha social fraternity—former WNAD senior announcer—married, two children.

Al Hazlewood—salesman, former sports news director—work on PhD at O.U. in '54 after BA at Arkansas and MA at Nebraska—married, two children.

Jack W. Sallaska—local, regional sales manager—'51ba in radio speech—Acacia social fraternity, Alpha Epsilon Rho honorary radio fraternity—married, one child.



Without sponsors, no TV. Finding them is up to Charles Unger and Jack Sallaska.



"Miss Fran from Storyland" combines the talents of Fran Morris and Buz Gregg.

Performers

In front of the cameras and the public eye, the "stars" are KWTV's personality to viewers of all ages.

Carroll E. (Buz) Gregg—promotion and puppeteer on "Miss Fran from Storyland" show—'55ba in aeronautical engineering—member of four engineering honor societies—sophomore in Oklahoma City University law school—private pilot.

Fran Morris—star of "Miss Fran from Storyland"—'52ba in English literature—Alpha Gamma Delta social sorority—WNAD and KUVY staffer—state treasurer for American Women in Radio and Television.

Continuity & Promotion

Somebody has to write those commercials that sell each and every one of you on those marvelous products on TV, and Continuity was elected. Meanwhile, back at the station, Promotion must convince you that KWTV programs are the best in the West.

Joy Starry—continuity—'59ba in journalism—Delta Gamma social sorority—Phi Beta Kappa (isn't everyone?), *Oklahoma Daily* news editor, Kappa Tau Alpha honorary journalism fraternity.

Jim York—continuity—'59ba in radio speech—KUVY station manager—Student Senate, Independent Students Association officer—married, two children.

Kay Cochran Gilchrist—'57ba in journalism—*Oklahoma Daily* and KUVY staffer, Theta Sigma Phi journalism honorary, Alpha Epsilon Rho honorary radio fraternity, Big Woman on Campus—married.



Kay Gilchrist sells viewers on KWTV. Jim York, Joy Starry dash off commercials of another kind.

Technicians

The programs appearing on your screen tell only part of TV's story. The real drama goes on behind the cameras where our mechanical geniuses fight the battle of "network trouble."

Dan Nesom—cameraman and lighting engineer—'57 management engineering—Phi Kappa Psi social fraternity.

Gene Ruby—projectionist—'54 radio and television broadcasting major—KUVY staffer.

These are some of the persons who make KWTV tick. One disturbing trend has been noticed, however, by those of us who walk up and down the hall humming "Boomer Sooner."

Much to our surprise—and contrary to what we have had drummed into our heads—there are those here who didn't attend our alma mater in Norman (even a few from O.S.U.), and they seem to do all right, too.



Cameraman Don Nesom—man behind the scene.