

It's WKYC Now

NBC Returns to Cleveland

By James B. Flanagan
TV-Radio Staff

Sixteen men from Philadelphia arrived here yesterday to change KYW to WKYC. Their leader said he is not about to rock the KYW image here.

He is Arthur Watson, general manager of the former Philadelphia WRCV, which the FCC ordered the National Broadcasting Co. to swap for Westinghouse Broadcasting Company's KYW. Watson is g.m. of WKYC now.



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"Our new call letters seek to preserve KYW's image in that they mean KY Cleveland," Watson told The Plain Dealer. "We want all KYW personnel to stay on here, including Jimmy Runyon."

Runyon is the "mom-slot" (10 a.m.—2 p.m.) deejay on the 1100 kc. spot. About a year ago a Chicago station wooed Jim with much money and he has been trying to break his contract here to go there.

KYW had the biggest broadcast news operation here, employing 33 in its combined TV-radio operation in contrast to WEWS and WJW's less than 20 each.

"News is my primary interest," said Watson. "We employed about 30 full-time newsmen in Philadelphia and I expect to continue a big news operation here. Our news ratings in Philadelphia doubled the combined ratings of the opposition and it pays off."

Watson said the rock-'n'-roll music policy of KYW would be continued with its Beatle countdowns and all.

"We are the only NBC station to offer such a program," he said, "but that is what Cleveland wants from us and that is what we will give. We also intend to expand the public service offerings on both radio and TV."

"The Mike Douglas Show" will continue to air from Cleveland, even though it is a Westinghouse property, at least through August.

"It will take some time for studios to be built for Mike in Philadelphia," Watson said, "so NBC will permit Mike to continue in his excellent facility here. We carried Mike in Philadelphia and we will carry it here."

KYW had first refusal on NBC network shows here and generally carried that net's shows. But it did decline Johnny Carson's "Tonight Show" and NBC radio network news and weekend Monitor programs. WEWS grabbed the former and WGAR has the latter.

Watson said WKYC will air the "Tonight Show" in about three months, since NBC already has notified WEWS that WKYC wants the show. It will take about six months before WGAR must relinquish its rights to NBC Radio network.

"I understand WGAR is now using some American Broadcasting Co. news shows," said Watson, "so we may get NBC net radio shows even sooner if WGAR waives its rights to them."

Watson said he hoped all Westinghouse people now employed here and not invited to Philadelphia by KYW would stay on. Dick Goddard and Tom Snyder are going to Philadelphia along with TV news director

Al Primo and radio's Bob Hagen.

Weatherman Wally Kinan comes here from Philadelphia in Goddard's slot. Watson said he would use Bud Dancy for the time being to fill Snyder's 11 p.m. news spot. Bud already works the early evening news so he is slated for double duty until a replacement can be found.

Irvin Margolis will replace Primo as TV news director. Margolis was TV news director in Philadelphia. Robert Martin is the new radio station manager, replacing Perry Bascom, whom Westinghouse shuffled to Boston.

Clark Reed is the new radio program manager here and Neal Van Ells will be the TV program manager.

All in all, Watson brings good news to the personnel which has been pulsating with rumors that a cutback would be effected shortly after NBC took over.