



at deadline

PEOPLE...

RAY VIR DEN, recently resigned president of Lennen & Mitchell, N. Y., opening own agency at 270 Park Ave., N. Y.

WILLIAM E. JOHN JR., Ruthrauff & Ryan, N. Y., to Grant Adv., N. Y., as account executive and supervisor of five regions handled by agency's New York office for Dodge Division of Chrysler Corp.

GERALD W. JOHNSON, political analyst and author of many books, signed by WAAM (TV) Baltimore for campaign commentary series.

NARTB, NBC OPPOSE FCC REBROADCAST RULE

DANGER that FCC's rebroadcast rule may put Commission into position of regulating charges was advanced by NARTB as one reason for vacating or at least suspending July 1 effective date of order until fuller hearings are held, according to petition filed Friday.

On same day, NBC, also asking for revocation or suspension of rule, observed, "The rules put the shoe on the wrong foot," declared that asking station should be required to report to FCC why it considered refusal of rebroadcast rights unreasonable."

Both petitions question FCC's legal right to require stations refusing permission of rebroadcast rights to justify refusals to Commission, with implied threat that unless such are reasonable FCC may question fitness of station to be licensee. (Earlier in week, CBS also expressed doubt that FCC had such power; see story on page 97.)

WESTINGHOUSE SPONSOR

WESTINGHOUSE Electric Corp. to sponsor *Pick the Winner* on CBS-TV for 13 weeks starting Aug. 14 (Thurs., 9-9:30 p.m. EDT), as part of its sponsorship of get-out-the-vote campaign and political convention coverage on CBS networks. Agency: Ketchum, MacLeod & Grove, Pittsburgh.

NARTB employe-employer-relations director and John H. Smith, Jr., NARTB FM director (see story page 26).

Ed Ruggles, director of North Carolina State College, explained plan for establishment this September of technical school in Gastonia to ease shortage of first-class operators. School expected to turn out 25 during first year.

E. Z. Jones, WBBB Burlington, state director of civilian defense, urged cooperation of broadcasters on big job immediately ahead. He said he had just returned from Washington indoctrination and that world situation is "very tense." In North Carolina, he added, 8,000 volunteers will be needed for new air detection operation.

Successful litigation against 3% tax on transcriptions imposed by state was outlined by Allen Wannamaker, WGTM Wilson, with State Supreme Court upholding broadcasters. Assessment, however, construed to apply to towers but this is not recurring item.

Two-day session was presided over by T. H. Patterson, general manager of WRRS Washington, N. C. Other officers are Cecil B. Hoskins, WWNC Asheville, vice president, and Jack S. Younts, WEEB Southern Pines, secretary-treasurer.

ADDITIONAL APPLICATIONS FOR TV STATIONS

FOURTEEN new and amended television station applications filed Friday at FCC, raising total filed during week to 49 (see early story, page 64). New applications were:

† KIDO Boise, Idaho, Ch. 7, ERP 52.4 kw visual, antenna height above average terrain 80 ft., construction cost \$189,018, operating cost first year \$91,300, revenue \$120,000.

WTAX-AM-FM Springfield, Ill., Ch. 2, ERP 100 kw visual, antenna height 521 ft., construction cost \$331,275, operating cost \$325,000, revenue \$370,000.

KGLO-AM-FM Mason City, Iowa, Ch. 3, ERP 100 kw visual antenna height 464 ft., construction cost \$348,540, operating cost \$237,600, revenue \$240,396.

† New Orleans Television Co., New Orleans, La., UHF Ch. 20, ERP 182 kw visual, antenna height 505 ft., construction cost \$441,500, operating cost \$365,000, revenue \$420,000 (applicant made up of R. L. Wheelock, W. L. Pickens and H. H. Coffield, equal partners, each independent Texas oil operator).

† WLOS-AM-FM Asheville, N. C., Ch. 13, ERP 200 kw visual, antenna height 2,087 ft., construction cost \$323,450, operating cost \$60,000, revenue \$60,000.

† WHUM Reading, Pa., UHF Ch. 55, ERP 261 kw visual, antenna height 1,784 ft., construction cost \$614,339, operating cost \$570,000, revenue \$630,000.

WCOS Columbia, S. C., UHF Ch. 25, ERP 90 kw visual, antenna height 649 ft., construction cost \$247,117, operating cost \$244,630, revenue \$355,476.

Southern Television Inc., Chattanooga, Tenn., Ch. 12, ERP 63.54 kw visual, antenna height 831 ft., construction cost \$449,409, operating cost \$350,000, revenue \$375,000 (applicant made up of President Moses Lebovitz, 37.5%; Vice President Z. Carrter Patten, 12.5%; Secretary-Treasurer J. H. Hardy; Joel W. Solomon, 12.5%; Felix Diamond, 12.5%; Manuel Russ, 12.5%, and William C. Hudlow, 12.5% [B•T, June 16]).

† Corpus Christi Television Co., Corpus Christi, Tex., Ch. 10, ERP 251 kw visual antenna height 393 ft., construction cost \$434,000, operating cost \$374,000, revenue \$370,000 (applicant made up of R. L. Wheelock, W. L. Pickens and H. H. Coffield, equal partners, each independent Texas oil operator).

† UHF Television Co., Dallas, Tex., UHF Ch. 23, ERP 222 kw visual, antenna height 515 ft., construction cost \$424,500, operating cost \$381,000, revenue \$240,000 (applicant made up of R. L. Wheelock, W. L. Pickens and H. H. Coffield, equal partners, each independent Texas oil operator).

† KROD El Paso, Tex., Ch. 4, ERP 56.3 kw visual, antenna height 1,052 ft., construction cost \$336,400, operating cost \$132,000, revenue \$120,000.

† UHF Television Co., Houston, Tex., UHF Ch. 23, ERP 176 kw visual, antenna height 510 ft., construction cost \$430,500, operating cost \$376,000, revenue \$300,000 (applicant made up of R. L. Wheelock, W. L. Pickens and H. H. Coffield, equal partners, each independent Texas oil operator).

† KFDX Wichita Falls, Tex., Ch. 3, ERP 58 kw visual, antenna height 510 ft., construction cost \$308,493, operating cost \$120,000, revenue \$150,000.

† WSAU Wausau, Wis., Ch. 7, ERP 210 kw visual, antenna height 436 ft., construction cost \$298,927, operating cost \$240,000, revenue \$230,000.

(† Indicates pre-thaw application refiled.)

DISTRICT 14 MEETING

SITE for NARTB District 14 meeting Sept. 11-13 will be Cosmopolitan Hotel, Denver, according to William C. Grove, KFBC Cheyenne, Wyo., district director (see full meeting list, B•T, June 16). District 14 adds extra day of workshop sessions to regular NARTB schedule.

ALL-STAR COVERAGE

NBC-TV coverage of All-Star baseball game, July 8, will be extended to include four TV stations of MBS—WOR-TV New York, WGN-TV Chicago, WNAC-TV Boston and KHJ-TV Los Angeles. Gillette Co., Boston, sponsoring both telecasts on NBC-TV and broadcast on MBS, through Maxon Inc., N. Y.

107 TV STATIONS TO AIR LIVE CONVENTION COVERAGE

ONLY 1% of nation's TV sets will not be able to receive live coverage of national political conventions from Chicago, according to AT&T, which reported Friday that 107 out of 108 stations in 65 cities will carry live proceedings. New cities on network will be Miami, New Orleans, Dallas, Fort Worth, Houston, San Antonio, Oklahoma City, Tulsa, Phoenix and Seattle. Non-TV areas, Portland, Denver and Fresno, will see closed circuit telecasts in theatres and hotels. In addition, more than 1,200 network radio affiliates will be serviced. Five thousand miles of radio relay and coaxial cable have been added.

WLAC SALE GRANTED

CONSENT was granted Friday by FCC to assignment of license of WLAC Nashville from J. T. Ward, trading as WLAC Broadcasting Service, to Life & Casualty Insurance Co. of Tennessee in transaction involving \$1,250,000 [B•T, April 21]. In other actions, FCC granted assignment of license of WBGE-AM-FM Atlanta to General Broadcasting Co. (Edgar B. Pool, 20%; Robert N. Pinkerton, 80%) for \$90,000 and granted consent to George H. Thomas to sell 10% interest in KANE New Iberia, La., to Dierrell Hamm for \$12,000. Mr. Thomas retains 50% interest.

N. C. Group Asks Free Radio-TV Planks

PLATFORM COMMITTEES of Republican and Democrat National Conventions in Chicago were urged last Friday by North Carolina Assn. of Broadcasters to "re-affirm their convictions that radio and television should be accorded all of the privileges traditionally granted the press."

At closing session of two-day meeting at Nags Head, N. C., NCAB unanimously adopted resolution for free radio planks in platforms of each party. Association petitioned state delegations to each convention to seek action by platform committees. Resolution recited that Senate and House by arbitrary action had excluded microphones, recorders and TV cameras from Congressional hearings, contrary to privileges heretofore accorded broadcast reporting "as counterpart of the pencil and paper in the hands of the reporter for the printed media."

With about 100 present, NCAB also adopted resolution expressing appreciation to FCC for its recognition of technical manpower shortage through interim authorization of less-than-first-class operators for transmitters. It thanked NARTB for its follow-through, and pledged to conform to requirement as to first-class operators when manpower situation changes and permits compliance without undue hardship.

Principal speakers were Richard P. Doherty,