

UPPER UHF OPERATION BEGINS THIS WEEK, TARGET DATES SHOW

Four new stations on the air this week; several new grantees set early fall commencement of commercial broadcasting.

FIRST TV station to begin commercial operation at the upper end of the uhf band is slated to start regular programming this week. It is WFMJ-TV Youngstown, Ohio, on uhf Ch. 73 (824-830 mc), located 144 mc above the next highest uhf station, WKAB-TV Mobile, Ala., operating on uhf Ch. 48 (674-680 mc).

WFMJ-TV is an NBC affiliate and is represented by Headley-Reed.

Fred C. Mueller, general manager of WEEK-TV Peoria, Ill., said his station went on the air with a test pattern last Thursday and was to have started regular programming on uhf Ch. 43 over the weekend. It received a permit for special temporary authorization a fortnight ago [B•T, Feb. 2].

KOLN-TV Lincoln, Neb., hopes to begin commercial programming this week, according to Harold Anderson, vice president and general manager of the station. Operating on vhf Ch. 12, the station began test patterns late last week. It also has moved into new studio quarters. Representative is Weed Television.

WROV-TV Roanoke, Va., may begin commercial operation this week on uhf Ch. 27, along with WLVA-TV Lynchburg, Va., on vhf Ch. 13. Stations aired test patterns last week.

Plans to go on the air by March 1 were announced by Kenyon Brown, president and general manager of KWFT-TV Wichita Falls, Tex. Mr. Brown said network affiliation will be CBS and national representative will be Blair-TV. GE equipment has been ordered, he said.

New Studios for KCBD-TV

The construction of new studios for KCBD-TV Lubbock, Tex., is progressing on schedule, and the station will begin operation in March or April, according to Choc Hutcheson, news director. Network affiliation will be ABC and NBC, and national representative, John E. Pearson Co. KCBD-TV is assigned vhf Ch. 11.

Telecasting is tentatively scheduled for early March on Los Angeles' uhf Ch. *28, assigned to the Hancock Foundation of the U. of Southern California. The noncommercial, educational station is ready to go on the air as soon as its transmitter arrives. FCC assigned call letters KUSC-TV to the station, but station officials claim they plan to select their own call letters later.

Named to the advisory board by Capt. Allan Hancock, director of the foundation, are representatives of public and private schools, colleges and churches throughout the Los Angeles area. Additional members, representing civic groups, will comprise an advisory board. Public meetings, the first of which will take place late this month, are scheduled for the purpose of discussing operation and participating plans.

KAFY-TV Bakersfield, Calif., plans to begin operation on uhf Ch. 29 in April or May. Construction has already started. Naum Healy, station manager, said there will probably be multiple network affiliation and that the representative will be Forjoe & Co.

KCMC-TV Texarkana, Tex., hopes to begin operating on vhf Ch. 6 within 90 days. National representative will be O. L. Taylor Co.

KEYT (TV) Santa Barbara, Calif., vhf Ch. 3 grantee, announced last week it has made affiliation agreements with ABC, CBS, DuMont and NBC. George P. Hollingbery Co. has been appointed national representative. With an ERP

of 51.1 kw from its 4,183 ft. transmitter location, the station officials expect to cover a large portion of central and southern California. The station plans to be on the air in May-June.

WJON-TV St. Cloud, Minn., will commence operation in May or June on vhf Ch. 7. W. C. Porsow, now general manager of WJON (AM), will manage the TV outlet. William Rambeau Co. is to be the national representative.

Rogan Jones, president of KVOS-TV Bellingham, Wash., said that station would be on the air in two to four months. Composite equipment is ready to be installed. Network affiliations and representative will be announced later for the vhf Ch. 12 grantee.

WHYU-TV Newport News, Va., just granted last week (see separate story), will be operating on uhf Ch. 33 by June, according to Frederic F. Clair, sales manager.

KNUZ-TV's Plans

Also due for a June start is KNUZ-TV Houston, Tex., according to David H. Morris, vice president and general manager. DuMont equipment has been ordered, he said. The station is assigned uhf Ch. 39.

Harold G. Cowgill, vice president and 10% stockholder of WTVP (TV) Decatur Ill., has resigned as an attorney with the Washington, D. C., law firm of Segal, Smith & Hennessey to become general manager of the new uhf Ch. 17 grantee [B•T, Feb. 2].

If the RCA 1 kw transmitter is delivered on schedule, the on-the-air date will be July 1. The middle of March or April 1 has been set as date for commencement of construction of a combined studio and transmitter building. The CAA has approved a 602 ft. tower for the station, and FCC approval will next be sought.

Decatur has a population of about 75,000, and within WTVP's Grand B contour there is a population of 500,000, station officials said.

Mr. Cowgill was an FCC attorney from 1935 to 1944, as chief of the Rate & Traffic Div. of the Common Carrier Bureau.

John H. Cleghorn, general manager of WHBQ-TV Memphis, vhf Ch. 13 grantee owned by Harding College, said he hoped to have the station on the air August 1. Studio construction

is already underway at the Hotel Chisca. RCA equipment has been ordered, and the station expects to go on the air with an effective radiated power of 100 kw, later to be increased to 316 kw. The station's television staff will be built around the WHBQ-AM staff.

Commercial operation also is slated for August 1 by WNLC-TV New London, Conn. Equipment is expected after May, with testing scheduled for July.

WVEC-TV Hampton, Va., granted last week, aims for an August 1 start, according to J. W. Chisman, president. Representative will be Rambeau.

Salem, Ore.'s Target

L. A. Harvey, grantee of uhf Ch. 24 for Salem, Ore., the second TV grant for that state, hopes for an early or mid-summer target date according to his legal counsel, Joseph Brenner. Mr. Brenner reported that Mr. Harvey intends to serve the Willamette Valley including Portland and Eugene.

Several TV grantees have fall target dates.

W. A. Pomeroy, president and general manager of WILS Lansing, Mich., grantee last week for uhf Ch. 54, said his target is Sept. 1.

WJHL-TV Johnson City, Tenn., aims for interim operation on vhf Ch. 11 with ERP 54 kw visual by September 1. W. H. Lancaster, president, said ERP 316 kw is planned for when equipment is available.

WCHV-TV Charlottesville, Va., uhf Ch. 64 grantee, hopes to be on by September 1, but Charles Barham Jr., president, said there is nothing too definite at this time.

Regional Television Corp., Northampton, Mass., uhf Ch. 36, is planning a fall start, too.

WNAM-TV Neenah, Wis., is another grantee aiming for the fall. The station is assigned uhf Ch. 42.

KVFD-TV Fort Dodge, Iowa, will go on the air about October 1, according to Edward Breen, president and general manager. The uhf Ch. 21 outlet will start with a 1 kw transmitter, 750 ft. tower and film, slide and live studio equipment. Mr. Breen expects that station will be affiliated with several networks. The probable national representative is John E. Pearson Co.

W. F. Craig, vice president of WLBC-TV Muncie, Ind., said last week that Hal Holman Co., Chicago, and The Walker Co., New York, will represent the TV station. They now represent the radio station. Network affiliation will be CBS and DuMont.

(For complete list of grantees' target dates see FOR THE RECORD, page 95)



PRINCIPALS attending signing of contract by which Bankers Life & Casualty Co. of Chicago will lease KGA Spokane, Wash., for 10 years from Gonzaga U. for \$500,000 include (l to r): Charles F. Little, Bankers Life; Lester M. Smith, Blackburn-Hamilton Co., station broker;

Rev. Francis J. Corkery, S. J., Gonzaga president; John D. MacArthur, Bankers Life president; Andrew G. Haley, Washington radio attorney; and Paul Doolen and Joe Tottenhoff, Bankers Life. Negotiated fortnight ago, lease is subject to FCC approval [B•T, Jan. 26].