

Coming to Oklahoma City...

KTVQ TELEVISION

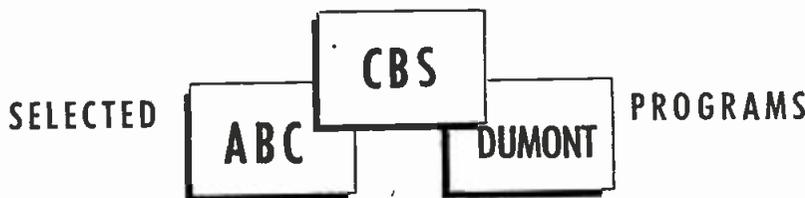
CHANNEL 25



on the air October 11!

This will mean LIVE CLEARANCE for your programs in the Oklahoma City market, the 53rd market of America, the 49th in sales!

Watch Oklahoma City . . . Watch KTVQ Television



To Reserve Time on KTVQ-Television, Write, Wire or Call—

JOHN ESAU, President

or

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GOVERNMENT

FCC's intentions. But it seemed generally agreed that the Commission's queries probably were prompted by complaints from stations who say they have experienced difficulty in getting network affiliation, or, in the case of some affiliates, that they haven't been getting as much network programming as they'd like.

Prime objection of network legal experts, however, was directed against the mass of records to be combed and the volume of detail.

It appeared unlikely that FCC will get all its requested information in exactly the form prescribed, but network spokesmen said they would do the best they could.

CBS-TV, for example, found that to supply the clock-hour program figures and compensation data for the Jan. 1 to Aug. 31 period specified by the Commission would require—since Jan. 1 and Aug. 31 fall in midweek—more than twice as much working time as if the data were shown for full weeks ending on Saturdays. Accordingly FCC informally approved CBS-TV's submission of this data for the period Jan. 5 to Sept. 5.

ABC-TV authorities pointed out that affiliates do not always give immediate reports on which network sustaining shows they carry and expressed fear that answers to FCC's questions in this category may be incomplete.

DuMont spokesmen had no comment respecting FCC's letter.

Text of Mr. Woodyard's letter to FCC:

Within a few days we expect to place in operation our uhf television station for which we hold a construction permit for ch. 22. As we launch this station we are hampered by severe handicaps which seriously threaten the development of uhf television.

Because there have been two vhf television stations operating in Dayton for more than four years, practically every home in the area has a television set. Yet, hardly any of them are equipped to receive a uhf station. Any medium of communication depends upon audience circulation. This, in turn, will be governed by how rapidly the people convert their present sets or buy new ones to receive our ch. 22 signal. This in turn, will largely be determined by the caliber of the programs we are able to offer in competition against the two established network vhf stations.

Therefore, we have discussed the matter of a network affiliation with officials of the DuMont Television Network and the American Broadcasting Co. In the case of DuMont, we have been informed that we will be permitted to carry only those programs for which time cannot be cleared by the vhf station, WHIO-TV. This station is operated by the James Cox interests, who also control the only two daily newspapers in Dayton, as well as radio station WHIO. In the case of the American Broadcasting Co., we have been informed that we can expect no affiliation at this time, no effort will be made by that network to place programs on our station, and we can only expect to carry programs from this network if the advertiser and/or its advertising agency specifically requests ABC to place the program on our station.

Thus, the two existing vhf stations, with the blessing of all four television networks, will monopolize nearly all the network programs, despite the fact that it is obviously impossible to accommodate all of the programs at the desirable live times convenient for Dayton citizens. Therefore, WIFE on ch. 22 will lack those programs which will expand the circulation and audience for the station vital for the station's survival.

Without network affiliation, many outstanding public service and sustaining programs will be denied the people of the Dayton area, as they have in years past, even though we are now ready and able to broadcast such programs. We feel our public service obligations most sincerely. The corporation which holds the construction permit for WIFE is owned by 74 local people, many of whom have widely diversified business and philanthropic interests. They want to serve the public interest of . . . Dayton . . . with WIFE.

Although we realize our public service obligations as set forth by precedent and rulings of the FCC, we now find that it will be most difficult for us to discharge these obligations. We further appreciate that there is not at the present time a legal code by which the FCC can coerce the networks into aiding us to broaden and widen our audience. Furthermore, we also appreciate that the policies of the networks are now largely determined by the interests of the advertisers and their advertising agencies, and not in accordance with the spirit under which the FCC operates.

Surely, these facts would indicate that there may be a condition of restraint of trade in the Dayton area, which in turn will deny the people of Dayton the very benefits for which the FCC made uhf allocations. Unless some relief is secured, this may very well stifle the development of uhf television in the Dayton area.