

at deadline

PEOPLE

JOHN MASTERSON, formerly president, Masterson, Reddy & Nelson, N. Y., tv-radio production firm, named Friday as manager of N. Y. radio-television office of Tatham-Laird. **H. LAWRENCE HOLCOMB** of agency's N. Y. office continues as director of program and commercial production.

KENNETH W. SELLERS, formerly with Pepsi-Cola copy group, Kenyon & Eckhardt, to copy chief, Richard K. Manoff Inc., N. Y.

FRANK D. JACOBY, formerly in radio-tv department, Biow Co. and BBDO, to Product Services Inc., N. Y., as executive tv producer. Other Product Services appointments announced Friday: **LEE KRISS**, from production staff to assistant tv producer, being replaced by **HARVEY COHEN**.

IRENE SANDRAY, freelance writer, to radio-tv department, copy staff of N. W. Ayer & Son, N. Y.

JAMES LENKOWSKY named supervising editor of Film Creations Inc., N. Y., tv film commercials producer. Other appointments: **THOMAS BRANDON BOGGS**, sales representative; **LEWIS DAVIS**, production supervisor; **BROOKE SMITH**, scenic designer, and **MOREY REDEEN**, director of animation.

RICHARD M. KLEIN, sales engineer, electronic product sales department, Sylvania Electric Products Inc., to newly created post of product engineering manager of department.

GEORGE E. REILING, distributor sales section, RCA Tube Div., Chicago, transferred to RCA Semiconductor Div., same city.

New VOA Radio Technique Said to Boost Reception

NEW SYSTEM of single side-band transmission, which improves radio reception without increasing transmitter power or operations cost—and which holds possibility of increasing world's standard broadcast channels—put into effect by Voice of America at its 1,000-kw Munich, Germany, \$50 million long wave broadcast station, U. S. Information Agency announced today (Mon.). Called "compatible single side-band transmission" (CSSB), USIA reported method was developed by Kahn Research Labs., Freeport, L. I., and VOA engineers. CSSB provides most ordinary radio receivers with up to twice as much power as possible with old method (double side-band amplitude modulation), USIA said. CSSB also limits effects of fading and decreases interference between stations, USIA declared. Additional frequency space comes, agency said, from fact only single side-band of transmission used, freeing other side-band for additional use.

KCLO Sold for \$46,500

APPLICATION seeking FCC approval to sale of KCLO Leavenworth, Kan., was filed with Commission Friday. Selling price of daytime outlet (1410 kc, 500 w) is \$46,500. Principals in selling group own WVMC Mt. Carmel and WIZZ Streator, both Ill. Buyers are George B. and Florence L. Anderson, owners of KLIR Denver, Colo., KJRG Newton, Kan., and KJSK Columbus, Neb.

FCC Confirms Ch. 13 Grant For KYAT (TV) Yuma, Ariz.

IN ORDER issued Friday [CLOSED CIRCUIT, Oct. 8], FCC concurred with August initial decision of hearing examiner and confirmed Commission's January no-hearing grant of ch. 13 Yuma, Ariz. (KYAT [TV]), to Wrather-Alvarez Broadcasting Co. (KFMB-AM-TV San Diego). Exceptions to initial decision filed by KIVA (TV) Yuma, protestant in case, were held to be untimely filed.

KIVA exceptions were filed 18 days after close of hearing in keeping with examiner's order which gave 20-day deadline, but running counter to FCC's edict setting hearing on protest which specified exceptions were to be filed 15 days after close of hearing. In awarding grant, Commission ruled its order was controlling, that examiner lacked authority to alter time factor.

Comr. Hyde dissented to majority opinion, saying that while it was unfortunate orders of FCC and examiner were not consistent, he did not think it unreasonable for KIVA to rely upon examiner's ruling. In his written dissent, Comr. Hyde said: "I think the Commission ought to decide the case on the merits rather than dismiss it on a technical point of dubious validity."

Also last week, three applications were filed for tv stations. Industrialist Henry J. Kaiser, who has pending application for new am (1040 kc) at Honolulu, T. H., applied for ch. 13 there, proposing 12.97-kw visual power with antenna height of 121 ft. above average terrain. Mr. Kaiser's application estimated construction costs at \$133,653.40, first year operation costs at \$116,000.

Harwell V. Shepard, owner of KDNT-AM-FM Denton, Tex., filed for ch. 2 there, simultaneously requesting FCC to change that channel from reserved educational status to commercial. Another rule-making request is pending before FCC asking that Denton channel be assigned as commercial to Longview, Tex. Mr. Shepard's application proposes 0.746-kw visual power, antenna 169 ft. above average terrain. Costs were estimated at \$40,915 for construction and \$36,000 for first year operation.

WCBC-TV Anderson, Ind., on ch. 61, filed for ch. 26 there, which will not be allocated to Anderson until Nov. 7. The FCC fortnight ago [B•T, Oct. 8] finalized rulemaking giving Anderson ch. 26, deleting ch. 61 (WCBC-TV's authorization), deleting ch. 26 from Indianapolis and adding ch. 39 there. Change is to become effective Nov. 7, so until that date it's unlikely that Commission will accept WCBC-TV's application.

Ch. 54 WTOM-TV Suspends

WTOM-TV Lansing, Mich., ch. 54, last week informed FCC that it was "temporarily" suspending operations. This brings to 66 number of stations which have gone dark, of which 62 have been uhf. Total of 39 stations, including WTOM-TV, have gone off air and retained their construction permits.

Eastern Seaboard NARTB Sets Regional Meet Record

NEW RECORD for attendance at NARTB regional meetings set in Washington Friday when registration reached 300 at noon (early story page 60). Record also set at banquet, attended by 324 delegates and guests. Registration was more than one-third above 207 figure recorded by same region in 1955.

Resolution adopted at Friday business session commended Sol Taishoff, editor and publisher of B•T for 25 years service, terming him "one of the leaders in the industry's struggle to furnish a free broadcast service in the public interest." Other resolutions praised speakers for participating in program, commended George H. Clinton, WPAR Parkersburg, W. Va., host director, and other region board members for handling of conference, and thanked RCA for reception.

J. Robert Gulick, WGAL Lancaster, Pa., was chairman of resolutions committee. Other members were C. Wallace Martin, WMSC Columbia, S. C.; Carl Lindberg, WPIK Alexandria, Va.; John L. Cole Jr., WHLF South Boston, Va., and Robert T. Tincher, WHTN Huntington, W. Va.

NTA Readying Answers On Film Network Questions

NTA FILM NETWORK is preparing point-by-point answer to questions raised by FCC staff regarding network's contracts with affiliates [B•T, Oct. 1], it was learned Friday. Statement will be filed this week. Meanwhile, in formal communication to Commission Oct. 5, film network rebutted contentions of KGEO-TV Enid, Okla., that some provisions of contract violated chain broadcast rules. KGEO-TV made allegations, particularly regarding 1½ hour "option" time for network in letter to FCC Sept. 25. NTA declared no abdication of license control over programs intended or possible. Contract permits stations to refuse programs, gives them advance information on program and sponsor, and in fact—because it is film—permits station owner to preview material. Therefore, NTA Film Network declared, licensee control over film network programming even more stringent than over regular network fare. Network also averred it intends no control over station rate cards. Conference with FCC staff was requested.

NBC Opera on the Road

NUMBER of RCA and NBC executives, led by RCA Board Chairman David Sarnoff and NBC President Robert W. Sarnoff, will join Philadelphia civic officials tonight (Mon.) at eastern premiere of NBC Opera Company held by Philadelphia Forum at Academy of Music. NBC Opera's initial tour got underway Thursday in South Bend, Ind., will visit 47 cities this season.

KQUE to Everett-McKinney

KQUE Albuquerque, N. M., today (Mon.) is announcing appointment of Everett-McKinney Inc. as national representative effective Oct. 16.