

FCC GRANTS 17 NEW TV STATIONS PERMITS

Clearing station applicants for TV channels at a fast clip, FCC last week came close to breaking the record number of grants for a single week.

GRANTING applications for 6 vhf and 11 uhf new TV stations last week, FCC came close to beating the record number of 18 grants it made last July [B•T, July 14, 1952]. The 17 total was most FCC has made in any one week following the lifting of the TV freeze.

One of the permits was the first to be awarded an applicant comprising a merger of two AM stations in the same city. Uhf Ch. 47 was granted to Macon Television Co., owned by WBML and WNEX, competing outlets at Macon, Ga. (see story page 55).

Another permit—that for vhf Ch. 10 at Columbia, S. C., to WIS-TV Corp. — was granted just a week after the application was tendered [B•T, Feb. 9]. WIS-TV Corp. is owned 85% by principals in WIS and 15% by a group withdrawing from WMSC Columbia.

New uhf Ch. 29 grantee at Dallas, Tex., is KLIF there, owned by Barton R. and Gordon R. McLendon, principals in the former "fifth" radio network, Liberty Broadcasting System.

FCC dropped down its Group A-2 priority list (cities without any TV service) to No. 236 (Midland, Tex.; 1950 population: 21,713).

The Commission got as far as Oklahoma City, Okla., No. 194 in the Group B list, making two grants there.

Total number of TV stations now authorized in the U. S. and its territories is 355, of which 182 are vhf and 173 uhf. The total includes 2 vhf and 12 uhf permits for noncommercial educational stations.

New grants made last Wednesday and Thursday were:

Wheeling, W. Va. (City priority Group A-2, Number 31)—Polan Industries (permittee for WPTV [TV] Ashland, Ky.), granted construction permit for uhf Channel 51, effective radiated power 24 kw visual and 13.5 kw aural, antenna height above average terrain 170 ft.

Columbia, S. C. (Group A-2, No. 37)—WIS-TV Corp. (WIS), granted vhf Ch. 10, ERP 265 kw visual and 160 kw aural, antenna 630 ft.; subject to condition that stockholders who have interest in WMSC Columbia divest themselves of that interest.

Portland, Me. (Group A-2, No. 45)—Portland Telecasting Corp. (WLAM), granted uhf Ch. 53, ERP 22.5 kw visual and 12 kw aural, antenna 330 ft.

Macon, Ga. (Group A-2, No. 54)—Macon Television Co. (WBML and WNEX), granted uhf Ch. 47, ERP 100 kw visual and 55 kw aural, antenna 500 ft. Comrs. Rosel Hyde and E. M. Webster dissented and issued separate statements; Comrs. George Sterling and Eugene Merrill issued separate concurring statements.

Eugene, Ore. (Group A-2, No. 124)—W. Gordon Allen (licensee of KGAE [AM], Salem, Ore.), granted uhf Ch. 20, ERP 19.5 kw visual and 11 kw aural, antenna 300 feet.

Parkersburg, W. Va. (Group A-2, No. 169)—West Virginia Enterprises Inc. (Frank, Helen and Ben Baer, 32.5% owners of WTBO Cumberland, Md.), granted uhf Ch. 15, ERP 19 kw visual and 10 kw aural, antenna 580 ft.

Rome, Ga. (Group A-2, No. 170)—Coosa Valley Radio Co. (WROM), granted vhf Ch. 9, ERP 2.9 kw visual and 1.45 kw aural, antenna 720 ft.

Beloit, Wis. (Group A-2, No. 172)—Beloit Bestg. Co. (WGEZ), granted uhf Ch. 57, ERP 21 kw visual and 11 kw aural, antenna 230 ft.

Eureka, Calif. (Group A-2, No. 220)—Redwood Bestg. Co. (KIEM), granted vhf Ch. 3,

ERP 17.5 kw visual and 9.3 kw aural, antenna 110 ft.

Gulfport, Miss. (Group A-2, No. 226)—WGCM Television Corp. (WGCM), granted uhf Ch. 56, ERP 21.5 kw visual and 11.5 kw aural, antenna 300 ft.

Minot, N. D. (Group A-2, No. 232)—Rudman Television Co. (50% owner of new TV station in Billings, Mont.), granted vhf Ch. 10, ERP 58 kw visual and 31 kw aural, antenna 390 ft.

Minot, N. D. (Group A-2, 232)—North Dakota Bestg. Co. (KCEB), granted vhf Ch. 13, ERP 29.5 kw visual and 15 kw aural, antenna 420 ft.

Midland, Tex. (Group A-2, No. 236)—Permian Basin Television Co. (Video Independent Theatres Inc.), granted vhf Ch. 2, ERP 50 kw visual and 25 kw aural, antenna 1,010 ft.

Dallas, Tex. (Group B-2, No. 155)—Trinity Bestg. Corp. (KLIF), granted uhf Ch. 29, ERP 50 kw visual and 25 kw aural, antenna 490 ft.

St. Louis, Mo. (Group B-4, No. 179)—Missouri Bestg. Corp. (WIL), granted uhf Ch. 42, ERP 79 kw visual and 46 kw aural, antenna 490 ft.

Oklahoma City, Okla. (Group B-4, No. 194)—Oklahoma County Television & Bestg. Co. (KWCO Chickasha, Okla.), granted uhf Ch. 25, ERP 17.5 kw visual and 9.5 kw aural, antenna 500 ft.

Oklahoma City, Okla. (Group B-4, No. 194)—KLPR Television Inc. (KLPR), granted uhf Ch. 19, ERP 91 kw visual and 49 kw aural, antenna 580 ft.

WCCO-AM-TV Hosts To Washington VIP's

SEVENTH annual Congressional dinner was held Feb. 9 by WCCO-AM-TV Minneapolis at the Hotel Statler, Washington, D. C. Top station executives were hosts.

Guests lists at the Monday dinner was broadened beyond the Minnesota delegation to include legislators from Iowa, Wisconsin, North Dakota and South Dakota. Thirty-one guests took part.



POWER BOOST at WCCO-TV Minneapolis was activated from Washington, D. C., where Sens. E. J. Thye (R-Minn.) and Hubert H. Humphrey (D-Minn.) pressed key during station's annual dinner to Congressmen and Senators in its serv-

NFL Suit Resumes Feb. 24 With Defense Presentations

TRIAL of the government's antitrust case against the National Football League is scheduled to resume Feb. 24 in Philadelphia, with the defense to start presentation of evidence that restrictions against radio-TV coverage of games were not unreasonable restraint of trade.

The Dept. of Justice completed its case last Monday, having consumed nine court days [B•T, Feb. 9, 2] in presenting evidence.

Judge Allan K. Grim, of the U. S. District Court (Eastern Pa.), refused to dismiss the suit as requested Tuesday by Bernard I. Nordlinger, chief defense counsel.

The football league contended there is no interstate commerce involved and any restrictions on radio-TV were reasonable.

W. Perry Epes, government counsel, pressed the argument that economic justification is not an excuse for violating Sherman antitrust laws, whether it be professional football, baseball or any other business. Asked by Judge Grim if it made any difference whether TV killed professional football, Mr. Epes said, "Legally the result is irrelevant."

Judge Grim replied, "Then it is a matter of discretion with the Dept. of Justice whether it wants to bring a case or not regardless of the ultimate result." This brought from Mr. Epes the answer that the economic effect has nothing to do with it.

Mr. Nordlinger argued that the government "did not substantiate the fact that the NFL conspired to obstruct or interfere with interstate commerce." He said the NFL's main business is to sell tickets to football games, not radio and TV rights, adding these rights were not a source of substantial profit.

Final government witness last Monday was Gordon McLendon, president of the defunct Liberty Broadcasting System. Mr. McLendon, replying to a question from Judge Grim, said he felt radio has not hurt professional football but has created more interest in the game, as well as other sports. Under defense questioning, Mr. McLendon said he had tried to buy stock in the Dallas team, loaning \$12,500 to Giles Miller and Curtis Sanford, two Texas businessmen until he could get league approval to be a stockholder.

ice area. L to r: Cedric Adams, WCCO newsman; Sen. Thye; William J. McNally, chairman of board; Sen. Humphrey; Robert B. Ridder, president; F. Van Konynenburg, vice president and general manager.