

NEW TV GRANTEES PREPARE PLANS

Both new and "old" TV station grantees summarize latest target dates, network affiliations, construction and other plans.

WHEN will last week's new television station grantees get on the air?

Here are their reports, as told to B•T:

WJMR-TV New Orleans, uhf Ch. 61 grantee, will begin construction immediately and the station will be rushed to completion, according to a joint announcement from Chester F. Owens, president, George A. Mayoral, executive vice president, and James E. Gordon, vice president and general manager.

Mr. Mayoral, who also is associated with General Electric as a TV advisory engineer, will supervise the construction.

The joint announcement said it was impossible to set a definite date, but earlier Mr. Owens reported to B•T that he hoped to have the new station on the air within 90 days. He declared negotiations were in progress for GE equipment. There has been no decision as yet in connection with either network affiliation or station representation, he said.

Time Saving

The announcement said much time will be saved because the TV antenna will be atop the present WJMR tower on the Jung Hotel, which, according to the station officials, is the highest tower in the city of New Orleans. Since the transmitter and studio equipment will be housed in the hotel, weather conditions will in no way hamper the construction, they said.

Gene Cagle, president of Texas State Network, told B•T that no definite target date yet could be set for the uhf Ch. 20 operation at McAllen, Tex. He is hopeful of placing the station on the air by September, he said, but this is dependent upon delivery of equipment. DuMont equipment was specified, Mr. Cagle reported. No national representative has been named and network affiliation has not yet been negotiated, he said.

The *Hannibal (Mo.) Courier-Post*, permittee of KHMO-TV, said last Wednesday, following FCC's action in granting vhf Ch. 7, that a



THROWING switch to link new uhf Ch. 30 WKNB-TV New Britain, Conn., with CBS-TV on Feb. 13 is President Julian Gross (r), assisted by Manager Peter B. Kenney.

target date for operation would be set as soon as problems in connection with the transmitter location are settled. It was thought the station would be on the air by fall. RCA equipment is specified. KHMO representative is John Pearson Co. Negotiations for network affiliation will be undertaken promptly, it was stated.

Leon Podolsky, president of Greylock Broadcasting Co., uhf Ch. 74 grantee for North Adams, Mass., said he has no plans for starting date, network affiliation or national representation.

Beloit Broadcasting Co., which was granted uhf Ch. 57 a fortnight ago, expects to begin telecasting sometime this fall, Sidney Bliss, president of WGEZ Beloit, said. The new TV station has named George W. Clark as national representative, Mr. Bliss added. He said equipment has not been ordered yet, nor had the type been determined. He will negotiate network affiliation within the next fortnight. The station, he said, would operate with a 1 kw transmitter, using a 500 to 600 ft. antenna.

Allen B. DuMont Labs. Inc., Clifton, N. J., said it shipped a 500 w transmitter last Thursday to KCJB-TV Minot, N. D., vhf Ch. 13 grantee. The station was to apply for special temporary authorization from FCC last week to begin operation, DuMont representatives said.

The equipment firm reported the station has been operating a closed circuit TV service to bars, eating places and hotels as an interim substitute for regular on-the-air operation, meanwhile training personnel to operate TV equipment.

Temporary Antenna

DuMont said that the station will build a 187 ft. temporary antenna tower atop KCJB (AM)'s building at 104 Main St.

John W. Boler is president and general manager of the station, target date of which is set for May 1, according to DuMont Labs.

WKNB-TV New Britain, Conn., which began operating Feb. 13, was hooked into the Bell System's nationwide TV network facilities the following day, AT&T, New York, reported. Network programs are sent to the station from the New York-Boston relay system, beamed over a new microwave link to a receiving tower near WKNB-TV, the announcement said. With WKNB-TV, AT&T now serves 120 TV stations in 76 cities, the telephone company said.

The official start of operations for WKNB-TV, on uhf Ch. 20, came when the station put its test pattern on the air at 11:55 p.m., Feb. 11, the station said (see picture).

The station went on with full 20 kw radiated power, it reported. WKNB-TV claimed it received 150 telephone calls "from all parts of central Connecticut reporting very good reception," during the midnight to 1 a.m. test pattern period the opening night.

WKNB-TV said it is New England's first uhf station, and it said first reports from dealers and distributors indicate a "tremendous" demand for uhf converters in the area.

WROV-TV Roanoke, Va., assigned uhf Ch. 27, aired its first test pattern at 12:35 a.m. Sunday, Feb. 15, Frank E. Koehler, general manager, told BROADCASTING • TELECASTING.

"Reception at five widely scattered pick-up points included the downtown area and various residential areas showed the best test patterns ever seen in this area—excellent," Mr. Koehler said.

"Some inside antennas—some outside" were used, he reported.

Mr. Koehler said test patterns would be aired

daily from 10 a.m. to 5 p.m., and 7:30 p.m. to 9 p.m.

According to George Burgeon, chief engineer of WFPG-TV Altoona, Pa., that station, assigned vhf Ch. 10, is ready to go on the air as soon as an 86-foot General Electric 12-bay antenna is erected atop an 89-foot tower on Wopsy Mt., five miles northwest of Altoona. General Electric said the antenna height above average terrain will be 990 ft.

Network affiliation for two stations was announced last week:

KING-TV Seattle, Wash., a pre-freeze station on the air since 1948, has announced basic primary affiliation with NBC-TV in the Seattle-Tacoma area effective March 1.

Harold Cowgill, manager of WTVP (TV) Decatur, Ill., said his station would be affiliated with CBS-TV.

WBZ-TV Boston was to have increased its power to 100 kw last weekend, barring unforeseen delays, according to W. C. Swartley, manager of Westinghouse Radio Stations in New England. WBZ-TV is a pre-freeze station, having gone on the air in 1948.

Change in call letters for North Jersey's first uhf station was announced by the Atlantic Video Corp., Asbury Park, N. J., of which Walter Reade Jr., motion picture theatre circuit executive, is president.

The new call letters for the Ch. 58 outlet are WRTV (TV), which stand for the "Walter Reade Theatre of the Air," according to the station. Station officials claim there should be good reception in an area 30 miles from Asbury Park, which will include the lower portion of Manhattan, as far north in New Jersey as Newark, as far south as Toms River and as far west as Hightstown.

Harold C. Turke, appointed coordinating director for WRTV (TV), is formulating equipment and operational plans for the station.

Further Staff Changes Made For CBS-TV's New WBBM-TV

APPOINTMENT of William L. Ryan as program director of WBBM-TV Chicago was announced last week by H. Leslie Atlass, vice president of CBS Central Div.

Mr. Atlass, who also is general manager of WBBM, will broaden his duties to include similar managerial responsibilities for WBBM-TV. Mr. Ryan has been production manager of the old Balaban & Katz WBKB (TV) Chicago.

Earlier, George J. Arkedis, CBS-TV central network sales manager, was named WBBM-TV sales chief [AT DEADLINE, Feb. 16].

Other changes at WBBM-TV involve Joseph Novy, who became chief engineer. He was replaced in this post at WBBM by William Fligel. Richard G. Cahill also joined the new CBS-TV outlet as an account executive.

Mr. Ryan's background includes legitimate stage and motion picture production, and radio and electronics engineering. He joined B&K's WBKB in July 1946 as a lighting technician, later became studio manager, and later, in 1947, production chief.

Mr. Arkedis was with CBS in New York prior to joining CBS-TV sales in Chicago in June 1949. He later was an account executive with CBS-TV Network Sales in New York. Previously he was associated with McGillivra Co., station representative firm.

Mr. Cahill formerly was with NBC-TV film sales and WNBQ (TV) Chicago, NBC television outlet.