

grants to WHEC and WVET Rochester, where WHAM-TV is operating on Ch. 6. The only other post-thaw vhf grant to an established vhf market was the authorization of Ch. 13 to WHBQ Memphis, where WMCT (TV) is on Ch. 4 and will soon change to Ch. 5.

FCC's previous top record of grants was 19 permits, issued Feb. 25 [B•T, March 2]. The original high mark was set with 18 permits on July 11, 1952, the first post-thaw grants.

Concerning sharing of time by two TV stations on the same channel, FCC has indicated it will consider each request on a case-to-case basis. Several weeks ago, the first share-time authorization was issued by the Commission to KSBW Salinas and KMBY Monterey, Calif., for joint use of vhf Ch. 8, but this was for a dual market [B•T, Feb. 23]. The Rochester

share-time grant is the first for a single market.

WHEC and WVET, previously competitors for vhf Ch. 10 at Rochester, decided to join in a time-sharing venture when it became apparent some two years may ensue before comparative hearing could be held. The two stations will maintain separate studios but will share the same transmitter facilities. The AM stations will continue distinctly individual competitive operations, and there is no mingling of ownership.

The program time division differs from the Salinas-Monterey plan in that WHEC and WVET will have the same schedule each week without rotation of days. Both will begin with 50 hours weekly. WVET will operate Monday-Wednesday-Friday 6 p.m. to midnight, Tuesday-Thursday 9:30 a.m. to 7 p.m., and Sunday 10:45

a.m. to 5 p.m. WHEC will operate a comparable schedule the other days of the week. Each station may extend its hours at will, 3 a.m. being considered the beginning of the telecasting day.

The stations offered these reasons in support of their share-time request:

1. The desirability of bringing a second, competitive TV service to Rochester which now has more than 160,000 sets.
2. The time which would be expected to elapse before the Commission could order a hearing on these competitive applications. A rough estimate, based on the priority of the city, would be two years.
3. The expense and delay inherent in contesting, via the hearing procedure, these applications.
4. The necessity and desirability of preserving competition between AM stations WHEC and WVET.
5. The expectation that there would be competition, even on Ch. 10 for business to be scheduled on the respective times occupied by each station.

On a share time basis, there will be no interlocking of ownership interests (except for the sharing of transmission costs); there will be no intermingling of directors, stockholders, or officers; and each station will have full and final control over the programs to be presented to the public during its occupancy of Ch. 10.

"Experience with AM stations, which in some instances has been unfortunate," WVET said, "should be no precedence in this case" for the following reasons:

1. Each licensee will have equality of opportunity for programming, service and revenue.
2. The dollar volume of expected business is such that neither station should suffer in its programs for lack of revenue.
3. The co-extensive TV service area, day and night and absence of different engineering problems day and night (which did not obtain in AM) militates in favor of smooth relationships insofar as time-sharing is concerned.

In other TV actions last week, FCC denied the petition of Sparton Broadcasting Co., Jackson, Mich., which asked waiver of the TV rules so as to allow allocation at this time of vhf Ch. 10 to Parma, Mich.

The Commission also advised WGBI-TV Scranton, Pa., new uhf Ch. 22 grantee, that its application for assignment of permit from Scranton Broadcasters Inc. to MCL Telecasting Corp. "involves questions which indicate the necessity of a hearing." Comrs. Walker and Robert T. Bartley voted for a grant. MCL Telecasting is one-third owned by Scranton



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AM Grants

FCC last week in three final decisions upheld two initial decisions of its hearing examiners and reversed the recommendation of another. In the latter case, FCC ruled to grant a new AM station on 1400 kc with 250 w full time to Scranton Radio Corp. at Scranton, Pa., reversing the initial decision of Examiner Hugh B. Hutchison.

The Commission upheld Examiner Hutchison's recommended denial of 1540 kw with 1 kw daytime to Chesapeake Broadcasting Co., operator of WBUZ (FM) Bradbury Heights, Md. (near Washington, D. C.). FCC also upheld Examiner Leo Resnick's initial decision to grant Vermillion Broadcasting Corp. 1 kw full time on 980 kc at Danville, Ill.