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NETWORKS

DuMONT NETWORK ADDS 10 OUTLETS

ADDITION of 10 affiliates to the DuMont Television Network has raised total outlets to 126, Elmore B. Lyford, DuMont station relations director, reported last week. New affiliates are:

WBCK-TV Battle Creek, Mich., owned and operated by the Michigan Broadcasting Co. and scheduled to begin on Ch. 58 Sept. 1; WPMT-TV Portland, Me., Portland Broadcasting Co., on Ch. 53 Aug. 30; WITV (TV) Fort Lauderdale, Fla., Gerico Investment Co., on Ch. 17 about Nov. 1.

WGVL-TV Greenville, S. C., Greenville Television Co., Ch. 23 Aug. 1; KFSA-TV Fort Smith, Ark., Southwestern Publishing Co., on Ch. 22 about July 20; KVTH-TV Hutchinson, Kan., Hutchinson Television Inc., on Ch. 8 July 20.

KCMC-TV Texarkana, Tex., KCMC-TV Inc., on Ch. 6 on July 15; KCTY-TV Kansas City, Mo., Empire Coil Co., on Ch. 25 in June; WMAZ-TV Macon, Ga., Southwestern Broadcasting Co., on Ch. 13 Sept. 27; KLAS-TV Las Vegas, Las Vegas Television Inc., on Ch. 8 July 20.

NBC Adds WPNF, WDLF

ADDITION of two new radio stations to NBC, raising the number of affiliates to 209, have been announced by Harry Bannister, NBC vice president in charge of station relations.

WPNF Brevard, N. C., joined the network July 6. The station, which operates on 1240 kc, is owned and operated by the Pisgah Broadcasting Co. Ed M. Anderson is president of the company.

WDLF Panama City, Fla., will become an affiliate of NBC on Aug. 13. Owned by the Panama City Broadcasting Co., the station operates with 1 kw on 590 kc. Cecil B. Kelley is general manager.

KFI Renews NBC Pact

RENEWAL of affiliation contract for two years by NBC and KFI Los Angeles, effective June 1, was announced last week by Harry Bannister, NBC vice president in charge of station relations. Earle C. Anthony, founder and president of KFI, commented that it was "fitting that the pioneer station of the Pacific Coast has been the Los Angeles affiliate of the pioneer radio network, NBC, since that network was founded in 1926."

KCMO-TV Goes ABC-TV

KCMO-TV Kansas City has signed as a basic affiliate of ABC-TV, effective Sept. 27, national director Alfred Beckman of the ABC station relations department announced last week. The station, assigned vhf Ch. 5, is owned by KCMO Broadcasting Co. and E. R. Hartenbower is general manager. Its radio affiliate is affiliated with the ABC radio network.

Blake To NBC o&o Post

BOB BLAKE, publicity director of WCBS New York, has resigned to accept the new position of coordinator of publicity for NBC's owned-and-operated stations. Before joining WCBS last year, Mr. Blake was publicity director of WOR-AM-TV New York for five years.