

## 27 New Affiliates Raise NBC-TV to 144

Bannister notes that 126 of stations already are on the air. This figure includes 12 of the new affiliates.

ADDITION of 27 new television stations as NBC-TV affiliates in recent months, enlarging the network to 144 stations, was announced last week by Harry Bannister, NBC vice president in charge of station relations. He noted that of this group, 12 stations already are on the air and bring to 126 the number of NBC-TV stations currently operating.

New NBC-TV affiliates already on the air were listed as:

KRBC-TV Abilene, Tex. (ch. 9), owned by Reporter Broadcasting Co.; KXLF-TV Butte, Mont. (ch. 6), owned by Television Montana; KERO-TV Bakersfield, Calif. (ch. 10), owned by Kern County Broadcasters Inc.; WROL-TV Knoxville, Tenn. (ch. 6), owned by Mountcastle Broadcasting Co.; WTOK-TV Meridian, Miss. (ch. 11),



WCSH-TV Portland, Me., scheduled on the air Dec. 20 on vhf ch. 6, signs NBC-TV affiliation. Negotiators are (l to r): seated, William Rines, WCSH-TV general manager, and Harry Bannister, NBC vice president in charge of station relations; standing, George Kelley, vice president, Congress Square Hotel Co., licensee, and Jack Atwood, national sales and assistant station manager for tv.

owned by Southern Television Corp.; WICS-TV Springfield, Ill. (ch. 20), owned by Plains Television Corp.

WNAO-TV Raleigh, N. C. (ch. 28), owned by Sir Walter Television Co.; WSJS-TV Winston-Salem, N. C. (ch. 12), owned by Triangle Broadcasting Corp.; KEDD-TV Wichita, Kan. (ch. 16), owned by KEDD Inc.; KMO-TV Tacoma, Wash. (ch. 13), owned by KMO Inc.; KNOE-TV Monroe, La. (ch. 8), owned by James A. Noe; KETX-TV Tyler, Tex. (ch. 19), owned by Jacob A. Newborn Jr.

The 15 stations which have affiliated with NBC-TV but are not yet on the air were listed as:

KTVA Anchorage, Alaska (ch. 11), Northern Television Inc.; KOA-TV Denver (ch. 4), Metropolitan Television Co.; WFIE-TV Evansville, Ind. (ch. 62), Premier Television Inc.; WIS-TV Columbia, S. C. (ch. 10), WIS-TV Inc.; WFBC-TV Greenville, S. C. (ch. 4), WMRC Inc.; WJHL-TV Johnson City, Tenn. (ch. 11), WJHL Inc.; KMID-TV Midland-Odessa, Tex. (ch. 2), Midessa Television Co.

KOAM-TV Pittsburg, Kan. (ch. 7), Pittsburg Broadcasting Co.; WCSH-TV Portland, Me. (ch. 6), Congress Square Hotel Co.; KOMO-TV Seattle (ch. 4), Fishers Blend Stations Inc.; WCEN-TV Temple-Waco, Tex. (ch. 6), Bell Publishing Co.; KWWL-TV Waterloo-Cedar Rapids, Iowa (ch. 7), Black Hawk Broadcasting Co.; WJDT-TV Jackson (ch. 3), Lamar Life Broadcasting Inc.; WJHP-TV Jacksonville (ch. 36), Jacksonville Journal Co.; KSLA-TV Shreveport (ch. 12), Interim Television Corp.

## How to write a television commercial

### 1

**SOUND**

**ANNOUNCER:**

This is Gen. Nathan Bedford Forrest, the famous Confederate cavalry officer who coined the phrase "first with the most".

**PICTURE**

Tight shot of Gen. Nathan Bedford Forrest statue.



### 2

**SOUND**

**ANNOUNCER:**

In Memphis, WMCT is certainly "first with the most" in television programming and technical know-how.

**PICTURE**

Show title to right.



### 3

**SOUND**

For five years - since 1948, TV sets in the Memphis area have been tuned to WMCT exclusively.

**PICTURE**

Show medium shot of homes with antennas.



### 4

**SOUND**

Today, we know that 225,000 TV sets with and without low band antennas pick up WMCT clearly.

**PICTURE**

Show title to right.



### 5

**SOUND**

So, to sell Memphis, you need WMCT, the station that is clearly "first with the most" for its advertisers.

**PICTURE**

Show title to right.



CHANNEL 5 • MEMPHIS • NBC AFFILIATE

Also affiliated with CBS, ABC and DUMONT

National Representatives  
The Branham Co.

Owned and operated by  
The Commercial Appeal