

### KTVQ (TV) Turns Booster

KTVQ (TV) Oklahoma City entered into an agreement whereby the uhf ch. 25 outlet is carrying Monday and Tuesday night home games of the Oklahoma City Indians baseball club in return for promoting the pre-season sale of ticket books. The "Tv Booster Books" were sold by the station and the local YMCA Junior Baseball program, with the latter receiving a percentage of the tickets sold.

The signal is being brought by microwave relay link to the station instead of the KTVQ transmitter from the ball park a mile and a half away, so that commercials for the sponsor, Thrift-T-Wise Food Stores, can be integrated at the KTVQ studios.

Indiana, Wisconsin and Michigan. Twenty prizes will be awarded, with a Philco automatic clock radio to be offered to the grand prize winner. Now on display in station S studio C, posters will be displayed later at various locations in Chicago. Judges will be Sidney Wells, vice president, McCann-Erickson, and Dr. Herman Bundeson, president, Chicago Board of Health.

### WGH 'PARADE' COVERAGE

WGH Hampton, Va., claims to have presented the only live coverage of General Motors' "Parade of Progress" show when that station's special events dept., originated nine quarter-hour programs from the 33 exhibits lining the show's "midway" during its four-day stay at Forman Field. WGH reports working in close conjunction with local GM dealers throughout the Tidewater area and John Ryan, "Parade of Progress" general manager, attributed credit for much of the 40,000 attendance to promotional efforts of WGH. Thirteen GM dealers from Portsmouth, Hampton, Warwick, Newport News and Norfolk sponsored program segments.

### LAW PROBLEM SERIES

LEGAL problems, based on California cases, make up the format for a six-day five minute series which made its debut one week ago over KCBS San Francisco. *Point of Law*, written by Michael Lipman and produced by Norman Kramer, is designed to alert Californians to dangerous legal situations and show them how to combat them.

### WFIL-TV CONTEST RECORD

A RECORD 75,000 letter and postcard entries

**HOW MUCH  
For LIBEL or  
SLANDER  
?**

**BEST ANSWER—  
OUR UNIQUE  
SPECIAL INSURANCE  
Covering this and related  
hazards—it's surprisingly  
INEXPENSIVE**

WRITE FOR DETAILS AND RATES  
**EMPLOYERS REINSURANCE  
CORPORATION**  
INSURANCE EXCHANGE  
KANSAS CITY, MISSOURI

## Station Authorizations, Applications (As Compiled by B • T)

April 29 through May 5

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

#### Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—

megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

### FCC Commercial Station Authorizations As of March 31, 1954\*

	AM	FM	TV
Licensed (all on air)	2,532	530	101
CPs on air	7	25	1284
CPs not on air	129	15	190
Total on air	2,539	555	385
Total authorized	2,668	570	575
Applications in hearing	129	4	183
New station requests	163	3	72
Facilities change requests	133	19	25
Total applications pending	883	108	249
Licenses deleted in March	0	4	0
CPs deleted in March	0	0	11

\* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially.

### Am and Fm Summary through May 5

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,552	2,540	143	163	129
Fm	557	532	38	5	4

were received in WFIL-TV Philadelphia's "Stop Look & Listen" contest, which was conducted by station personality Tom Moorehead. A New Jersey housewife used her home address number to advantage in guessing closest to the number of beans in a jar and thereby won the top prize, a 1954 Nash Metropolitan. The contest coincided with the unveiling of the automobile in the Philadelphia area.

### ELLERY QUEEN PROMOTION

TELEVISION Programs of America, N. Y., and *The American Weekly* have united forces in a promotional tie-up to publicize TPA's *Adventures of Ellery Queen*, tv film series and fiction stories centering around the magazine detective. The agreement covers all phases of promotion from cross-plugs on tv shows and in magazines to cooperating in advertising on both national and local level.

### WRTV (TV) Boosts Movies

WRTV (TV) Asbury Park, N. J., owned by the Walter Reade interests, is being used extensively to promote motion pictures playing in the Walter Reade Theatres. The tv station, a spokesman reported, was utilized effectively in the recent promotion of Walt Disney's "Pinocchio" and United Artists' "Shark River," with performers from the motion pictures making personal appearances on television. In addition, Walter Reade Theatres sponsor a daily five-minute *What's Playing?* program on the station, in which use is made of film clips and slides.

### Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	234	305	539 <sup>a</sup>
Educational	12	17	29

#### Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	253	121	374
Noncommercial on air	2	3	5

#### Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	917	337	710	525	1,236 <sup>b</sup>
Educational	53		27	26	53 <sup>c</sup>

Total 970 337 737 551 1,289<sup>d</sup>

<sup>a</sup> Seventy-one CPs (12 vhf, 59 uhf) have been returned.

<sup>b</sup> One applicant did not specify channel.

<sup>c</sup> Includes 29 already granted.

<sup>d</sup> Includes 568 already granted.

## ACTIONS OF FCC

### New Tv Stations . . .

#### APPLICATION

Parma-Onandaga, Mich.—Booth Radio & Tv Stations Inc. (WBKZ-TV Battle Creek, Mich.) vhf ch. 10 (192-198 mc); ERP 188.8 kw visual, 105.7 kw aural; antenna height above average terrain 1017 ft., above ground 1075 ft. Estimated construction cost \$558,442, first year operating cost \$350,000, revenue \$360,000. Post Office address: 700 Buhl Building, Detroit. Studio location: 2511 Kibby Rd., Summit Twp., Jackson, Mich. Transmitter location: 2470 W. Michigan Ave., R.F.D. 2, Parma. Geographic coordinates 42° 16' 42" N. Lat., 84° 37' 41" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer George C. Davis, Washington. Principals include President-Treasurer John L. Booth (71.5%); Mrs. John L. Booth (14%); John L. Booth II (10.93%), and Ralph H. Booth II (3.56%). Booth Radio and Tv is permittee of WSBM-TV Saginaw, Mich., and owner of WBBC Flint, WJLB Detroit, WSGW Saginaw and has purchased WIBM Jackson, Mich., subject to FCC approval. Applicant proposes to surrender its permit for uhf ch. 64 WBKZ-TV upon grant of this application. Filed April 28.

#### APPLICATIONS AMENDED

Boston, Mass.—Post Pub. Co. amends bid for tv station on vhf ch. 5 to change transmitter location to 225 Needham St., Newton, Mass.; antenna height above average terrain 1,000 ft. Filed May 4.

Parma, Mich.—Jackson Bestg. & Tv Corp. amends bid for new tv station on vhf ch. 10 to change ERP to 230 kw visual, 115 kw aural; transmitter location to U. S. 12, 1.45 miles W of Parma; studio location to 400 N. Jackson St., Jackson, Mich. Filed May 4.

San Antonio, Tex.—KCOR Inc. amends bid for new tv station on uhf ch. 41 to change ERP to 18.71 kw visual, 9.36 kw aural; antenna height above average terrain 377.5 ft. Filed May 4.

Bluefield, W. Va.—Daily Telegraph Printing Co. amends bid for new tv station on vhf ch. 6 to change ERP to 50.122 kw aural, 28.146 kw aural; transmitter location to approximately 2.3 miles S, 71° 31' E from U. S. Post Office in Bluefield; antenna height above average terrain 1,225 ft. Filed April 29.