

KVOO-TV Tulsa Aims For Early December

KVOO-TV Tulsa will begin regular, commercial ch. 2 operations Dec. 5 as a basic NBC-TV affiliate, it was announced last week. Operation will be from a temporary 225-ft. tower at Big Heart Mt. with 22 kw visual power pending completion of its 1,000-ft. tower at the same site early next spring.

The station began test patterns Nov. 15 and has studios located at 311 S. Denver St., Tulsa. Plans are underway for a combined radio-tv studio and office building. It received its construction permit last July for 100 kw operation. Equipment is GE.

KVOO stations are owned by Southwestern Sales Corp. (owned by W. G. Skelly, oilman), 38.8%; Harold C. Stuart, Washington and Tulsa attorney and former assistant secretary of the Air Force, 12%; Sen. Robert S. Kerr (D-Okla.), 13.1%; Mrs. Grayce B. Kerr, 14.8%; Dean A. McGee, 7.4%; Travis M. Kerr, 6.8%; F. C. Love, 2%; C. B. Akers, 1.8%, and Oklahoma A&M College and Tulsa U., 1.5% each. There also is a group of non-voting stockholders.

Mr. Akers, who came to KVOO-TV from WEEK-TV Peoria, Ill. (controlled by the Kerr-McGee group), is general manager. Other executives are Russell Lamb, ex-KMBC-TV Kansas City, sales manager; William Sadler, formerly of KTVH (TV) Oklahoma City and WFAA-TV Dallas, program director, and John Bushnell of KVOO, chief engineer.

Class A hour rate is \$700 local and \$650 on network. Station is represented by Blair-Tv Inc.

Blair Names Bassett To National Sales Post

APPOINTMENT of Mort Bassett as sales manager of the National Saturation Group of John Blair & Co., New York, is being announced today (Monday) by Robert E. Eastman, executive vice president of the representation firm. The National Saturation Group offers advertisers schedules of 24 minute participations weekly in local programs on Blair-represented stations, which are said to reach about half the population of the U. S.



MR. BASSETT

Mr. Bassett has been with Blair since 1947 as an account executive. Prior to that time, he was timebuyer and assistant radio director for Morse International, New York, and assistant circulation manager for NBC.

WBBM Names Boswell in N. Y.

APPOINTMENT of Jack Boswell as eastern sales manager of WBBM Chicago was announced last week by H. Leslie Atlass, vice president in charge of CBS Central Div. and general manager of the station. He will headquarter at 501 Madison Ave., New York, in conjunction with CBS Radio Spot Sales, national representative for WBBM. Mr. Boswell joined the sales staff of the CBS o&o outlet in 1948 and rejoined the staff last August after a three years' absence.

Bowl Bound on KMTV (TV)

OMAHA U.'s football team will go to the Tangerine Bowl, Orlando, Fla., with expenses of \$10,000 for the trip underwritten by KMTV (TV) Omaha, Owen Saddler, station executive vice president and general manager, announced last week. The university is municipally owned and tax supported. The station's offer "takes a big financial burden off our shoulders," Milo Bail, university president said when he heard of KMTV's plans. Mr. Bail referred to the offer as a "tangible demonstration of the community spirit beyond the university."

The 1954 campaign provided the first undefeated, untied football season in the history of Omaha U.

Three More Tv Stations Add Color to Facilities

THREE MORE television stations were on the air able to transmit color last week. One of them—KTRK-TV Houston—became the first station to be equipped for local color originations from its first moment of operation.

Both the other starters are in Milwaukee. WTVW (TV) began color test pattern transmission last Wednesday, three weeks after going on the air Oct. 27. Test patterns will be shown daily. WTVW also has reported originating a color film on travel. The ch. 12 outlet employs a DuMont multicolor scanner

and has an RCA transmitter equipped for color.

WTMJ-TV Milwaukee began color film projection Nov. 14. The station, on ch. 4, reports it has completed color facilities and is equipped to handle live, network, slides and film in color.

KTRK-TV (ch. 13), which began commercial programming Saturday, will be carrying color seven days a week with a half-hour *Color Caravan* Monday through Saturday and an hour-long show on Sunday, John T. Jones, president, has announced. Equipment is DuMont.

Party Marks Transfer Of KFSD-AM-FM-TV

A PARTY at San Diego's Cortez Hotel last Monday marked transfer of KFSD-AM-FM-TV San Diego control from stockholders of Airfan Radio Corp., former station owner-operators, to the new operating firm, KFSD Inc., in which Fox-Wells Co., New York, has controlling interest.

Present at the fete were James G. Rogers, president; Glen McDaniel, secretary-treasurer, and William E. Goetze, general manager of KFSD Inc., and John Moreno, station manager, KFSD-TV.

All stockholders of former Airfan Corp., who will retain minority interest in the new arrangement, were present, as were Thomas L. Sharpe, Airfan president-general manager, and William L. Lane. Mr. Sharpe received an engraved silver lighter as a gift from the new operators.

Civic leaders, other media representatives and station personnel also attended the party to meet new management.

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