

Two Tv's Commence, Two Others Prepare

WOAY-TV Oak Hill, W. Va., began commercial programming Dec. 14 affiliated with ABC and DuMont. Included in its primary coverage area, the station reports, are Beckley, Bluefield, Charleston and White Sulphur Springs. Reports of excellent reception have been received from a six-state area: West Virginia, Ohio, Kentucky, Tennessee, Virginia and Pennsylvania, the ch. 4 station claims. Representative is Weed.

Robert R. Thomas is 100% owner and Clyde Higgins is production manager.

WSFA-TV Montgomery, Ala., was scheduled to begin commercial programming Christmas Day as the second tv and first vhf there. The ch. 12 station is affiliated with NBC and represented by Headley-Reed Tv. Programming at present is from 6:30 p.m. to about 11 p.m., David E. Dunn, president, has reported.

Reports from other stations:

WEAT-TV West Palm Beach, Fla., expects to telecast regular programs early in January. The ch. 12 outlet is a primary ABC affiliate represented by the Walker Co. Engineers from Standard Electronics Corp. are working on 24-hour shifts installing the transmitting equipment, hoping to have a test pattern on the air before the end of the month. James R. Meachem is president, Jack Rathbun operations manager, Ed J. Hennessey sales manager and Ross McPherson chief engineer.

WUNC-TV Chapel Hill, N. C., is scheduled to begin programming Jan. 4 as the country's 10th operating noncommercial educational outlet. Richard Burdick, former Hollywood writer-actor and recently with the McClatchy Broadcasting Co. in Sacramento, is executive producer. The ch. 4 station plans to offer film and kinescope recordings to commercial tv stations in the state.

WQXI-TV Atlanta (ch. 36), which began regular programming Dec. 18 [B•T, Dec. 20], has issued rate card No. 1, with a Class A base hourly rate of \$200.

WGBS-TV Ch. 23 Start

Planned for Christmas Eve

STORER Broadcasting Co. was scheduled Friday to consummate its purchase of WMIE-TV Miami and begin telecasting on ch. 23 from the site and equipment of WFTL-TV Fort Lauderdale under an FCC temporary authorization [B•T, Dec. 20]. Station was to broadcast for the first time under the WGBS-TV call letters.

Due Jan. 15 is the move of the ch. 23 transmitter to the Miami antenna farm with its antenna atop a 500 ft. tower. In mid-July, the Storer station is scheduled to begin telecasting from a 1,000-ft. tower in the same location.

With the inauguration of WGBS-TV, the permit for WFTL-TV, formerly owned by the *Fort Lauderdale Daily News* and Noran E. (Nick) Kersta, will be returned to the FCC. This station was originally on ch. 23, but with the FCC's approval of the Storer purchase of its facilities and of WMIE-TV, its channel was changed to ch. 39. This switch permits WCBS-TV to use ch. 23 on the Miami farm.

Storer paid \$35,409 for WMIE-TV and \$300,000 for the facilities of WFTL-TV.

In a cleanup action on the Miami-Fort Lauderdale situation, the Commission last week dismissed as moot a protest by WINZ Hollywood and WMFL (TV) Miami against last October's authority for WFTL-TV to move its transmitter to the Miami antenna farm. This does not affect the Storer operation due to begin Friday.



WPIX (TV) New York officials met with members of its Program Relay Plan, who are fed sports programs four nights a week, to discuss expansion of the service. Standing are (l to r): Ed Roberts and Otis Freeman, WPIX (TV), and Ned Pearson, WMGT (TV) Adams, Mass. Seated (l to r): James W. Miller, Telepool, Inc., Sturbridge, Mass.; John Porterfield, WGLV-TV Easton, Pa.; Frank Collins, WTVU (TV) Scranton, Pa.; Leavitt Pope, WPIX (TV), and Gus Kramer, WKNY-TV Kingston, N. Y. Other plan members are: WATR-TV Waterbury, Conn.; WHUM-TV Reading, Pa.; WWOR-TV Worcester, Mass.; WCMB-TV Harrisburg and WNOW-TV York, both Pa.

WBBM Chicago Will Decrease Nighttime Base Rate Jan. 1

NEW WBBM Chicago rate card, No. 25, effective Jan. 1, setting single gross hourly rate for day and night (classes A and B) at \$600 with new "progressive" discounts for advertisers has been announced by H. Leslie Atlass, vice president in charge of CBS Radio's Central Div. and WBBM general manager.

Under the new card, the nighttime base reduces from \$810 to the base daytime rate of \$600.

New discount formulas are for advertisers who use the station on steady days-per-week or weekly frequency basis and are designed to offer nighttime advertisers "a greater incentive to use the evening hours with the same frequency that has made daytime radio advertising so successful," according to Mr. Atlass.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

waiting to HEAR from YOU...

118,560 families weekly!

92,070 families daily!

59,090 car radio families!

- WDBJ's share of the tuned-in Roanoke audience averages 51 to 59%!
- 25% of Virginia's total retail sales are made in the WDBJ area!

Sources—A. C. Nielsen Co. and Pulse of Roanoke

WDBJ

Established 1924 • CBS Since 1929

AM • 5000 WATTS • 960 KC

FM • 41,000 WATTS • 94.9 MC

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