

Transit Tie-In

PASSENGERS lucky enough to board a particular bus in Seattle, Wash., are treated with a free ride and music specially programmed for them from five local stations—KOMO, KAYO, KOL, KJR and KING.

The Seattle Transit System initiated the promotion to call attention to 100 new vehicles and to encourage shoppers to "Shop by Bus." The participating stations are furnished with a schedule of the "mystery bus" so that they can tip off home listeners when the bus is in their area. A special radio receiver, with four speakers, has been installed in the bus and the driver is instructed when to switch stations to catch the special programming.

EMPHASIZES AUTO RADIOS

IMPORTANCE of the automobile as "information center" during enemy attack, with stress on radio and the Conelrad emergency broadcasting system, is explained in a four-page leaflet, *Four Wheels to Survival*, distributed to state and local Civil Defense offices in the country. The booklet notes that radio, tuned to either 640 kc or 1240 kc, will provide "the principal source of official information" in the event of any enemy attack.

'CONFIDENTIAL' FROM KSUM

"CONFIDENTIAL—Now It Can Be Told! The Facts about Our Sponsors' Wives." So says the cover of a new promotion piece from KSUM Fairmont, Minn. On inside pages are listed statistics to the effect that "86% of your wives listened to radio this past week; 75% listened to radio during the past 24 hours . . . and 43% are exposed to radio just before they shop." KSUM adds its own program and coverage data and appends under "and now a word from our sponsor," a page full of success quotes.

ANSWERS WMCA ALLEGATION

LAWRENCE E. GEROSA, comptroller of the City of New York, Jan. 19 answered a radio "editorial" broadcast by WMCA New York President Nathan Straus who alleged a proposed sale of park department land "for private real estate exploitation" was sanctioned by Mr. Gerosa. Mr. Gerosa was granted 15 minutes on WMCA in accordance with the station's policy of providing equal time to "qualified opponents." In his recorded talk, the official denied the earlier allegation.

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

January 26 through February 1

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. 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, SCA—subsidiary communications authorization, SSA—special service authorization, STA—special temporary authorization.

Am and Fm Summary Through Feb. 1

| | On Air | Licensed | Cps | Appls. Pending | In Hearing |
|----|--------|----------|-----|----------------|------------|
| Am | 2,822 | 2,811 | 219 | 342 | 156 |
| Fm | 535 | 525 | 52 | 19 | 1 |

FCC Commercial Station Authorizations As of December 31, 1955*

| | Am | Fm | Tv |
|-----------------------------|-------|-----|-----|
| Licensed (all on air) | 2,804 | 521 | 147 |
| Cps on air | 20 | 19 | 335 |
| Cps not on air | 111 | 17 | 108 |
| Total on air | 2,824 | 540 | 443 |
| Total authorized | 2,935 | 557 | 590 |
| Applications in hearing | 152 | 1 | 166 |
| New station requests | 217 | 4 | 28 |
| New station bids in hearing | 97 | 0 | 112 |
| Facilities change requests | 140 | 5 | 41 |
| Total applications pending | 750 | 80 | 289 |
| Licenses deleted in Dec. | 0 | 0 | 0 |
| Cps deleted in Dec. | 2 | 0 | 0 |

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary Through Feb. 1

| Total Operating Stations in U. S.: | | | |
|------------------------------------|-----|-----|-------|
| | Vhf | Uhf | Total |
| Commercial on air | 346 | 98 | 444 |
| Noncom. Educ. on air | 13 | 5 | 18 |

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

| | Vhf | Uhf | Total |
|---------------------|-----|-----|-------|
| Commercial | 304 | 308 | 612 |
| Noncom. Educational | 19 | 17 | 36 |

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

| | New | Amend. | Vhf | Uhf | Total |
|---------------|-----|--------|-----|-----|-------|
| Commercial | 968 | 337 | 762 | 543 | 1,305 |
| Noncom. Educ. | 60 | | 33 | 27 | 60 |

Total 1,028 337 795 570 1,365

- 163 cps (32 vhf, 131 uhf) have been deleted.
- One educational uhf has been deleted.
- One applicant did not specify channel.
- Includes 34 already granted.
- Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

APPLICATIONS AMENDED

Montrose, Colo.—Western Slope Bestg. Co. amends application for new tv to change ERP to 202 w vis., 101 w aur. and make equipment changes. Ant. height above average terrain 73 ft. Amended Jan. 27.

Roanoke, Ind.—Sarkes Tarzian Inc. application amended to substitute portions of sec. III and IV and sec. V-C and V-G and to propose change in studio and trans. location to on Butler St., .44 miles east of intersection with Hillegas Rd., near Fort Wayne, Ind., and to make ant. changes. Ant. height above average terrain 760 ft. Amended Jan. 27.

Laurel, Miss.—Laurel Television Co. amends application for new tv to change ERP to 97.77 kw vis., 52.29 kw aur. and make equipment changes. Ant. height above average terrain 754 ft. Amended Jan. 27.

Existing Tv Stations . . .

ACTIONS BY FCC

WKST-TV New Castle, Pa.—Returned to applicant by letter of Jan. 23, pursuant to reports and orders adopted April 20, 1955, and Jan. 11, 1956, petition for rule-making procedures to assign ch. 45 to Youngstown, Ohio. Petition denied. Announced Jan. 27.

APPLICATIONS

KSBW-TV Salinas, Calif.—Seeks mod. of cp to change ERP to 213 kw vis., 106.5 kw aur. and studio location to 238 John St., Salinas. Ant. height above average terrain 2,550 ft. Filed Feb. 1.

WABD (TV) New York, N. Y.—Seeks cp to change to 37.2 kw vis., 17.5 kw aur. and make equipment changes. Ant. height above average terrain 1,329 ft. Filed Feb. 1.

APPLICATION AMENDED

KVSO-TV Ardmore, Okla.—Filed amendment to reflect new financial, programming and engineering data and to delete reference to proposed studio move as well as to specify studio location as 112 N. Washington in lieu of 114 N. Washington, Ardmore (not move). Amended Jan. 30.

CALL LETTERS ASSIGNED

- KFRE-TV Fresno, Calif.—California Inland Bestg. Co., ch. 12.
- WATL-TV Atlanta, Ga.—Robert W. Rounsaville, ch. 38. Changed from WQXI-TV.
- KLSE (TV) Monroe, La.—State Dept. of Education, State of Louisiana, Monroe, ch. 13.
- WBIR-TV Knoxville, Tenn.—Radio Station WBIR Inc., ch. 10.

New Am Stations . . .

ACTIONS BY FCC

Jacksonville, Fla.—Robert W. Rounsaville application for new am to operate on 730 kc, 250 w D dismissed at request of applicant. Action of Jan. 26.

Dyersburg, Tenn.—Hamilton Parks application for cp to operate on 1330 kc, 500 w D returned; not notarized. Returned Jan. 30.

APPLICATIONS

Bijou, Lake Tahoe, Calif.—Robert Burdette, 1490 kc, 250 w unl. Post office address 108 N. Mc-

NEGOTIATOR
FOR THE
PURCHASE AND
SALE OF
RADIO AND
TELEVISION
STATIONS

ALLEN KANDER
And Company

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU 7-4242
111 West Monroe St. • Chicago 3, Illinois RA 6-3688