

BMI

MILESTONES

for August

BMI's series of program continuities are full half-hour presentations . . . simple to do, saleable, excellent listening. Each script in the August package commemorates a special event of national importance:

"HOW ARE YOU TODAY?"
(General Health Outlook)
August 1, 1956

"THE FRIENDLY ATOM"
(In Peaceful Pursuits)
August 8, 1956

"THE COMPLETE WALTON"
Izaak Walton
Born: August 9, 1593

"BULWARK AGAINST DISTRESS"
(Birth of Social Security)
August 14, 1935

"Milestones" is available for commercial sponsorship—see your local stations for details.

BROADCAST MUSIC, INC.

589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



B•T via air mail

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PROGRAMS & PROMOTIONS**WDSU HAS GLASS ROVING UNIT**

IF old saws mean anything, WDSU New Orleans won't be throwing stones anytime soon. The station's especially designed, new mobile studio features three glass walls, taking up half of its total 35-foot length. The unit, champagne-launched by Robert E. Eastman, executive vice president of John Blair & Co., station representative, already houses two daily shows. It contains complete broadcasting facilities, and features a 30-ft. sign circling its top carrying call letters and kilocycles. Space is provided on the outside for signs identifying programs originating from the roving studio.

KSJO BULLETINS AUTO MISHAPS

CALIFORNIA motorists approaching the scene of an accident get early warning to go slow if their radios are tuned to KCJO San Jose. The station, in cooperation with the California Highway Patrol, is broadcasting these warnings immediately after accidents occur. The patrol telephones accident bulletins to KSJO in an effort to prevent compound traffic mishaps.

WGY GETS THEM GOING, COMING

GOING in for long, drawn-out promotion ideas is WGY Schenectady, which has placed a pair of 100-ft. long billboards alongside New York State Thruway at Kingston and Utica, thus catching the eyes of motorists traveling the 180-mile stretch of expressway serviced by the Schenectady station's 50 kw signal. The 100 x 25 ft. signs, standing 500 ft. off the pavement, advise motorists "for latest weather, Thruway conditions, tune WGY, 810 on your radio dial."

NEWSMAN TURNS MEDIATOR

WTVJ (TV) Miami sent News Director Ralph Renick to Delray Beach, Fla., to cover a racial conflict and he ended up serving as organizer and mediator for a series of meetings which brought an end to the town's 45 days of tension.

The conflict began in May when a group of Negroes shunned a 100-ft. stretch of beach set aside for them and attempted to use the mile-long municipal beach of the city of 8,500 (3,400 Negroes). The city commission declared the municipal beach off-limits to Negroes and on June 5 passed a resolution seeking to exclude the Negro area from the city's limits.

That is the way the situation stood when newsman Renick arrived and discussed the problems with civic leaders. In the next four days, he organized and attended 15 different meetings on the racial problem. On the fourth night he arranged and moderated a special meeting between commissioners and Negro civic leaders. An agreement was signed on the spot, calling for the immediate construction of a Negro swimming pool, dropping of the "exclusion" action and appointment of a five-man committee to obtain a suitable beach for the Negroes.

"It is more than anyone had hoped for," said Mayor Mike Yargates. . . . "Delray Beach owes Ralph Renick and ch. 4 (WTVJ) a debt of gratitude." The entire story was presented on WTVJ in a half-hour show entitled "The Beach at Delray—Florida's Segregation Dispute."

FOR THE RECORD**FCC ANNOUNCEMENTS****New Tv Stations . . .****ACTIONS BY FCC**

Louisville, Ky.—Sarkes Tarzian Inc.'s application seeking cp for new tv to operate on ch. 21 returned. (Channel presently assigned to WKLO-TV.) Announced July 9.

Greenfield, Mass.—Springfield Tv Bcstg. Corp. granted uhf ch. 58 (734-740 mc); ERP 18.2 kw vis., 8.77 kw aur.; ant. height above average terrain 500 ft., above ground 172 ft. Estimated construction cost \$50,360, first year operating cost \$90,000, revenue \$100,000. Post office address 17 Pearl St., Springfield, Mass. Trans. location Shelburne Falls. Geographic coordinates 42° 36' 50" N. Lat., 72° 39' 30" W. Long. Trans. and ant. RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer George R. Townsend, Springfield. Springfield is licensee of WWLP (TV) Springfield. Station will operate as satellite of WWLP (TV). Granted July 5.

Reno, Nev.—Ettlinger Bcstg. Corp.'s application seeking cp for new tv to operate on ch. 4 returned. (Channel presently assigned to KAKJ [TV].) Announced July 9.

Portland, Ore.—Salem Television Co.'s application seeking cp for new tv to operate on ch. 3 in Salem returned. (Channel presently assigned to KSLM-TV.) Announced July 10.

APPLICATION

Eureka, Calif.—Carrol R. Hauser, vhf ch. 13 (210-216 mc); ERP 3.328 kw vis., 1.95 kw aur.; ant. height above average terrain minus 93 ft., above ground 214 ft. Estimated construction cost \$92,532.42, first year operating cost \$84,000, revenue \$96,000 Post Office address P. O. Box 1015 Eureka, Calif. Studio location Eureka. Trans. location Eureka. Geographic coordinates 40° 48' 05" N. Lat., 124° 07' 31" W. Long. Trans. and ant. RCA. Legal counsel John P. Hearne, San Francisco. Consulting engineer A. E. Towne Assoc., San Francisco. Mr. Hauser is licensee of KHUM Eureka, Calif., and 45% owner of KVEN Ventura, Calif. Filed July 5.

PETITION

Pacific Television Inc., Coos Bay, Ore.—Petitions FCC requesting amendment of Sec. 3.606 of Rules so as to allocate ch. 11 to Coos Bay in lieu of ch. 25 as presently requested. (Original petition filed 4-13-56.) Announced July 6.

PETITION DISMISSED

KPQ Wenatchee, Wash.—Petition seeking amendment of Sec. 3.606 of Rules so as to provide for re-allocation of ch. 18 from Bellingham to Wenatchee, Wash., and substitute ch. 46 for 18 in Bellingham, Wash., dismissed at request of petitioner. Announced July 6.

Existing Tv Stations . . .**ACTIONS BY FCC**

WTVH (TV) Peoria, Ill.—Granted mod. of cp to change ERP to 186 kw vis., 100 kw aur., and make ant. and other equipment changes. Granted July 5.

WEHT (TV) Henderson, Ky.—Granted mod. of cp to change ERP to 155 kw vis., 83.2 kw aur., and make other equipment changes. Granted July 5.

KTVQ (TV) Oklahoma City, Okla.—FCC denied waiver of and returned resubmitted request for STA to operate in Oklahoma City on ch. *11, which is assigned to Tulsa for noncommercial educational use. KTVQ, now off the air, is permittee on ch. 25. Oklahoma Educational Television authority has cp for KOED-TV on ch. 11 in Tulsa. (FCC on Feb. 1 denied similar request by KTVQ.) Action July 5.

PETITION

KVDO (TV) Corpus Christi, Tex.—Petitions FCC requesting amendment of Sec. 3.606 of Rules so as to make following changes: (A) Redesignate ch. 6 or 10 as educational reservation in Corpus Christi and make ch. 16 available for commercial operation. (B) in alternative, reassign ch. 6 and/or ch. 10 as follows: 1. Delete ch. 6 from Corpus Christi and assign it to one of following cities in Texas: Uvalde, La Pryor, Carrizo Springs or Crystal City; 2. delete ch. 10 from Corpus Christi and assign it to one of following cities in Texas: Palacios, Port Lavaca, Matagordo, Bloomington or Placedo (sometimes referred to as Placid Junction). Announced July 6.

5,000 WATTS Day and Night

WESTERN MICHIGAN'S
WKNK
MUSKEGON, MICHIGAN

LOW RATES
ASK HIL F. BEST