

of WTSB Lumberton, N. C.

Alcoa, Tenn.—Blount County Broadcasting Co., 1470 kc, 1 kw daytime. Co-owners are Louis Chiles, salesman at WROL Knoxville, Tenn.; Fred Atchley, 10.56% owner of WSEV Sevierville, Tenn.; Dr. Ronald Ingle, dentist, and Herman Petre, weather strip salesman.

Hearing Examiner J. D. Bond last week issued an initial decision favoring South Dade Broadcasting Co. for a new am in Homestead, Fla. Examiner Bond found South Dade's proposed programming will provide a better service to the community than the proposed services of competing applicant, J. M. Pace. South Dade has asked for 1430 kc, 500 w daytime. The owners are equal partners J. Abney Cox, realtor, Albert F. Adams, attorney, and Douglas Silver, fishing guide publisher.

Three Areas Get V's; New Bern Shift Made

ADDITION of vhf channels in three areas—first announced by the FCC in instructions to its staff [B•T, March 25]—was finalized by the Commission last week. Getting additional vhf channels were:

Miami—ch. 6 added, giving Miami chs. 2 (educational WTHS-TV), 4 (WTVJ [TV]), 6, 7 (WCKT [TV]), 10 (WPST-TV), 23 (WGBS-TV, now dark) and 33 (WMFL [TV], also dark).

Charleston, S. C.—Added ch. 4, giving that city chs. 2 (WUSN-TV), 4, 5 (WCSC-TV), 17 and educational 13.

Duluth, Minn.-Superior, Wis.—Shifted ch. 10 from Hibbing, Minn., to Duluth-Superior, giving that area chs. 3 (KDAL-TV), 6 (WDSM-TV), educational 8, 10, 32, and 38 (dark WFTV [TV]).

The shifts become effective June 3.

The Commission also concluded that ch. 13 New Bern, N. C. (dark WNBE-TV), should be shifted to Norfolk-Portsmouth-Newport News, Va., with ch. 13 in New Bern to be replaced by ch. 12. Final action was held up on this move to permit WNBE-TV to show cause by June 3 why its cp should not be modified to specify ch. 12.

For the second time, the Commission denied a proposal by Cape Girardeau Tv Co. that ch. 2 be assigned to Cape Girardeau, Mo. The first rejection was issued March 1 when the FCC shifted ch. 2 from Springfield, Ill., and added it to both St. Louis and Terre Haute, Ind. [B•T, March 4]. Following this denial, Cape Girardeau filed a second request which led to the Commission's action last week.

Also denied was a petition filed by KVOL Lafayette, La., for partial reconsideration of the Commission's order allocating ch. 12 to Beaumont-Port Arthur, Tex. KVOL sought the addition of Lake Charles to the ch. 12 hyphenated area. Hyphenation of communities is "only an assignment tool" and there is no trade, industrial or cultural unity between the two cities, the Commission said.

Even if the channel were assigned to the three cities in hyphenation, it is plain that in a comparative hearing a proposal to serve

Beaumont-Port Arthur would have to be preferred over a proposal to serve Lake Charles, the FCC stated.

Set for rulemaking were conflicting proposals that ch. 8 be assigned to Moultrie and Waycross, both Georgia. Colquitt Broadcasting Co. is seeking the channel for Moultrie while ch. 6 WCTV (TV) Thomasville, Ga., has asked that the same facility be allocated to Waycross. Interested parties have until June 3 to file comments on the ch. 8 question.

Ch. 5 Goes to WHDH In Boston; 2 Dissent

MORE than two years after the close of its hearing, Boston ch. 5 was awarded last week to WHDH-Boston *Herald-Traveler* by a four-to-two vote of the FCC.

Comrs. Rosel H. Hyde and Robert T. Bartley dissented; Comr. T. A. M. Craven abstained.

The grant to WHDH was based primarily on its "strong" showing in local factors of residence, civic participation, diversification of business interests of its principals, and integration of ownership and management, and its "strong preferences" in the factors of past broadcast record and the broadcast experience of its principals.

The Commission majority found that WHDH fared worst in diversification of the media of mass communications, but that its "superiority" in past performance and broadcast experience of its principals overcame this drawback.

In an accompanying order, the Commission denied petitions by the *Boston Globe* and by Massachusetts Bay Telecasters Inc. and Greater Boston Tv Corp. to reopen the record. The *Globe* charged that the *Boston Herald-Traveler* was attempting to force it to merge and that threats had been made to use the tv station against the *Globe*. The FCC said the petitions were filed too late and that the questions raised had been "exhaustively" examined during the hearing.

Both Comrs. Hyde and Bartley felt that the decision relegated the diversification factor to too minor a role.

The decision, reported unofficially some months ago, saw the newspaper-broadcaster win out over three competitors: Greater Boston, composed of 36 stockholders, including some who own WORL Boston; Massachusetts Bay, comprising local businessmen, and Allen B. DuMont Labs. Inc. Greater Boston had received a favorable initial decision from the FCC hearing examiner in January 1956.

Final decision in the Boston ch. 5 case gives Boston its third commercial vhf outlet. The other two are WBZ-TV on ch. 4, WNAC-TV on ch. 7. WGTH-TV on ch. 2 is an educational, non-commercial station. WMUR-TV on ch. 9 is located at Manchester, N. H., but is proposed to be moved nearer Boston as part of a purchase transaction by which the station would be sold to Storer Broadcasting Co. There are also two uhf construction permits outstanding in Boston.

ACLU Asks Senate Look At Controversy on Air

THE American Civil Liberties Union today (Monday) is calling on the Senate Interstate & Foreign Commerce Committee to conduct an inquiry into the question of controversial issues presented on radio and television stations.

ACLU's proposal was embodied in a letter to Sen. Warren G. Magnuson (D-Wash.), chairman of the committee. The letter, signed by Patrick Murphy Malin, executive director of the ACLU, and Thomas R. Carskadon, chairman of the union's radio-tv panel, said the civil liberties group has been "troubled by several incidents which raise the question of how well diverse and different subjects and controversy are being handled in station programming."

In this connection, ACLU cited the cancellation of the showing of the film "Martin Luther" by WGN-TV Chicago; CBS-TV's cancellation of *The Commentator* dramatization; "the disapproval by the same network" of a proposed radio address by a Catholic editor dealing with issues of interdenominational friction, and the withdrawal of an invitation to a noted physician to appear on a WRCA-TV New York interview program to discuss the relationship between cigarette smoking and lung cancer.

FCC Proposes Translator Bans In Areas With Regular Outlets

THE FCC last week instituted rulemaking which would prevent the construction of tv translator stations wherever a regular tv station operates and also require translators to go off the air when a conventional station is established in the same city area.

The Commission added that current translator applications inconsistent with these two proposed rules will go in a pending file. General comments are invited until June 3.

Commission thinking on the merits of translators was indicated last February when FCC sent a McFarland letter to Butte, Mont. The correspondence questioned the city's need in view of the operations of KXLF-TV Butte on ch. 4. It also cited the allocation of still another vhf channel to Butte for ultimate operation there.

Authorizations for 46 translators have been granted; 52 more applications are pending. Translators are actually transceivers that take either vhf or uhf signals and rebroadcast them on uhf channels. Most of them are in the rural West.

FCC Okays WJPB-TV Return

A GRANT to resume broadcasting was issued to WJPB-TV Fairmont, W. Va., by the FCC last fortnight.

J. Patrick Beacom, station owner, has set a late June target date for the station's return to the air. Mr. Beacom disclosed that an application to switch from the present uhf ch. 35 to vhf ch. 5 would be made to the FCC. Ch. 5 is presently allocated to Weston W. Va., about 35 miles from Fairmont. WBUT-AM-FM Butler, Pa., and 10% of WCTS Fairmont and WETZ New Martinsville, both W. Va., are Mr. Beacom's other broadcast holdings.