

people
+
money
=
a major market

ORLANDO
DAYTONA BEACH
CAPE KENNEDY

the Mid-Florida Urban Complex
has MORE of both

WESH-TV
FLORIDA'S CHANNEL 2

FLORIDA'S No. 3 MARKET

REPRESENTED BY THE KATZ AGENCY, INC./NBC

20 (OPEN MIKE)

and two months from the date the original application was submitted. The permittee knew it would take a while. He was happy and things looked bright. His other business had continued to support the expense of the new station construction.

There was a wealth of equipment to be installed to fit the specs of the application requirements. But the job was pleasant, though costly, and took over a year. The license was granted early in 1965 and program testing began in June.

The future looked bright. The licensee had an FM station in a population area of more than a million people, his antenna in the heart of the city, his transmitter and studios in the building beneath the tower so that he could automate and remote control the transmitter without expense of telephone lines, etc.

The station went on the air. Everything looked good.

Then, the owners of the building went bankrupt. The building was placed in the hands of a receiver. Rumors started: "Would the building be demolished?"; "Would the lessor honor the leases?"

The tenants in the building started to leave. They were afraid they would be without building services, light, electricity, etc. But the station stayed on.

Oh yes! The funny story I was going to tell: the light and power bill had not been paid by the building owners so the juice is going to be cut off Oct. 1, 1965.

As you might have guessed, I am the hapless licensee. We don't want to move and if we did, well. . . . Someone did a lot of planning to see that all this would come to a head just a day or two after KPBI got on the air.—*William E. Pierson, president, KPBI(FM) Denver.*

Memorial fund for Storz

EDITOR: May I first thank you very much for the great publicity you gave the Todd Storz Memorial Fund. To date we have received about 20% of our goal of \$10,000. If those people who read this letter will use it as a reminder, and mail their checks in to me, we will achieve our aim that much quicker.

Checks, which are tax deductible, may be made payable to the Todd Storz Memorial Fund and mailed to me here at WQAM Miami. They in turn will be forwarded to the University of Nebraska.—*Jack L. Sandler, vice president & general manager, WQAM Miami.*

(Todd Storz, who had been president of the Storz stations, died on April 13, 1964. It was in his memory that Mr. Sandler decided to establish a scholarship fund at Mr. Storz's alma mater, the University of Nebraska, and first asked for contributions several months ago (BROADCASTING, April 28).

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:
BROADCASTING-TELECASTING Bldg., 1735 DeSales
Street, N.W., Washington, D. C. 20036. Tele-
phone: 202 Metropolitan 8-1022.

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ASSISTANT PUBLISHER
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BROADCASTING* Magazine was founded in 1931
by Broadcasting Publications Inc., using the
title, BROADCASTING*—The News Magazine of
the Fifth Estate. Broadcast Advertising*
was acquired in 1932, Broadcast Reporter in
1933 and Telecast* in 1953. BROADCASTING-
TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office
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BROADCASTING, September 6, 1965