

OUT OF 190 CPs for new stations still outstanding, only a dozen have indicated to us their intention of going on the air by Jan. 1, 1955—and 3 more in Canada. How many of the remaining CP holders will go on the air in 1955, is conjectural—but it's significant that 124 of the 189 are for uhf. Applications for new stations have slowed down to a mere trickle in recent months.

These are the new stations due by Jan. 1: KLRJ-TV, Henderson, Nev. (Ch. 2); KTVK, Phoenix, Ariz. (Ch. 3); WUNC-TV, Chapel Hill, N. C. (Ch. 4, educational); WOAY-TV, Oak Hill, W. Va. (Ch. 4); WIRI, Plattsburg, N. Y. (Ch. 5); KFDM-TV, Beaumont, Tex. (Ch. 6); KEYD-TV, Minneapolis (Ch. 9); WEDB, Birmingham, Ala. (Ch. 10, educational); KLIX-TV, Twin Falls, Ida. (Ch. 11); WEAT-TV, West Palm Beach, Fla. (Ch. 12); KRCC, Jefferson City, Mo. (Ch. 13); WLEX-TV, Lexington, Ky. (Ch. 18).

Upcoming Canadians: CKCW-TV, Moncton, N.B. (Ch. 2); CBHT, Halifax, N.S. (Ch. 3); CFQC-TV, Saskatoon, Sask. (Ch. 8).

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In our continuing survey of upcoming stations, these are latest reports received from principals:

KLRJ-TV, Henderson, Nev. (Ch. 2), plans Dec. 20 tests and Jan. 1 start as NBC primary interconnected, reports gen. mgr. Bob Gardner. RCA 5-kw transmitter is now being installed in new 50x70-ft. studio-transmitter building at 4850 Henderson Hwy., between Henderson & Las Vegas. Construction of 275-ft. Ideco tower with 3-bay RCA antenna is scheduled for Dec. 15. Pres. Donald W. Reynolds, owning 75%, also controls KZTV, Reno; KFSA-TV, Fort Smith, Ark.; radio KHBG, Okmulgee, Okla. and KBRS, Springdale, Ark., and publishes *Las Vegas Nevada Review-Journal* and other newspapers in Arkansas, Nevada and Oklahoma. Base rate will be \$225, same as for KZTV. Rep will be Pearson.

KFJZ-TV, Fort Worth, Tex. (Ch. 11), has ordered GE equipment for delivery next March, tentatively plans commercial start by summer 1955, writes v.p.-gen. mgr. Charlie Jordan, who says building plans are being "finalized" and 1000-ft. Parkersburg tower has been ordered. Grantee Texas State Network, headed by Gene L. Cagle, also operates KFDA-TV, Amarillo, owns 40% of TV applicant for Waco and operates 5 Texas AMs. TSN chief engineer Joseph B. Haigh will be station chief engineer. Rep will be H-R Television.

WTBO-TV, Cumberland, Md. (Ch. 17), hasn't target, reports Arthur W. German, pres. of Tennessee Valley Bestg., which recently acquired radio WTBO & its CP from Chernoff-Baer group (Vol. 10:32). "So far we have not been able to make up our mind as to whether or not this market could support [uhf]," he adds.

WNYC-TV, New York City (Ch. 31), granted Municipality of City of N. Y. last May, expects to be programming as non-commercial outlet by mid-May, according to director Seymour N. Siegel. It's now going through competitive bidding for equipment, hopes to get first deliveries by mid-Jan. Plans are to use 40-ft. antenna on 690-ft. tower of Municipal Bldg. Studio at 500 Park Ave. is ready, has been in use for several years to produce TV films.

WQXL-TV, Louisville (Ch. 41) and WQXN-TV, Cincinnati (Ch. 54) now have "early next year" target, advises owner R. W. Rounsaville, who recently put WQXI-TV, Atlanta (Ch. 36) on the air (Vol. 10:44). He also operates six southern AMs. Rep for both stations will be Forjoe.



Well-intentioned move of FCC to help uhf by permitting no station to start with transmitter under 5-kw (Vol. 10:8-11,15-16) was quietly buried this week when Commission called off rule-making proceedings.

Simplified TV receiver for use in community TV systems is being considered in Britain—as it was here several years ago before being dropped as impractical. At recent technical society meeting, EMI engineer E. J. Gargini said experiments indicate best arrangement was compromise between complete receiver and mere picture tube and speaker in subscriber's home. Pioneer community operator Martin Malarkey, owner of system in Pottsville, Pa. and pres. of National Community TV Assn., once approached RCA with the idea, finally decided complications weren't worth possible savings. Setting up of special production lines wasn't considered economical. In addition, if viewer moved to area with good "free" signals, set would be useless, or nearly so. And if community operator owned sets, rented them to subscribers, he'd be courting plenty of trouble with dealers.

Complete separation of TV & radio on all levels of management and operation—in networks, stations and agencies—in interest of bringing much-needed vitality to radio, was advocated this week by Edgar Kobak, onetime Mutual pres., currently owner of WTWA, Thomson, Ga., and pres. of Advertising Research Foundation. Addressing AAAA eastern conference Nov. 22, he said many broadcasters were not meeting their responsibilities when they have both TV-radio interests—"with radio getting the least attention." Leaders of media should discuss problem thoroughly before radio suffers further and the job of bringing it back will be that much tougher, he said. For radio's future, he urged all-inclusive cost studies of network and station operations, strict adherence to rate cards by both buyers and sellers of time and development of new program concepts to meet TV competition.

"Journalism in Communications" titles new book edited by Dean John E. Drewry, of Henry W. Grady School of Journalism, U of Georgia, which includes chapters on "American Broadcasting: Its Structure & Purpose," by FCC Comr. Robert T. Bartley; "Radio's Stature Rediscovered," by Ralph W. Hardy, NARTB v.p.; "Good Taste in Radio-TV News," by CBS news commentator Allan Jackson; "The Coming of Color," by Edward Sellers, *Broadcasting-Telecasting*; "Independent, Alive & 1954," by Todd Storz, Omaha-Kansas City-New Orleans radio station operator.

For deducting TV "donations" from purses of boxers in televised bouts, N. Y. State Athletic Commission Nov. 23 penalized pres. Ted Sullivan of London Sporting Club, which promotes weekly TV fights from St. Nicholas Arena. He was fined \$1000 and ordered to repay total of \$1900 that had been deducted from purses of 19 fighters for N. Y. Boxing Guild, managers' organization. Action was part of sweeping inquiry into alleged "blacklisting and monopolistic practices" in New York boxing.

Expanded TV-radio activity was finalized this week by Methodist Church, which authorized \$296,000 for 1955 TV-radio productions and research. First project next year will be second series of *The Pastor*, 13-week TV film produced this year by Broadcasting & Film Commission of National Council of Churches in the U.S.A. and placed on 150 stations.

Discrimination against Negroes by TV-radio industry is charged in report issued by Coordinating Council for Negro Performers which says that surveys show ratio of Negro-to-white performers on TV is 1-to-200 despite fact Negroes spend billions on products advertised via TV-radio.

NBC broke ground this week for new film exchange building at Englewood Cliffs, N. J., about mile north of George Washington Bridge, due to be completed by March.

National Assn. of Film Directors, founded and headed by Wm. L. Cooper Jr., WJAR-TV, Providence, has added 79 members.