NEW TV GRANTEES PREPARE PLANS

Both new and "old" TV station grantees summarize latest target dates, network affiliations, construction and other plans.

WHEN will last week's new television station grantees get on the air?

Here are their reports, as told to B*T:

WJMR-TV New Orleans, uhf Ch. 61 grantee, will begin construction immediately and the station will be rushed to completion, according to a joint announcement from Chester F. Owens, president, George A. Mayoral, executive vice president, and James E. Gordon, vice president and general manager.

Mr. Mayoral, who also is associated with General Electric as a TV advisory engineer, will supervise the construction.

The joint announcement said it was impossible to set a definite date, but earlier Mr. Owens reported to B*T that he hoped to have the new station on the air within 90 days. He declared negotiations were in progress for GE equipment. There has been no decision as yet in connection with either network affiliation or station representation, he said.

Time Soving

The announcement said much time will be saved because the TV antenna will be atop the present WJMR tower on the Jung Hotel, which, according to the station officials, is the highest tower in the city of New Orleans. Since the transmitter and studio equipment will be housed in the hotel, weather conditions will in no way hamper the construction, they said.

Gene Cagle, president of Texas State Network, told B*T that no definite target date yet could be set for the uhf Ch. 20 operation at McAllen, Tex. He is hopeful of placing the station on the air by September, he said, but this is dependent upon delivery of equipment. DuMont equipment was specified, Mr. Cagle reported. No national representative has been named and network affiliation has not yet been negotiated, he said.

The Hannibal (Mo.) Courier-Post, permittee of KHMO-AM, said last Wednesday, following FCC's action in granting vhf Ch. 7, that a target date for operation would be set as soon as problems in connection with the transmitter location are settled. It was thought the station would be on the air by fall. RCA equipment is specified. KHMO representative is John Pearson Co. Negotiations for network affiliation will be undertaken promptly, it was stated.

Leon Podolsky, president of Greylock Broadcasting Co., uhf Ch. 74 grantee for North Adams, Mass., said he has no plans for starting date, network affiliation or national representative.

Beloit Broadcasting Co., which was granted uhf Ch. 57 a fortnight ago, expects to begin telecasting sometime this fall, Sidney Bliss, president of WGEZ Beloit, said. The new TV station has named George W. Clark as national representative, Mr. Bliss added. He said equipment and transmitter is being arranged for the station.

General Electric and Owens, president, and James E. Gordon, vice president of WGEZ have been notified by the FCC declaring negotiations were in progress for GE equipment. There has been no decision as yet in connection with either network affiliation or station representation, he said.

DuMont said the station will build a 187 ft. temporary antenna tower atop KCJB (AM)'s building at 104 Main St.

Both of these TV stations have named George Gross president of WGEZ telecasting sometime in May. The station went on the air March 15, 1948, and has been seen delays, according to George Burgeon, chief engineer. RCA has been affiliated.

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Further Staff Changes Made For CBS-TV's New WBBM-TV

appointment of William L. Ryan as program director of WBBM-TV Chicago was announced last week by H. Leslie Altice, vice president of CBS Central Div.

Mr. Atlas, who also is general manager of WBBM, will broaden his duties to include similar managerial responsibilities for WBBM-TV. Mr. Ryan has been a "member of the old Balaban & Katz WBKB (TV) Chicago.

Earlier, George J. Arkedis, CBS-TV central network sales manager, was named WBBM-TV sales chief (Ar Deadline, Feb. 16).

Other changes at WBBM-TV involve Joseph Novy, who became chief engineer. He was replaced in this post at WBBM by William Fligel. Richard G. Cahill also joined the new CBS outlet as an account executive.

Mr. Ryan's background includes legitimate stage and motion picture production, and radio and electronics engineering. He joined B&K's WBKB in July 1946 as a lighting technician, later became studio manager, and later, in 1947, production chief.

Mr. Arkedis was with CBS in New York prior to joining CBS-TV sales in Chicago in June 1949. He later was an account executive with CBS-TV Network Sales in New York. Previously he was associated with McGillyva Co., station representative firm.

Mr. Cahill formerly was with NBC-TV film sales and WNBQ (TV) Chicago, NBC television outlet.