

WKY-TV Slates Colorcasts As First Camera Arrives

WITH the arrival of its tri-tube color camera, WKY-TV Oklahoma City was scheduled to begin live test colorcasts this week, and regular live network colorcasts on or before May 1.

The RCA color camera was loaded at Camden, N. J., early Saturday and flown to Oklahoma City via air express, arriving Sunday morning. A second complete camera color chain and a spare camera are due to follow soon, a station spokesman said.

The station's transmitter already has been equipped for color network reception, and several WKY-TV engineers already have received color indoctrination at NBC New York and RCA Camden. For several months the station has been conducting color seminars for staff personnel, including engineers, producers, directors, artists, stage crews and others.

"With the camera here . . . we expect to be the first independent station in the country to do live color telecasts," P. A. Sugg, WKY-TV



WKY-TV Oklahoma City officials turn out on a Sunday morning to look over the station's newest acquisition, a color camera which arrived that morning. Peering into the innards are (l to r): Bob Hayward, assistant chief tv engineer; Aaron Britton, maintenance engineer, and P. A. Sugg, WKY-TV executive vice president and station manager.

executive vice president and manager, said. "It is just another step in carrying out WKY-TV's policy to pioneer in the field of television, bringing Oklahoma the latest and best . . ."

Gardner Buys Control Of Aloha Broadcasting

SALE of controlling interest in Aloha Broadcasting Co., licensee of KHON Honolulu and majority owner of KIPA Hilo, to former Tacoma, Wash., businessman Bryson Ross Gardner for about \$10,000 plus assumption of certain liabilities, was reported last week by Ralph Fitkin, Aloha board chairman. Formal transfer papers for FCC approval are in preparation.

Sellers of about 51% interest in Aloha are Mr. and Mrs. Fitkin and L. Roy Turner. Mr. Gardner, active in the heavy chemical industry for many years and more recently in the automobile business in Tacoma, is moving to Hawaii for his health. Aloha's balance sheet for the transfer bid shows total assets of \$216,700 with current liabilities \$54,600, long term liabilities \$106,300 and capitalization \$55,700.

WHLI-FM Expands Fm

WHLI-FM Hempstead has expanded its schedule of operation despite a trend toward curtailment of fm by many station operators. A spokesman said that a recent station announcement pointing out that curtailment of fm evening broadcasts was under consideration by the management, drew 6,000 letters and cards expressing dissatisfaction with the contemplated move. Accordingly, the spokesman said, WHLI-FM last week added an hour-long program, *Concert at Nine*, to the daily schedule and is planning to extend on-the-air time until 1 a.m. from the current 10 p.m. sign-off. Another possibility being considered is an around-the-clock operation as soon as long-playing equipment is installed, the spokesman reported.

WIS-TV Corp. Re-elects Shafto to Presidency

G. RICHARD SHAFTO, president of WIS-TV Corp., licensee of WIS-TV Columbia, S. C., has been re-elected to that office after a stockholders meeting March 17 heard a favorable report on operation of WIS-TV since it began last Nov. 7.

The board of directors voted to build an addition to the WIS television and radio building in downtown Columbia, with construction to begin as soon as architects' plans are complete. The addition will allow a power increase of the ch. 10 station from 106.5 to 260 kw before the end of the year, it was announced.

WFBM-TV Tower Approved

AFTER four months of hearing, with opposition by local aviation interests and property owners, the Marion County (Ind.) Plans Commission has granted WFBM-TV Indianapolis permission to construct a 1,000-foot tower eight miles northwest of the city, Harry M. Bitner Jr., president-general manager of WFBM Inc., has reported.

He said work will start this month and the tower is slated to be completed by July 1. WFBM-TV's power will be increased from 30.8 to 100 kw on ch. 6.

WTTG (TV) Promotes Guidice

FRANCIS V. (VIC) GUIDICE, senior producer-director at WTTG (TV) Washington, has been named promotion manager, Leslie G.



MR. GUIDICE

Arries Jr., general manager of the DuMont o & o outlet, said last week. The promotion is effective today (Monday). Mr. Guidice also will represent WTTG and DuMont Tv Network on public affairs programs from the White House and Capitol Hill, Mr. Arries said. He succeeds Roger M. Coelos in both capacities. Mr. Coelos has left WTTG to become station manager of KONA (TV) Honolulu [B*], Feb. 15].



LOOKING at a model of the new \$800,000 building which will house WFMY-TV Greensboro, N. C., upon its expected completion in early October, are (l to r): Bill Baskerville, commercial manager; Gaines Kelley, general manager, and Gomer Lesch, program director.

WFMY-TV Sets \$800,000 For Television Building

WFMY-TV Greensboro, N. C., last week signed a contract for construction of an \$800,000 modern building to house the ch. 2 television station, according to Gaines Kelley, general manager. Construction was to begin last week with completion expected in early October, or possibly as early as Sept. 22 when the station observes its fifth anniversary, Mr. Kelley said.

WFMY-TV also will increase its power six times to 100 kw. Its 759-foot tower and antenna already have been erected on the 13-acre lot three miles from downtown Greensboro where present studios are located, Mr. Kelley said.

Mr. Kelley said the new two-story building will increase space from 4,500 to 39,000 square feet, the 170-foot-square building accommodating two large studios 42 by 80 feet and 30 by 40 feet. Other features: a special rehearsing room, modern photo lab, audience-viewing room, lunchroom, storage room, enlarged offices, parking lot. WFMY-TV will have a 25-kw transmitter, new cameras and other equipment, with present equipment to be used for stand-by purposes, Mr. Kelley said.

He said the station's increased audience potential will total nearly two million people, compared to the present 1,157,000. The present 225,000 set circulation will be almost doubled, he added.

Allen New Publicity Head Of Crosley Tv, WLW Radio

JAMES ALLEN, director of tv promotion for Crosley Broadcasting Corp., has been appointed director of publicity of the four Crosley tv stations and radio station WLW Cincinnati.

Gilbert W. Kingsbury, formerly in charge of publicity for Crosley, will now devote more time to corporation business as vice president of public relations.

Mr. Allen joined Crosley in April 1952 as tv promotion chief, after resigning as city editor of the *Cincinnati Post*.