

WTVD (TV) Solves the Housing Problem

IF YOU are having trouble finding quarters for your new tv station, try the formula used by ch. 11 WTVD (TV) Durham, N. C.—a vacant hospital that started out as a county jail.

On the air last fortnight, WTVD has found the T-shaped structure ideal for tv quarters in many ways. One of the high-ceiling wards, 40 by 65 ft., was just right for a studio while the companion ward on the other side was walled into 12 offices.

Once a tuberculosis sanatorium, the building had four smaller wards in the upright of the T which have been suitable for set storage room, paint shop, carpentry shop and a room for electronic maintenance and supplies. WTVD said it was easy to convert two former sanatorium rooms into dressing rooms since the shower and other plumbing fixtures already were installed.

The basement dining room of the hospital

staff is now a snack bar and lounge for station personnel while the old x-ray room is now the photographic dark room. Second floor facilities include executive offices, board room and guest lounge. The third floor encloses the studio-transmitter link. The entire building is air-conditioned.

Obtaining the building for WTVD resulted from a happy coincidence. Durham County commissioners were anxious that the empty building house a new industry and President Harmon L. Duncan and Vice President Floyd Fletcher of Durham Broadcasting Enterprises Inc., WTVD permittee, needed suitable station housing. WTVD leased the building for four years at \$6,000 per year.

American Tobacco Co. and Liggett & Myers Tobacco Co., both Durham firms, were the first network sponsors to sign with WTVD, the station reports. WTVD is an NBC affiliate.



First a jail, then a hospital, now the home of WTVD (TV).

WRTV (TV) Says Set Makers Haven't Helped Promote Uhf

TELEVISION set manufacturers have been charged with failing to cooperate with uhf station WRTV (TV) Asbury Park, N. J., in its efforts to promote widespread purchases of uhf sets in its coverage area.

Walter Reade Jr., president of WRTV (ch. 58), in an open letter Sept. 14 to 13 tv set manufacturers, said "many" representatives of set makers have told would-be purchasers of uhf sets or persons wanting to convert their sets to uhf that "our station will be off the air shortly, that the station has nothing to interest them, that they don't have conversion material, and that it would be silly for the customer to spend the money for conversions."

Mr. Reade said to date nothing more than "lip service" had been given by manufacturers to testimony last spring before the Communications subcommittee headed by Sen. Charles A. Potter (R-Mich.).

Mr. Reade said: "... Most of your dealers have no uhf sets and tell their customers (and our potential listeners) that it will be many months before they can serve them. . . .

". . . We even find that the conversion equipment used by your company to be admittedly inefficient, and in many cases inoperative. . . . We also find the manufacturer's service organizations badly trained, ill-prepared, disinterested, and generally lethargic concerning the installation, sales, servicing and general success of uhf in our area. . . ."

KPTV (TV) Boosts to 204 Kw

KPTV (TV) Portland, Ore., first operating commercial uhf station, has increased its power from 17.6 to 204 kw, a nearly 12-fold boost, the station has reported. This increase is the first step in KPTV's \$350,000 expansion program aimed at 1,000 kw maximum power, Russell K. Olsen, station manager, said. Final shipment of RCA equipment was installed in 20 hours by KPTV and RCA technicians, under the supervision of William McAllister, KPTV chief engineer.

KFYR-TV Readies for 100 Kw

FULL POWER operation of 100 kw from its newly-completed 704 ft. antenna was scheduled last week by KFYR-TV Bismarck, N. D., according to F. E. Fitzsimonds, executive vice president of licensee Meyer Broadcasting Co., who said the change to full power is well underway. KFYR-TV planned to make the conversion in time for telecasting of the World Series. Series' games are kinescoped in Fargo and flown to Bismarck nightly for presentation at 10:30 p.m. the same day on the ch. 5 station.

Army Official Lifts Ban On WOI Hearing Coverage

A BAN that would have prevented WOI Ames, Iowa, from covering the hearing on the Saylorville dam project at the Statehouse in Des Moines has been withdrawn by the Rivers and Harbors Board of the U. S. Army Engineers, the station has reported.

The original decision to ban the Iowa State College station was made by Maj. Gen. B. L. Robinson who said that the purpose of the hearing was to allow members of the board to gain information, but "not to allow pressure groups to use the hearing as a sounding board." Richard B. Hull, college radio-tv director, immediately countered, saying ". . . the microphone is neither a prosecutor nor defender. It is merely a verbatim reporter, which makes the audible record . . . available to many instead of a few." Other protests were made by Dick Cheverton of WMT-TV Cedar Rapids, president of the Iowa Radio-Tv News Assn., and Charles Roeder, chairman of the Freedom of Information Committee of the Radio-Tv News Directors Assn.

Gen. Robinson reversed his decision and said, "They convinced me they were right this time."

Personalities, Music, News Headlined at WBAL, WISN

TWO Hearst-owned radio stations have revamped their complete programming schedules placing emphasis on personalities, music, news and information. The stations, WBAL Baltimore and WISN Milwaukee, have reported the campaigns to introduce the new schedules are the largest ever conducted by the outlets.

WBAL, a 50 kw NBC affiliate, has promoted

its morning show man Al Ross to supervisor of music. Other disc shows will be featured. The station also has concluded a package-deal arrangement with KLAC Los Angeles for a series of open-end tapes carrying interviews with top recording stars. News shows are being expanded to include more taped and beeped phone interviews. A closer liaison has been established between WBAL and its affiliated newspaper *The Baltimore News-Post and Sunday American*. The station will stick with the network on morning audience participation shows and afternoon "soaps." Leslie H. Peard Jr., station manager, has given direction to the new schedule.

WISN's new program formats will feature new personality additions and listener-creating ideas. The 50 kw CBS affiliate will emphasize showmanship, music and news, with Harry Peck, station manager, spearheading the change. Roger Krupp, former network announcer, has been placed in charge of news. Jack Denton, entertainer and radio-tv writer, will be m.c. on the *Early Risers' Club*.

Gross to Be Honored

FIVE networks and seven independent stations in New York City will be joint hosts at a party at Toots Shor's restaurant on Oct. 5 to honor Ben Gross, radio-tv columnist of the *New York Daily News*, on his 30th anniversary on the job, and for the publication of his autobiography, which Random House is publishing Oct. 8.

The book is entitled *I Looked and I Listened*. The stations paying tribute to the columnist are: WHOM, WINS, WMCA, WMGM, WNEW, WQXR (all radio in New York), and WPIX (TV). The networks are ABC, CBS-TV, DuMont, Mutual and NBC.

Seeding Agency Row

THERE was a "farmer" in a tractor who was weaving in and out of traffic on Madison Ave. The man behind the wheel of the brand-new Allis-Chalmers tractor was Phil Alampi, farm director of WNBC-WNBT (TV) New York, who decided to begin his fall planting by "seeding" advertising agency row on Madison Ave. A station spokesman said that several agency officials greeted Mr. Alampi heartily, after which he guided the tractor back to his "home barn" at WNBC-WNBT.