

STORER SEEKS SALEM V IN PORTLAND, ORE.

Broadcasting company asks FCC for permission to buy ch. 3 KSLM-TV and move it into another city. Purchase price of station, which has never gone on air, reportedly \$27,277.

STORER Broadcasting Co. asked the FCC last week for permission to buy ch. 3 KSLM-TV Salem, Ore., and move the vhf frequency into Portland, Ore. (where Storer owns ch. 27 KPTV [TV]). [CLOSED CIRCUIT, April 16].

Purchase price for the 1954 permit (station has never gone on the air) was set at \$27,277.27. This is reimbursement for out-of-pocket expense of Glenn E. McCormick, present KSLM-TV owner, it was indicated.

A condition of the application was that the Commission waive its multiple ownership rule so Storer would own six vhf stations. Present rules limit single ownership of tv stations to seven, not more than five in the vhf band.

A Supreme Court decision on the legality of the FCC's numerical limitation is awaited, expected almost any week now. It was Storer which brought the suit challenging the multiple ownership limitation. The rule was struck down by the appeals court and the FCC asked Supreme Court review.

Move of ch. 3 to Portland would make that northwestern metropolitan area all vhf, Storer pointed out. At present it has Storer-owned ch. 27 KPTV (TV), ch. 6 KOIN-TV and ch. 12 KLOR-TV operating, and ch. 8 KTLV (TV) building.

Only 38% of Portland's tv viewers said they received 1,000 kw KPTV "clearly," according to a December 1955 survey, Storer reported. This is a competitive disadvantage for KPTV, Storer said.

On ch. 27, KPTV serves one-third less than Portland's two operating vhf stations, the application stated. On ch. 3 it would add more than 400,000 viewers to its present 1 million plus coverage, it said.

Problems of uhf in rough terrain and in an intermixed market were shown in the following figures disclosed by the Storer application:

KPTV cost \$2 million when it was purchased in the 1954 Storer buy of Empire Coil Co. for \$8.5 million (including what is now WJW-TV

Cleveland). Storer has added more than \$350,000 in capital improvements to the ch. 27 station. In 1955, the three Portland stations had had total revenues of about \$3.5 million, of which KPTV captured 40% (\$1.4 million). In 1956, tv revenues are expected to be \$4 million, but on ch. 27 KPTV would receive an estimated 35% (\$1.4 million). On ch. 3, however, it is estimated KPTV would hold its own with \$1.7 million in revenues.

Storer's total radio-tv revenues for 1954 were \$17.7 million, or 1.7% of the \$1 billion grand revenue total for the broadcasting media. Its 1954 tv revenue totaled over \$14 million, or 2.7% of video's total \$593 million. This broke down to \$3.7 million from networks, \$6 million from national spot and \$4.6 million from local advertising. Storer owns seven radio and tv stations.

The printed 53-page Storer application also reported that the NBC-TV affiliation for Storer-owned ch. 23 WGBS-TV Miami, Fla., had been cancelled, effective June 15. KPTV's NBC-TV affiliation also has a 90-day cancellation clause, Storer noted. Storer paid \$340,500 for the Miami facilities and has spent more than \$650,000 in improvements, the application revealed.

Since late 1954, KSLM-TV has had pending before the FCC a request to move its ch. 3 transmitter site closer to Portland. This has been opposed by all three Portland tv stations. Storer in last week's application declared this would not solve the problem of uhf-vhf intermixture in the Portland area.

Chief Cunningham Will Sit With Examiners in Hearings

A PROCEDURAL innovation, unique in FCC hearing cases, will be introduced in two upcoming tv hearings—for the first time in FCC history more than one examiner will preside at a single hearing. Chief Hearing Examiner James D. Cunningham announced last week that he will join another examiner in two pending cases.

Mr. Cunningham will join Examiner Jay A. Kyle at the hearing involving the assignment of WGTH-TV Hartford from General-Times Tv Corp. to CBS. Mr. Cunningham and Examiner Herbert Sharfman will preside at the hearing involving the sale of WKNB-TV New Britain from Julian Gross to NBC. The extra examiner, often used by other federal agencies, is insurance against delays which might be occasioned by illness of a presiding examiner.

One U Quits, One Going Dark

ONE uhf station—KAKI (TV) Visalia, Calif.—"threw in the towel" last week, and another—ch. 40 WAIM-TV Anderson, S. C.—which previously indicated it would go dark with the commencement of ch. 7 WSPA-TV Spartanburg, S. C. [B*T, April 30], asked the FCC for permission to suspend operation at the close of business May 27.

KAKI which received its grant in October 1954 but never got on the air, asked the FCC to cancel its ch. 43 construction permit and delete its call letters. KAKI's surrender brings to 167 the number of construction permits which have been deleted (32 were vhf).

WAIM-TV said the May 27 sign-off date will enable it to fulfill all its commitments. The station will retain its cp. A total of 64 stations (four vhf) have ceased operation.

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Wattage . . . personalities . . . programming . . . they all make a radio station great. But *sponsor fan mail* is the *real test* of a radio station's power!

Here's a portion of a letter to us from O. C. Turner, executive vice president of Morton Foods, Dallas: "... we feel that our growth in the past eleven years has been greatly due to our advertising on the Early Birds."

WFAA's famous Early Birds, oldest breakfast club on radio, and other popular programs created by WFAA for its particular audience, have helped this station lead all North Texas stations all the way, both night and day*! Their successful selling power continually brings us enthusiastic response from sponsors, 24 of whom have been WFAA regulars for over 10 years.

If you'd like an enthusiastic response to your sales message, try WFAA's enthusiastic brand of sell. It's catching!

To **REACH** North Texas, use **RADID**

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A **GREAT** Radio Station

*When Study — A. C. Nielsen, N.S.I.



Edward Petry & Co., Inc., Representatives

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 11

Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5; Hartford, Conn., ch. 3; San Antonio, Tex., ch. 12; Paducah, Ky., ch. 6.

AWAITING ORAL ARGUMENT: 8

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; St. Louis, Mo., ch. 11; McKeesport, Pa., (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7.

AWAITING INITIAL DECISION: 4

Hatfield, Ind., (Owensboro, Ky.), ch. 9; San Francisco-Oakland, Calif., ch. 2; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11.

IN HEARING: 7

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Lead-Deadwood, S. D., ch. 5; Coos Bay, Ore., ch. 16.