

# at deadline

## FCC PAPERS FLY ON VACATION EVE

FCC Friday announced remainder of actions taken at Thursday's meeting—last for summer recess. Next regular Commission meeting is Sept. 4.

In spite of decisions announced at end of working week, Commission took following actions:

- Made Albany-Schenectady-Troy, N. Y., all vhf, and took other final allocations actions, including several new proposals.
- Granted one additional new tv station in Kennewick, Wash.
- Dropped proposal to force translators to cease operating when regular tv station comes on air.
- Proposed permitting fm stations to broadcast vertically polarized signals.
- Set Sept. 17 as date for toll tv consideration.
- Granted 22 station sales, including WNOW-AM-FM-TV York, Pa.; KOMO Oklahoma City, Okla.; WDOD-AM-FM Chattanooga, Tenn.

### Vhf Markets Bolstered

FCC Friday announced previous day's decisions to make Albany-Schenectady-Troy, N. Y., all vhf and also move ch. 8 from Muskogee to Tulsa, Okla., and add vhf channels to Brookings, Ore., and Eureka, Calif.

By a majority of four, FCC told staff to draw up order approving retention of chs. 8 and 10 in Schenectady and Vail Mills (suburb of Albany) and adding ch. 13 to area from Rome-Utica, N. Y. Ch. 2 would be substituted for ch. 13 in Rome-Utica. WKTV (TV) Utica now operates on ch. 13 there. Staff was also told to write up documents permitting Lowell Thomas-Frank Smith ch. 41 WCDA (TV) and Harry C. Wilder ch. 35 WTRI (TV) both Albany each to operate temporarily on one of the two vhf channels—pending outcome of comparative hearings for those vhf channels. WRGB (TV) would remain on ch. 6. Instructions also envisage adding third vhf channel to Providence, R. I., area.

Originally, FCC proposed to make tri-city New York region all vhf by moving ch. 8 to Syracuse, N. Y., and to Providence-Fall River-New Bedford section, and by deleting ch. 10 from Vail Mills. Subsequently, Commission issued second proposal looking toward establishment of area as predominantly vhf. This was plan ordered to be written up by staff last week, which presumably will be acted on when FCC returns from August vacation recess.

In other allocations moves, FCC:

- Adopted rule making notice to move ch. 8 from Muskogee to Tulsa, Okla., ordered modification of KTVX (TV) license to specify ch. 8 operation in Tulsa instead of Muskogee.
- Added ch. 8 to Brookings, Ore., and ch. 6 to Eureka, Calif.
- Substituted ch. 15 for ch. 41 in Florence, Ala.; changing channels in Gadsden, Ala., from 15 to 37; in Corinth, Miss., from 29 to 41; in Grenada, Miss., from 15 to 44. Also ordered WOWL-TV Florence to change from ch. 41 to ch. 15.
- Amended Jan. 11 order shifting ch. 13 from Arecibo to Aguadilla, P. R., to assign ch. 13 to Arecibo-Aguadilla.
- Added ch. 16 to South Bend, Ind.; substituting ch. 75 for ch. 18 at Aurora, Ill., and ordering WNDU-TV South Bend to change from ch. 48 to ch. 16.
- Added ch. 18 to Ephrata, Wash., substituting ch. 31 for ch. 25 in Kennewick, Wash., and ch. 25 for ch. 31 in Richland.
- All allocations orders are effective Sept. 6. Commission also asked for comments, by Sept. 6, to (a) proposal to assign ch. 13 to Fajardo, P. R., by (1) deleting ch. 13 from Charlotte Amalie, V. I., and adding it to Aguadilla-Arecibo, P. R., and deleting ch. 13 from Aguadilla,

or (2) deleting ch. 12 from Charlotte Amalie and moving it to Aguadilla in lieu of ch. 13 there; and (b) proposal to assign ch. 28 to South Bend-Elkhart, Ind., but substituting ch. 52 in lieu of educational, reserved ch. 40 in South Bend, deleting ch. 52 from Elkhart, substituting ch. 83 for ch. 28 in Elgin, Ill., and substituting ch. 40 for ch. 42 in Benton Harbor, Mich., or alternatively, assigning ch. 22 to South Bend instead of ch. 34, substituting ch. 79 for ch. 22 in Waukegan, Ill., substituting ch. 46 for ch. 36 in Kalamazoo, Mich., and adding ch. 34 to Plymouth, Ind.

Commission also denied petition to make educational, reserved ch. 7 Jacksonville, Fla., commercial or, if that not acceptable, to replace ch. 12 Jacksonville with ch. 46. And FCC denied ABC request for reconsideration of June 26, 1956 order insofar as it failed to adopt case-by-case consideration of proposals to allocate vhf channels at short spacings and to shift existing tv outlets.

### Toll Tv Meeting Set

FCC announced Friday it had scheduled special meeting on toll tv for Sept. 17, at which time it will take up all questions regarding controversial subscription tv proposal—including whether to authorize tests or not.

At last Thursday's meeting, commissioners reviewed staff digest of comments and counter-comments on proposal to authorize tests, instructed staff to draw up list of all factors which must be considered before taking any further steps. Feeling is that there are several commissioners who still would like to see pay tv tested, and that possibility exists Commission might invite applications from interested stations, rule on test authority that way.

### Translators, Case-by-Case

DROPPING proposal to prohibit tv translator stations in areas where regular tv stations operate—or forcing translators to discontinue upon establishment of regular tv station—FCC announced it would consider situations on case-by-case basis.

Commission had proposed translator operation limitation last April [B·T, May 6]. In final report and order, Commission said there were too many factors involved to establish universal rule. There might be situations, Commission said, where translator operation would not affect regular tv station. Considerations would involve, FCC said, such factors as: terrain, existence of community television systems, type of regular tv station (satellite, non-network, etc.), coverage, economics and distance of translator from regular station.

### Score of Sales Approved

FCC approved 22 station sales which were announced Friday. Among them:

- WNOW-AM-FM-TV York, Pa., from Helm Coal Co. to William F. Rust and associates for \$225,000. Rust group owns four New Hampshire radio stations. WNOW-TV operates on ch. 49.
- Also WAEB Allentown, Pa., from WAEB Inc. (Howard Wasserman, president) to Mr. Rust and associates for \$200,000. Comr. Robert T. Bartley voted for McFarland letter in both Rust buys.
- WDOD-AM-FM Chattanooga, Tenn., from Earl W. Winger to Interstate Life & Accident Insurance Co. for \$200,000.
- KOME Tulsa from John Brown U. to multiple station owners John W. Kluge and Marcus J. Austad for \$185,000. Mr. Kluge has interests in five am stations and WLOF-TV Orlando, Fla.; Mr. Austad is partner with Mr. Kluge in two ams.
- KUDU Ventura, Calif., from Voice of Ventura County to Tri-Counties Public Service Inc. (Virginia Wallace, president) for \$162,500.
- WNAM Neenah, Wis., from Valley Communications Inc. (C. E. Ewing, president) to S. N. Pickard for \$154,000.
- WMMH Marshall, N. C., from multiple station-owner Harold H. Thoms to Cleatus O. Brazzell, Vernon C. McCarthy and Andrew D. Shields for \$200,000. Mr. Brazzell has interests in WELP Easley and WHPB Belton, both South Carolina.

## PEOPLE

**SHERMAN K. ELLIS**, who for 16 years headed his own advertising agency in New York and was also officer and director of Benton & Bowles, has been appointed chairman of plans board of Los Angeles office of McCann-Erickson. Mr. Ellis had been serving M-E as creative consultant.

**DR. BERNARD SCHWARTZ**, director of Institute of Comparative Law, New York U. School of Law, Friday was named chief counsel of the House Legislative Oversight Subcommittee. Subcommittee, headed by Rep. Morgan Moulder (D-Mo.), was established last March to investigate federal regulatory agencies with FCC as its first target [B·T, July 8].

**SEYMOUR REED**, treasurer of Official Films Inc., elected to additional post of executive vice president of company. **GRACE SULLIVAN**, assistant secretary of Official, advanced to secretary.

**KEITH G. DARE**, tv account executive with Katz Agency, station representatives, since 1952, and formerly with Headley-Reed representation firm, to American Broadcasting Network as account executive, effective today (Monday).

**GENE SHIELDS**, formerly assistant advertising manager of Magnavox Corp. and retail advertising manager of Norge Div. of Borg-Warner Corp., to Erwin, Wasey & Co., Chicago, as account executive.

### KOB Deal Declassified

WHEN ABC protested sale of KOB-AM-TV Albuquerque, N. M., by Time Inc. and Wayne Coy to Stanley Hubbard's KSTP Inc., approved by FCC last March [B·T, March 18], principals drew up confidential agreement setting forth terms and conditions if reversion were ordered by FCC. Agreement provided sale back and resale upon clearance, and Time-Coy attorney asked FCC to classify document. On Friday FCC announced it had denied this request. By this time, however, FCC had denied ABC protest [B·T, May 13], and ABC had appealed this denial to appeals court where matters rest at present.

### For Fm Auto Radios

PROPOSAL to permit fm stations to utilize either horizontal or vertical polarization issued by FCC Friday, with comments invited by Oct. 1. Change in rules (which now provide for horizontal polarization of fm signals) submitted last April by Washington consulting engineer James C. McNary [B·T, May 8]. If authorized, vertical fm polarization might result in greater efficiency in utilization of fm automobile radios through use of whip antennas.

### Wash. State Uhf Granted

FCC Friday announced grant of ch. 25 Kennewick, Wash., to Columbia River Television Co., operating with 8.13 kw power from zero antenna height above average terrain. Columbia River comprises Stuart Nathanson, B. K. Philipps and C. N. Hostkoetter, plus others. Mr. Nathanson is former producer-director with KEPR-TV Pasco, Wash.

### Smathers Calls Networks 'Fair'

OFFICE of Sen. George A. Smathers (D-Fla.) said Friday senator has been impressed with "fairness and impartiality" of radio-tv coverage of senate civil rights debate since he originally wrote letter to networks criticizing their coverage [story page 52]. ABC, CBS and NBC had answered Sen. Smather's complaint saying they were not previously aware of "charges" mentioned by senator in his letter.