

WHERE THIRD VHF WOULD GO **continued**

Lafayette, La. Operating in Baton Rouge: WAFB-TV, ch. 9; WBRZ (TV), ch. 2. In Houma, cp for ch. 11 held by St. Anthony Television Corp.

Birmingham, Ala.—Add ch. 3 minus, with radiation suppressed in direction of WRGP-TV Chattanooga, Tenn., and WRBL-TV Columbus, Ga., both less than 190 miles from Birmingham, and in the direction of WREC-TV Memphis, Tenn., and WEAR-TV Pensacola, Fla., since ch. 3 would be operated non-offset with these stations. Operating in Birmingham: WAPI-TV, ch. 13; WBRC-TV, ch. 6; educational WBIQ (TV), ch. *10; cp for ch. 42 held by Birmingham Television Corp. (WBMG [TV]).

Charlotte, N.C.—Add ch. 6, with radiation suppressed in direction of WECT (TV) Wilmington, N.C.; WJBF (TV) Augusta, Ga.; WHIS-TV Bluefield, W.Va.; WATE-TV Knoxville, Tenn., all less than 170 or 190 miles from Charlotte. Although no adjacent channel station must be changed, the most efficient utilization of ch. 6 at Charlotte requires offset by WECT, from ch. 6 even to ch. 6 minus. Operating in Charlotte: WBTV (TV), ch. 3; WSOC-TV, ch. 9; cp for ch. 36 held by Century Advertising Co. (WUTV [TV]).

Dayton, Ohio—Add ch. 11 with radiation suppressed in direction of WHAS-TV Louisville, Ky.; and WTOL-TV Toledo, Ohio, both less than 170 miles from Dayton. Use of this channel at Dayton would result in less than standard separation for adjacent ch. 12 WKRC-TV Cincinnati, Ohio. Operating in Dayton: WLWD (TV), ch. 2; WHIO-TV, ch. 7; cp for ch. 22 held by WONE Inc. (WONE-TV).

Jacksonville, Fla.—Add ch. 10 plus, with radiation to be suppressed in direction of WALB-TV Albany, Ga., less than 220 miles from Jacksonville. A ch. 10 station in Jacksonville will be less than 220 miles from the ch. 10 transmitter sites proposed by applicants for Largo, Fla., but no suppression is recommended; both stations will be free to radiate the maximum permissible energy in the direction of each other and accept such interference as may result. Operating in Jacksonville: WJXT (TV), ch. 4; WFGA-TV, ch. 12; educational WJCT (TV), ch. *7.

Johnstown, Pa.—Add ch. 8 plus, with radiation to be suppressed in direction of WGAL-TV Lancaster, Pa., and WJW-TV Cleveland, Ohio, both less than 170 miles from Johnstown. Suppression also will be required in the direc-

tion of WCHS Charleston, W. Va., since ch. 8 plus would operate non-offset with this station. There are pending two petitions recommending the drop-in of ch. 3 plus to Johnstown. These will be given consideration if any party wishes to comment on this proposal. Operating in Johnstown: WJAC-TV, ch. 6; WARD-TV, ch. 19.

Knoxville, Tenn.—Add ch. 8 minus, with radiation to be suppressed in direction of WGVT (TV) Athens, Ga., and WSIX-TV Nashville, Tenn., both less than 190 miles from Knoxville. A non-offset, ch. 8 station in Knoxville will be less than the required separation from a proposed station in Greensboro-High Point, N.C., but no suppression is recommended; both stations will be free to radiate maximum energy in the direction of each other and accept such interference as may result. Operating in Knoxville: WATE-TV, ch. 6; WBIR-TV, ch. 10; WTVK (TV), ch. 26.

Oklahoma City, Okla.—Add ch. 5 from Enid, Okla., with radiation to be suppressed in direction of KFSA-TV Fort Smith, Ark., less than 190 miles from Oklahoma City. Operating in Oklahoma City WKY-TV, ch. 4; KWTW (TV), ch. 9; educational KETA (TV), ch. *13; educational KOKH-TV, ch. *25. In Enid: KOCO-TV, ch. 5.

ANY CHANCE OF UHF BUILD-UP? **continued**

there were only 536 commercial stations and 56 non-commercial stations in 282 communities.

Most significantly, it adds, only 75 of the 1,543 uhf assignments are in use. Also, it continues, only 65 markets are served by three or more competitive tv services.

The root cause of this difficulty, the FCC states, is the inability of uhf stations to compete with vhf outlets—in coverage and in audience.

Back in 1959, the commission recalls, it held out the possibility of five alternatives for the future—but three of them, all involving the idea of contiguous bands of vhf channels, have had to be retired since they involved conflicts with national defense requirements.

The Two Choices ■ This leaves only two alternatives: an all-uhf service or continuance of the present vhf-uhf combinations.

"It is not yet clear," the FCC states, "whether a nationwide, competitive system can be achieved through the use of the uhf channels only. Though this may eventually be found to be feasible, for the present our efforts must be concentrated upon developing a system involving greatly expanded use of the uhf channels in combinations with the now virtually saturated 12 vhf channels."

The finger points, the FCC strongly intimates, to the day when uhf can be used in densely populated areas where communities are close together (the northeast and north central areas and the West Coast), with vhf channels used for wide area coverage in the less populated areas or where terrain dif-

iculties cannot be overcome otherwise. Uhf propagation is extremely difficult in mountainous terrain.

The hope is, the FCC says, that its latest proposals for dual operation of vhf and uhf outlets by the same licensee in the same market will "mitigate" any dislocations required if it is finally decided to enlarge the uhf areas.

Cheaper Uhf ■ In a bid to make it less expensive to build and run uhf stations, the commission proposes to liberalize a number of technical requirements. It plans, it said, to (1) eliminate the requirement that vestigial side bands be attenuated (a saving of \$10,000-\$12,000, it is calculated by consulting engineers); (2) reduce visual-audio ratio requirements to obviate the need for a sound amplifier in the tv transmitter, running to a saving of \$10,000-\$50,000); (3) permit the use of directional antennas and (4) permit remote control (the last a means of reducing personnel costs at the transmitter).

One of the questions that the FCC specifically asks is in the area of programming of the uhf outlet by the existing vhf station. Should the uhf be required to program independently, or should duplication of the vhf program be permitted? Those responding to the rule-making are invited to answer that question. There seems to be some belief at the FCC that independent programming might foster the sale of all-channel sets.

The commission says it will waive the duopoly rule in order to permit dual operation of vhf and uhf stations in the same market by the same licensee. This waiver policy would continue, the

FCC says, "to such future time as developments would call for a return to the present policy of limiting licensees to one tv station in any single market."

Uhf Pool ■ In establishing a pool of uhf channels for existing vhf operators, the commission declares that this would be held in reserve for three years from the effective date of legislation for an all-channel receiver, or until Dec. 31, 1965, whichever is earlier. Uhf channels for education would be held longer.

The FCC's document contained a list of cities where uhf channels will be reserved for this dual operation. It does not identify the channels but it does list the number to be held (for example, New York, 7; Washington, 5; Houston, 4; etc.).

That the FCC majority has embarked on a calculated push toward uhf is made plain by its report on squeeze-ins of vhf at short spacings. The assignment of additional vhf channels, the commission says, "must be regarded as an interim measure. . . ."

It further states:

"The basic issue is clear. Either the major stress henceforward will be placed upon an evolving uhf service, or the industry and the public will continue to face the prospect of a television service severely hampered by inadequate numbers of operating outlets in many cities where there is need and demand for added stations. In these circumstances we think there is undoubted warrant for confining the expanded use of vhf frequencies to those relatively few cases where the urgency for quick relief is so great that it clearly outweighs the preferred course of directing further expansion into the uhf band."

The criteria for selecting those cities