

TV BIDS

Four Applications Include Two More by Lasker

FOUR applications for commercial television stations were filed with the FCC last week, anticipating an initial expenditure of nearly a million dollars.

Two of the applications were filed by Edward Lasker, motion picture producer, who previously had filed for Denver, Salt Lake City and Seattle, Wash. His new requests are for Fresno, Calif., and Portland, Ore.

Applications were also submitted by KOMA Oklahoma City, and WLAC Nashville, Tenn.

Mr. Lasker, producer with Walter Wanger Pictures Inc. and former radio executive, made his fourth video bid with an application for Channel 7 (174-180 mc) at Fresno, Calif. His three previous applications, at Denver, Salt

★ Lake City and Seattle, Wash., are still pending. The Fresno application calls for 30 kw visual and 15 kw aural powers with an antenna 1,183 feet above average terrain. Initial cost was estimated at \$228,991 with first year's operating expenses estimated at \$195,000. No estimate of income for the first year of operation was given.

The fifth application by Mr. Lasker requested Channel 10 (192-198 mc) at Portland, Ore. Powers of 30 kw visual and 15 kw aural

were proposed, using an antenna 2,768 feet above average terrain. The initial cost was given as \$225,337 with operating expenses for the first year estimated at \$125,000. Income for the first year was not estimated.

The application of KOMA Inc., Oklahoma City, Okla., seeks Channel 5 (76-82 mc) with 17.3 kw visual power and 6.25 kw aural power. An antenna of 490 feet was specified. The initial cost was listed as \$208,925 with an expenditure of \$70,000 estimated for the first year. Income for the first year was estimated at \$35,000. Principals of KOMA Inc. are also principals in Tulsa Broadcasting Co. which operates KTUL and KTUL-FM Tulsa, Okla. Tulsa Broadcasting applied for Channel 8 (180-186 mc) in that city June 22.

J. T. Ward, doing business as

WLAC Broadcasting Service, placed an application for Channel 7 (174-180 mc) at Nashville. Powers of 16 kw visual and 14.2 kw aural were specified with an antenna height of 746 feet above average terrain. Mr. Ward placed the initial cost of the station at \$205,100. The cost of the first year of operation was estimated at \$100,000 with no estimate of the first year's income given. Mr. Ward owns and operates WLAC Nashville.

Ask 2-Year Delay On FCC FM Order FM Assn. Wants 44-50 mc Ruling Held in Abeyance

FM Assn. petitioned FCC last week for two-year delay in the effectiveness of its order removing FM stations from the 44-50 mc band [BROADCASTING, May 10] Dec. 1 is the effective date stipulated in the Commission's order.

FMA reiterated its plea for continued use of the 44-50 mc "low band" for FM network relaying, asserting that "the representations of AT&T as to the availability of common carrier facilities" for this purpose "have not in fact been fulfilled."

Nor has there been substantial experience in the use of the 940-952 mc band which FCC proposes for use in FM relaying, the association's petition declared, adding that apparently FCC hasn't considered the "relative costs of installing relay stations on the 940-952 mc band as compared to the cost of using FM relay facilities in the 44-50 mc band."

With respect to network relaying by direct broadcast from one FM station to another, FMA noted that the success of this method, which is in use by portions of Continental and other FM networks, depends upon there being no "breaks" in the chain—if one station in the link fails to carry a program, the relayed program ends there. Further, the petition said, as more and more FM stations take the air, their interference-free service areas will shrink, thus placing "an ever-increasing limitation upon the system" of rebroadcasting.

In addition to an extension of its 44-50 mc order, FMA asked FCC to schedule further conferences with AT&T to get additional testimony on the telephone company's efforts to establish 15,000-cycle lines for FM network purposes. AT&T should be required to explain "why representations previously made regarding the manufacture of terminal equipment had not been carried out," and should be called upon to furnish a schedule of production for these facilities, the petition declared. Further, FMA said, the two-year extension should be used for further investigation of the 940-952 mc band and its suitability for FM intercity relaying.

1948! and it's bigger audiences*
than ever for Buffalo's first station



* That's what Hooper says

Leo. J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

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