

WMSC Applies For TV Permit

Radio station WMSC yesterday applied to the Federal Communications commission for a permit to construct a 25,000-watt television station in Columbia, according to an announcement by C. Wallace Martin, president and general manager.

Application was made for permission to utilize the coaxial cable now passing through Columbia for instantaneous transmission of network television programs to Columbians. Plans outlined in the application also call for filming of local events of public interest for television presentation, and later, the use of television cameras for instantaneous transmission of studio and outdoor events is proposed.

The station seeks the right to transmit on television channel 10, with a visual power of 25,000 watts, and an aural power of 12,500 watts.

WMSC proposes to construct a 442-foot transmitting antenna at its present radio transmitter site, on the south bank of the Saluda river some two miles west of downtown Columbia. Transmitter equipment would also be located at this site.

Mr. Martin said that the station now has under advisement a plan to construct new, combined radio and television studios at a location in downtown Columbia still to be selected.

Estimated cost of the television equipment alone was approximately \$200,000. The initial television staff would be built around WMSC's present full-time complement of 20 employees, plus 15 full-time TV workers.

WMSC officials would not predict when the FCC would consider the application, pointing out that television applications are still subject to the "freeze" order issued by the FCC nearly two and one-half years ago. However, Mr. Martin commented that in view of the national mobilization effort, three years might elapse before Columbians can anticipate service from a local TV station.

He explained that the FCC has not yet reached a final decision on allocation of TV channels, and that in addition, the possibility of an increasing shortage of TV equipment would also be a factor in the decision on when to commence TV operations in Columbia.

The Columbia Broadcasting system, with which WMSC is affiliated in its radio broadcast operations, has informally indicated its intention of extending CBS affiliation to WMSC-TV.

Radio Station WIS, NBC affiliate in Columbia, applied for a television permit in November, 1950.