

ON claims 123 affiliates

That's number it has lined up for April 1967 premiere of its Las Vegas show

The Overmyer Network last week released a list of 123 television stations that it said have contracted for the late-evening variety show that it will originate in Las Vegas, starting next April 3.

The Overmyer list includes 24 stations in the nation's top 25 markets, and of the total number, 104 are VHF stations. The ON contract list does not cover every major market in the U. S., though 44 of the top 50 are mentioned. A number of markets was missing in the middle area below the 50th and above the 100th ranked market.

Oliver Treyz, president of ON, said the 123 stations give his network a potential of more than 46 million homes and would reach markets with about 80% of the country's viewing audience. He said that he expected that by April,

ON may have as many as 140 stations clearing the program.

NBC-TV's *Tonight Show*, with which the Las Vegas stanzas would compete in many markets, has an average station clearance of 187.

ABC-TV estimates its late-night Joey Bishop entry, which will also start in April of next year, will have a live clearance of approximately 110 stations covering 85% of U. S. TV households. ABC's program will originate in Hollywood, will be in color and will be taped before it goes on the air (11:30 p.m.-1 a.m. NYT). It has a full sponsor lineup: Bristol-Myers, General Foods, International Latex and Pepsi-Cola, all through Young & Rubicam, and P. Lorillard, through Grey.

CBS-TV intends to begin late-night

programming in the spring of 1968 (BROADCASTING, Oct. 10).

ABC emphasized that the Bishop show will be fed to affiliates for late-night use. There have been indications that some stations contracting with ON for the Las Vegas programing may not necessarily designate the two-hour show in the late-night period but tape it for scheduling in some other day part.

Overmyer's list of 123 stations identified those that are affiliated with the existing networks. Of the 123, 107 were shown as being affiliated with one or more of the TV networks. These break down as 78 with CBS, 11 with ABC, eight both ABC and CBS, four NBC, one both CBS and NBC and five with all three.

In the top-25 markets in which ON has 24 stations contracted, 11 are affiliated with CBS, and one with ABC and one with NBC, while 11 are nonaffiliated. Four of the 24 stations are UHF. In the top 50 markets, 25 stations are listed as CBS affiliates, 16 are nonaffiliated, three are ABC and two NBC.

The stations listed by ON:

Rank	Market	Station	Channel	Other Network Affiliation	Rank	Market	Station	Channel	Other Network Affiliation
1	New York	WPIX	11		51	Wichita, Kan.	KTVH	12	CBS
2	Los Angeles	KHJ	9		53	Greensboro-Winston-Salem, N. C.	WFMY	2	CBS
3	Chicago	WGN	9		55	Richmond, Va.	WTVR	6	CBS
4	Philadelphia	WPHL	17		58	Des Moines, Iowa	KRNT	8	CBS
5	Boston	WHDH	5	CBS	59	Orlando-Daytona Beach, Fla.	WDBO	6	CBS
6	San Francisco	KEMO	20		60	Davenport-Rock Island-Moline, Iowa-Ill.	WHBF	4	CBS
7	Detroit	WJBK	2	CBS	61	Omaha	KMTV	3	NBC
8	Cleveland	WEWS	5	ABC	62	Jacksonville, Fla.	WJXT	4	CBS
9	Pittsburgh	WECO	53		64	Green Bay, Wis.	WBAY	2	CBS
10	Washington	WTTG	5		66	Knoxville, Tenn.	WTVK	26	ABC
11	St. Louis	KPLR	11		67	Champaign, Ill.	WCIA	3	CBS
12	Dallas-Ft. Worth	KRLD	4	CBS	69	Mobile, Ala.	WKRG	5	CBS
13	Minneapolis-St. Paul	WCCO	4	CBS	70	Fresno, Calif.	KICU	43	
14	Bloomington-Indianapolis	WTTV	4		72	Roanoke, Va.	WDBJ	7	CBS
15	Seattle-Tacoma	KTNT	11		74	Portland-Poland Spring, Me.	WMTW	8	ABC
17	Buffalo, N. Y.	WBEN	4	CBS	75	Rochester, N. Y.	WHCC	10	CBS
18	Hartford, Conn.	WTIC	3	CBS	79	Greenville, N. C.	WNCT	9	CBS
19	Houston	KPRC	2	NBC	81	Chattanooga	WDEF	8	CBS
20	Cincinnati	WCPO	9	CBS	82	Albuquerque, N. M.	KOB	4	NBC
21	Atlanta	WBMO	36		83	Beaumont, Tex.	KFDM	6	CBS
22	Milwaukee	WISN	12	CBS	86	Peoria, Ill.	WMBD	31	CBS
23	Kansas City, Mo.	KCMO	5	CBS	87	Fargo-Gr. Forks-Val. City, N. D.			
24	Miami	WTVJ	4	CBS		Valley City, N. D.	KXJB	4	CBS
25	Tampa-St. Petersburg, Fla.	WTVT	13	CBS		Bismarck, N. D.	KXMB	12	CBS
27	Memphis	WREC	3	CBS		Minot, N. D.	KXMC	13	CBS
28	Portland, Ore.	KOIN	6	CBS		Dickinson, N. D.	KDIX	2	CBS
29	Sacramento, Calif.	KTXL	40			Aberdeen, N. D.	KXAB	9	CBS
30	Nashville	WSIX	8	ABC	91	Johnson City, Tenn.	WJHL	11	CBS
33	Denver	KWGN	2			Duluth, Minn.	KDAL	3	CBS
35	New Orleans	WVUE	12	ABC	94	Lansing, Mich.	WJIM	6	CBS
37	Charlotte, N. C.	WBTV	3	CBS	95	Rockford, Ill.	WREX	13	ABC
40	San Diego	KOGO	10	NBC	96	Amarillo, Tex.	KFDA	10	CBS
41	Oklahoma City	KWTV	9	CBS		Clovis, N. M.	KFDW	12	CBS
42	Syracuse, N. Y.	WHEN	5	CBS		Sayre, Okla.	KFDO	8	CBS
43	Spartanburg, S. C.	WSPA	7	CBS	97	Wichita Falls, Tex.	KAUZ	6	CBS
44	Lancaster-Harrisburg-Lebanon-York, Pa.				99	Binghamton, N. Y.	WBJA	34	ABC
	Harrisburg	WHP	21	CBS	101	Springfield, Mo.	KTTS	10	CBS
	Lancaster-Lebanon	WLYH	15	CBS	104	Madison, Wis.	WISC	3	CBS
	York	WSBA	43	CBS	110	El Paso	KROD	4	CBS
45	Saginaw, Mich.	WKNX	25	CBS	112	Columbus, Ga.	WRBL	3	CBS
46	Norfolk, Va.	WTAR	3	CBS	113	Colorado Springs	KKTV	11	CBS
47	Phoenix	KPHO	5		115	Terre Haute, Ind.	WTHI	10	CBS
48	San Antonio	KENS	5	CBS	116	Tucson, Ariz.	KZAZ	11	
49	Toledo, Ohio	WDHO	24		117	Columbia, S. C.	WOLO	25	ABC
50	Salt Lake City	KSL	5	CBS	119	Charleston, S. C.	WCSC	5	CBS
					121	Monroe, La.	KNOE	8	CBS