

## Press Communications, LLC

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6 August, 2018

Marlene Dortch, Secretary  
Federal Communications Commission  
455 12<sup>th</sup> Street SW  
Washington DC 20554

RE: MB Docket No: 18-119

Media Bureau Announces Notice of Proposed Rulemaking (NPRM) *In the Matter of  
Amendment of Part 74 of the Commission's Rules Regarding FM Translator Interference*  
Published in the Federal Register

Dear Ms. Dortch:

On May 10, 2018, the Commission adopted and released a Notice of Proposed Rulemaking In the Matter of Amendment of Part 74 of the Commission's Rules Regarding FM Translator Interference<sup>1</sup> - MB Docket No. 18-119 - (hereinafter the "NPRM"). The Commission sought comment on a number of proposals designed to streamline the rules relating to interference issues caused by FM translators and to expedite the translator complaint resolution process. The following comments are being filed RE: MB Docket 18-119 on behalf of Press Communications, LLC (PCLLC).

PCLLC is the licensee of 5 Class A FM stations in the State of New Jersey, mostly in the Monmouth/Ocean NJ market. Before outlining our thoughts regarding the NPRM, we would like to state we are not opposed to the use of translators for "fill in" service as they were originally intended, or for helping smaller AM radio stations survive the rigors of competing in the ever more difficult world of audio choices. Indeed, nearly half of New Jersey licensed AMs have availed themselves of this very practical approach to helping AM broadcasters advance and continue service to their communities. We are among them. We do, however, strongly object to those translators when they intrude on FM listening patterns established over the past 30 to 70 years that both New Jersey listeners and broadcasters rely upon.

Moreover, as worded, we view the referenced NPRM is a thinly veiled attempt to turn a service which from its inception is clearly secondary to full power stations to one that, if the proposed changes are implemented, **will make translators largely equal in status to the primary service and protections currently afforded only to full power licensees without the important obligations that go with it.** In essence, we are creating a new class of FM service.

For years, translators were used to fill in "holes" in the coverage of existing FM stations. Somewhat abused in the beginning, stations in California, for example, where placing translators out of market and

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<sup>1</sup> *Amendment of Part 74 of the Commission's Rules Regarding FM Translator Interference*, Notice of Proposed Rule Making, MB Docket No. 18-119, FCC 18-60 (rel. May 10, 2018) (*FM Translator Interference NPRM*).

sometimes out of state, so much so that the rules were eventually changed. Translators of commercial stations now had to be within the protected contour of that station. Strangely, no such prohibition was placed on non-commercial translators in the commercial band which, along with no filing fee, led to thousands of non-comm applications in the 2004 window.

In 2004, the Commission opened the floodgates to translator applications, causing a myriad of perhaps unintended consequences for broadcasters. It has been reported that over 14,000 translator applications were filed. With computer technology, and with "non-comms" paying no filing fees, that group represented a disproportionate share of the applications. Having granted thousands of translator licenses over the past 13 years, the FCC now finds itself at a crossroads. Namely, in most parts of the country all the "low hanging fruit" in the way of available, relatively interference free spectrum for translators has been claimed, which has led to an increasing number of interference complaints from regular, full power FM licensees and the public they serve. Thus, the Commission is faced with a choice; does it want to create upheaval with existing FM service long provided outside stations so called "protected" contours or does it want to recreate the same issues that in no small way has led to the slow death of AM radio as we see happening today.

Sadly, unlike what we are doing today for AM stations with FM translators, there is no Plan B for FM.

Historically, AMization, as the term was coined, was brought about by the continuing drive to place ever more AM stations into a static amount of bandwidth from the 1920s through the 1970s. Over time the practice brought us share-time stations; highly directional patterns that often did not cover the same areas day and night; daytimers where stations found themselves on the air for only 9 hours in the depth of the winter months; or sending the message to manufacturers it was OK to cut back on bandwidth to the point where listening to AM became intolerable. In recent years we have had broadcasters abandoning AM licenses as many lower power stations could not rise above the ever-rising noise floor, and in the process, became economically unviable.

AM also has its equivalent of translator service with licenses for stations with as little as 250 watts of power. Yes, changes in technology, and particularly the internet, have had an impact on all audio listening, AM and FM alike. But to no small degree, what has happened to AM will happen to FM if the continuing incursion from translators is not reasonably arrested.

To gain perspective on how we arrived here requires digging back to the beginnings of the FM service we know today. For the many who will be reading these comments and hearing these arguments and examining these findings for the first time, it is important that they be viewed in the historical context from which they have emerged. It is for that reason that we provide the following chronological information.

The concept in the mid-1940s was FM would replicate, and over time supplant, AM as a primary electronic programming source in the home (remember, in 1945, when many of the decisions on FM were made and are still largely with us today, television was still not a force and would not become so until the early 1950's). The assumption was that listeners would erect antennas on their roofs of their homes, at 30 feet for reception, with stationary receivers in the living room as a source of entertainment and information, much as AM did, and at the time, continued to do so.



Now fast forward to today. Most radio listening occurs in automobiles with antennas at 6 feet in the air traveling at speeds of up to 75 miles per hour. Local stations entertain and inform listeners as they travel to and from work or running errands. Stationary listening now largely takes place in the workplace inside concrete and steel buildings with indoor antennas. Meanwhile, video sources have also supplanted radio as a primary entertainment source in the home.

*Which means the very premise upon which protected radio contours are determined no longer meets the needs of listeners or the stations that provide the service.* This is particularly true for Class A broadcasters. Which brings us to the unique situation confronted by the majority of FM broadcasters in New Jersey.

Researching FCC actions from mid to late 1945 shows a Commission, as World War II draws to a close, anxious to roll out FM service, but torn by competing interests as to how best to do it. Attached are excerpts of articles from "the Billboard" magazine during that time and from actual FCC releases giving flavor as to the debates and the decisions of the day. The FCC, CBS and NBC and others all had competing plans as to how best distribute frequencies to competing interests.

Prior to this point FM had resided in the 42 to 50 Mhz band. Most agreed those frequencies were not well suited to FM broadcast nor were there enough frequencies in the 8 Mhz to meet post war demand. Thus was born 88 to 108 Mhz. Regardless, of old or new FM, all FM stations had the same power and height; 20 kw at 500 feet. All were only protected to the 1 mill (or 60 dbu) contour as is commonly referred to today.

But as the articles and releases depict, demand for frequencies quickly out stripped supply and thus was born 3 classes of licenses; metropolitan (20 kw at 500 feet HAAT), community (1000 watts at 250 feet) and rural which had stations with power levels ranging from 10 kw to as high as 200 kw. CBS presented the most far reaching plan arguing for a total of 20 "metropolitan" stations in the immediate New York region with at least half going into the city itself. Philadelphia was to get 13, Baltimore 10 and so on.

Allocations, under the CBS plan, were to be made on alternating (every other) channels. Community stations were to be located above the metropolitan band. Above that, from 106 to 108 Mhz, wireless facsimile which was soon dropped to allow for more FM stations. While parts of the overall plan were rejected, much of the plan was adopted and stands as the basis for many of the allocations (and associated issues) we live with today.

Docket 6781 dated October 26, 1945 (attached) offers a look at initial FM assignments in Zone 1. New Jersey received several "metropolitan" allocations, but strangely only one community license was mentioned as possible along almost 80 miles of coast from Sandy Hook to Atlantic City (that area today is home to nearly one and a quarter million residents in the two counties of Monmouth/Ocean). Eventually, the plan for 20 community (now Class A) frequencies was adopted in Zone I. Sandwiched in between the reconfigured allocation for the Bs, the plan would have worked for New Jersey had it not been for Class Bs also being placed in Philadelphia (and Allentown PA) in between NYC Class B frequencies. The combinations of both moves, without giving thought to the impact on New Jersey, largely blocked opportunities for licenses in the fast-growing NJ suburbs after the war.

Worse, the Philadelphia Class B stations were largely placed within Philadelphia city limits, pushing what few opportunities NJ licensing prospects had to the edge of the coast where most of them reside to this day as 3 kw Class As. Indeed, it was only because many of these stations were licensed prior to 1964 that many of the Class As in New Jersey even exist. This is because prior to 1964 and the adoption of mileage protections, allocations were done on desired to undesired ratios (interference protections). For As to Bs, it was the 1 mil to 1 mil. Post 1964, the FCC adopted higher power levels for both classes (50kw at 500 feet for Bs and 3 kw at 300 feet for As). Protection for the Bs went from the 1 mil to the half mil. The new protections and the move to mileage separations from the Bs to the west largely closed the door on inland NJ Class A allocations as can be seen on the attached map. The move also explains the reason for such a high proportion of 3 kw facilities in the state. Had the FCC put a 10 mile westerly site restriction on east Pennsylvania Class B or metropolitan allocations in 1945, FM service in New Jersey would be radically improved today.

Subsequently. In a 1964 rule-making, As did gain the right to move up to 3 miles closer to a B without a reduction in power only to lose it upon adoption of 73.215, which does not even allow for the use of the built in interference between As and Bs in an application.

So why the history lesson? Because it is here lie the roots of the problems confronting most New Jersey broadcasters in the NPRM.

Section 307(b) of the Communications Act of 1934 directs the FCC to “make such distribution of licenses, frequencies, hours of operation, and of power among the several States and communities as to provide a *fair, efficient, and equitable distribution* of radio service to each of the same”. The Act also calls for the FCC to ensure licensed stations *provide for the public interest, convenience, and necessity*.

No one can argue the clarity of 307(b). Yet, New Jersey fared dismally under 307(b) in the Act. The Garden State currently has 46 FM licenses, most of which (27) are Class A facilities. Of those 27, 15 are substandard 3 kw stations. The state also has 14 Class Bs and 5 B1s. Indeed, 41% of New Jersey’s stations serve only 6 % of its population. But the real story is where the service areas of most of those facilities are located.

As can be shown on the attached chart (service area sorted % of total service over water), half of New Jersey’s FM stations lose 40% or better of their coverage over water, mostly the Atlantic Ocean. Many suffer losses of 60 to 75%. Of the 23 stations affected, seven are Class B or B1, but the balance are Class As. So in short, even with the Class A stations that the state has, many are severely handicapped by the loss of signal over water. The attached map graphically shows the impact on stations with a loss of over 50% rather than 40% as we could not fit all 23 on this size map. These charts and maps prove that no consideration of important local service *in* New Jersey was given any thought whatsoever with the placement of transmission facilities approved for Eastern PA and/or New York, many years ago.

Moreover, as for the mandated fair and equitable distribution, consider the following New Jersey examples: Morris County, with a population of over half a million residents has only one 3 kw Class A. Likewise, Middlesex County, with a population of 850k. Nearby Union County, population 550,000 (the size of the York, PA market) and Bergen County with a population of over 900,000 (roughly the equivalent of the entire Albany, NY market) have no local FM service. (Note the York, PA market has 6 Class Bs and an A while the Albany market has 26 stations, split 9 Bs and the balance As.) Residents in these under-served counties have no choice but to rely on stations in nearby counties for local New



Jersey FM service. In many instances, that coverage is well outside their protected contours and, as shown on the accompanying chart, often out to the 40 dbu contour.

You may say these residents receive coverage from stations in New York and Newark, NJ. But stations are charged with primarily addressing the needs of their city or community of license and secondarily, surrounding communities. But I can assure you the issues in both New York (out of state) and Newark are far different than those confronting the myriad of suburban communities in the outlying counties.

This unjust radio reality is the result of the actions taken by the FCC in 1945 and later in 1964. By tying FM allocations to existing AM stations and filed applications in 1945, and then proclaiming cities like New York would only have one class of service (metropolitan), and then using the same logic for nearby cities like Philadelphia, condemned New Jersey to largely relying on underpowered Class A facilities to serve its rapidly growing population and then only where they could be “squeezed” in.

Take our market, Monmouth/Ocean, the 54<sup>th</sup> largest in the country. The market has 9 locally licensed FM stations, two 6 kw As, six 3 kw As, and one B1 at the southern end of the market. None come even close to covering the entire market which is nearly 40 miles wide and 70 miles long. The market has a high percentage of commuters to northern NJ and New York City, most of whom use automobiles for transit. While in their vehicles, along these commutation routes, local Monmouth and Ocean New Jersey radio stations provide news, information and entertainment far outside their respective “protected” contours.

This is not hyperbole. Look at the charts prepared by Nielsen’s Scarborough division showing heavy listening to most cited NJ class A stations well outside their 60 dbu contour; and in many cases, out to their 40 dbu contours. Similar results are shown for Class Bs. These charts are not an anomaly. They were prepared with a full year’s worth of listening data.

What the charts clearly show is listener demand for New Jersey programming, this despite the access to higher power stations in New York (and Philadelphia). In effect, most New Jersey Class A stations, particularly those in the northern part of the state with few higher power facilities, are doing the job which should be normally relegated to Class B facilities. *For that reason, we believe New Jersey Class As should have protection as if they were Class Bs.*

The question may be asked, how is it possible that listeners can pick up such stations at such distances. There are two answers. The first, mileage separations take into account only protected contours of full power stations. Those protections often leave receivable “corridors” of interference free service. Where these “corridors” do exist they have over time have become relied upon areas for listenership to local stations outside their protected contours. In some instances, these “corridors” can exist for many kilometers or miles in multiple directions.

The second answer complements the first; the dramatic improvements in the front ends of radio receivers and the change in listening patterns to mostly in car listening. From the 1940s through the 1970s, tuner technology largely remained the same. Even high-end quality receivers from the era usually boasted no more than 2.5 microvolts of sensitivity on the front end. Typically, lower end radios were lucky to have half that amount. Contrast that with today’s receivers in automobiles that can have usable sensitivity of .6 to 1 microvolts with selectivity (rejection of adjacent channels) that largely rejects

any signals other than strong 1st adjacent channels (which is not to say we should abandon 2<sup>nd</sup> or 3<sup>rd</sup> adjacent protections as anyone who has purchased a cheap table or clock radio can so attest).

In light of the treatment New Jersey broadcasters have had to endure over the years, from the very beginnings of FM radio as we know it, they should, at a minimum, enjoy at least reach equal to what would be normal Class A coverage that would normally be heard over land. But to remain viable in an ever more competitive world of audio choices, and to maintain the high standards the New Jersey broadcast community has always adhered to in serving its residents, we ask the FCC to seriously consider the damage implementation of the NPRM (if adopted) will do to well established listening patterns developed over the past 60 plus years in New Jersey.

What is clear is that the Commission needs to revisit the entire nature in the use of, and awarding of, translators. As in the case of granting new primary licenses, the FCC needs to mirror an orderly method of determining who should get preference when a translator may be available. Should an out of state non-comm get preference over a local commercial 500 watt day-timer? Likewise, if a choice comes before the FCC between a translator for a third HD channel or a needed fill in for a primary channel for another local station. It is our fervent observation and opinion that as an industry, both the Commission and the broadcasters need to acknowledge the FM band is now fully packed with little room to meet the "need" for more translators without destroying existing service.

We see the NPRM, as designed, to facilitate processing translator applications at the expense of New Jersey (and other states') broadcasters. We respectfully suggest that the real standard to measure the worth of the NPRM is to place value on the convenience of the public and their interests in receiving long established patterns of interference free local radio reception.

We, at Press Communications believe, at a minimum, the proper course of action is to leave the rules for New Jersey as currently written, with the exception of re-instating a 30-day period for responses to applications rather than the current 15 days. We do agree that displaced translators should be able to move to any available interference free channel.

Respectfully submitted ,

PRESS COMMUNICATIONS, LLC

A handwritten signature in blue ink, appearing to read "Robert McAllan", with a stylized flourish at the end.

Robert McAllan, CEO

**FEDERAL COMMUNICATIONS COMMISSION**

WASHINGTON 25, D. C.

In the Matter of  
ASSIGNMENT OF FM FREQUENCIES  
TO EXISTING FM LICENSES IN THE  
NEW YORK METROPOLITAN DISTRICT.

} DOCKET NO. 6781

OCTOBER 26, 1945.

**REPORT BY THE COMMISSION**

This proceeding arose as a result of the Commission's action of September 12, 1945, allocating frequencies to the existing FM licensees and permittees and providing that licensees could file objections with the Commission concerning their assignment. Only three objections to the frequencies assigned were filed and all three of these related to New York assignments. These objections were filed by Columbia Broadcasting System, National Broadcasting Co., and Bamberger Broadcasting Service, respectively. A hearing was requested and was held October 15, 1945.

At the hearing Columbia Broadcasting System presented a proposed plan for allocating frequencies in area I which differed from that proposed by the Commission. The claim was made that under this new proposal, it would be possible to have about 10 stations in New York City with approximately the same coverage and that the average coverage of FM metropolitan stations outside of New York City would be greater under the CBS proposal than under the Commission's proposal.

The Commission has carefully examined the CBS proposal and supporting data. It appears from this examination that under the CBS proposal more of the channels assignable to New York will have approximately the same coverage than is possible under the Commission's proposal but as a result some of the channels assigned to other cities will have a somewhat smaller service area beyond the 1,000 microvolt-per-meter contour. The claim that the average coverage of FM stations outside of New York would be increased is not borne out by the data. On the basis of all the data, it appears that there is no material difference between the Commission's proposal and that of CBS so far as average coverage of FM stations in area I is concerned. However, it should be noted that the CBS proposal does have some advantages over the Commission proposal so far as interference within the 1,000 microvolt-per-meter contour is concerned. Under the CBS proposal there are only



three instances where interference will occur within the 1,000 microvolts-per-meter contour whereas under the Commission's proposal there are nine such instances.

In view of the foregoing, the Commission has determined to adopt the CBS proposal as the basis for allocating FM metropolitan stations in area I. It should be pointed out that the proposal will not be followed in any hard-and-fast manner by the Commission but is published as a guide to people interested in FM as to the general manner in which the Commission expects to license FM stations in area I.

At the hearing on October 15, an applicant for a new station in the New York area appeared and objected to the granting of frequencies to existing FM stations. Two points were made. In the first place, it was urged that no frequencies be assigned at this time to existing stations but that such stations should be required to compete with all other applicants for the 20 frequencies which are available in New York. However, it should be noted that existing licensees do stand on a different footing from applicants. Had the Commission determined not to move FM higher in the spectrum, no question would be raised with respect to the license status of present licensees. The fact that in order to minimize skywave interference the Commission moved the whole FM band to a position higher in the spectrum has no impact upon the status of existing licensees and permittees.

The second point raised was that the best assignments should not be given to the existing licensees but that applicants as well as existing licensees should be entitled to compete for them. The answer to this is that under the Commission's rules and regulations all of the New York stations will have opportunity for equal coverage within the 1,000 microvolt-per-meter contour and this is the only contour that is protected in area I by the Commission's rules. Moreover, while some of the channels do appear to have a theoretical superiority so far as coverage beyond 1,000 microvolt-per-meter contour is concerned, this is only temporary at the best until more stations are licensed and may disappear even before then. The evidence at the hearing indicated that all calculations were based on the assumption that each station would be operated with effective power of 20 kilowatts and an antenna height of 500 feet and that the antenna would be located as near the center of the city as possible. Deviation in any one of these factors by stations on the same or adjacent channel might change the theoretical superiority. Finally, not all of the theoretically best channels have been assigned in New York to existing stations. Some of the existing licensees in indicating their preference have been assigned channels which are not the theoretically best in New York City. Hence, a representative number of the theoretically best channels is available in the New York City area for the new applicants.



As a result of the Commission's action in adopting the CBS proposal as a basis for allocation in area I, some changes have been necessary in the assignments to existing stations and permittees. The new assignments are listed below in table I. In table II, there are shown the channels which are available for assignments in the various cities of area I, or in nearby cities, according to the CBS proposal as adopted by the Commission.

TABLE I.—Frequency Assignments for Existing FM Broadcast Stations and Outstanding Construction Permits

METROPOLITAN STATIONS

City	Call letters	Channel No.	Frequency
Baton Rouge, La.	WBRL	41	96.1
Binghamton	WNEP-FM	142	196.3
Boston	WBZ-FM	164	100.7
Chicago	WBBM-FM	57	99.3
do	WDLM	59	99.7
do	WEHS	61	100.1
do	WGNE	55	98.9
do	WWZZ	53	98.5
Columbus	WELD	33	94.5
Detroit	WENA	45	96.9
do	WLOU	43	96.5
Evansville	WMLL	34	94.7
Fort Wayne	WOWO-FM	40	95.9
Hartford	WDRG-FM	32	94.3
do	WTIC-FM	28	93.5
Indianapolis	WABW	35	94.9
Kansas City	KOZY	60	99.9
do	KMBC-FM	50	97.9
Milwaukee	WMFM	22	92.3
Nashville	WSM-FM	61	100.1
Philadelphia	KYW-FM	162	100.3
do	WCAU-FM	174	102.7
do	WFIL-FM	176	103.1
do	WIP-FM	148	197.5
do	WIBG-FM	146	197.1
do	WPEN-FM	158	199.5
Pittsburgh	KDKA-FM	31	94.1
do	WMOT	33	94.5
Rochester	WHF	53	98.5
do	WHFM	55	98.9
Salt Lake City	KSL-FM	61	100.1
Schenectady	WGFM	164	100.7
do	WBCA	166	101.1
South Bend	WSBF	67	101.3
Springfield, Mass.	WHZA-FM	146	197.1
Superior, Wis.	WDUL	22	92.3
Worcester, Mass.	WTAG-FM	174	102.7
do	WGTR	176	103.1
Alpine, N. J.	WPMN	155	198.9
New York, N. Y.	WQXQ	149	197.7
do	WABF	53	98.5
do	WGVN	141	196.1
do	WFGG	59	99.7
do	WHNF	57	99.3
do	WNYC-FM	133	194.5
do	WBAM	143	196.5
do	WABC-FM	145	196.9
do	WEAF-FM	147	197.3
Jersey City, N. J.	WAAW	131	194.1

RURAL STATIONS (LOCATED AT PRESENT SITES)

Mount Washington, N. H.	WMTW	151	198.1
Winston-Salem, N. C.	WMIT	47	97.3

<sup>1</sup>Indicates a change from previous assignment.

TABLE I.—Frequency Assignments for Existing FM Broadcast Stations and Outstanding Construction Permit—Continued

## CLASS OF STATION NOT YET DETERMINED

City	Call letters	Channel No.	Frequency
Los Angeles, Calif. ....	KHJ-FM .....	59	99.7
.....do .....	KTLO .....	61	100.1

TABLE II.—Allocation Plan for FM Stations in Area 1

Name of city	Number of existing AM stations	Number of possible metropolitan stations for the city where AM stations are located or in nearby cities	Channel Number <sup>1</sup>
Connecticut:			
Bridgeport .....	2	3	65, 67, 69.
Hartford .....	4	6	26, 28, 30, 32, 34, 36.
New Haven .....	2	5	63, 71, 75, 77, 79.
New London .....	1	2	50, 52.
Stamford .....	1	( <sup>2</sup> )	
Waterbury .....	2	4	22, 24, 61, 73.
Delaware:			
Wilmington .....	3	3	64, 66, 68.
District of Columbia:			
Washington .....	6	12	21, 23, 25, 27, 29, 31, 33, 63, 65, 67, 69, 71.
Maryland:			
Baltimore .....	5	10	51, 53, 55, 57, 59, 61.
Frederick .....	1	( <sup>3</sup> )	73, 75, 77, 79.
Hagerstown .....	1	( <sup>3</sup> )	
Salisbury .....	1	( <sup>3</sup> )	
Massachusetts:			
Boston .....	7	10	21, 23, 25, 27, 29, 31, 33, 35, 64, 66.
New Bedford, Fall River .....	2	3	43, 45, 47.
Fitchburg .....	1	( <sup>3</sup> )	
Greenfield .....	1	( <sup>3</sup> )	
Holyoke, Springfield .....	4	6	38, 40, 42, 44, 46, 48.
Lawrence, Lowell, Haverhill, Portsmouth, N. H. ....	3	4	37, 39, 41, 49.
Pittsfield .....	1	( <sup>3</sup> )	
Salem .....	1	( <sup>3</sup> )	
Worcester .....	3	4	60, 62, 74, 76.
West Yarmouth, Hyannis .....	1	( <sup>3</sup> )	
New Hampshire:			
Manchester .....	2	2	69, 79.
New Jersey:			
Asbury Park .....	1	( <sup>3</sup> )	
Atlantic City .....	2	( <sup>3</sup> )	
Bridgeton .....	1	( <sup>3</sup> )	
Camden (see Philadelphia) ..	1	( <sup>3</sup> )	
Jersey City .....	1	( <sup>3</sup> )	
Newark .....	2	( <sup>3</sup> )	
Paterson .....	1	( <sup>3</sup> )	
Trenton .....	2	( <sup>3</sup> )	70, 72, 78.
Zaraphath .....	1	( <sup>3</sup> )	
New York:			
Albany, Schenectady, Troy ....	6	12	21, 23, 25, 27, 29, 31, 33, 35, 59, 64, 66, 72.
Brooklyn .....	3	( <sup>3</sup> )	
Freeport .....	1	( <sup>3</sup> )	
Kingston .....	1	( <sup>3</sup> )	

NOTE A.—There is a possibility of adding channel No. 67 to Scranton.

NOTE B.—Channels No. 51, 53, 55, and 57 are available for wide coverage stations in Mount Washington area.

<sup>1</sup> Channel numbering system corresponds to that specified in FCC rule 3.201, as promulgated Sept. 12, 1945.<sup>2</sup> This city would be eligible for community stations.



TABLE II.—Allocation Plan for FM Stations in Area I—Continued

Name of city	Number of existing AM stations	Number of possible metropolitan stations for the city where AM stations are located or in nearby cities	Channel Number <sup>1</sup>
New York—Continued			
Middletown .....	1	(1)	
Newburgh .....	1	(2)	
New York City .....	13	20	21, 23, 25, 27, 29, 31, 33, 35, 37, 39, 41, 43, 45, 47, 49, 51, 53, 55, 57, 59.
Poughkeepsie .....	1	(1)	
White Plains .....	1	(1)	
Woodside .....	1	(1)	
Pennsylvania:			
Allentown, Bethlehem, Easton..	2	4	34, 36, 38, 40.
Harrisburg .....	3	6	45, 47, 49, 70, 72, 78.
Hazleton .....	1	(1)	
Lancaster .....	1	2	22, 24.
Philadelphia .....	10	13	42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 74, 76.
Reading .....	2	4	26, 28, 30, 32.
Scranton, Wilkes-Barre .....	5	9	61, 63, 65, 69, 71, 73, 75, 77, 79.
York .....	2	5	(see note A).
Rhode Island:			
Pawtucket, Providence .....	4	6	35, 37, 39, 41, 43.
			54, 56, 58, 70, 72, 78.

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# FCC AND FM RAZZLE-DAZZLE

## Allocations Burn Outlets

There's not enough channels to go around so somebody's going to lose out

By Lou Frankel

NEW YORK, Oct. 1.—FCC this week found itself confronted with something distinctly unusual in the biz, namely, locals and nets both on the prowl for a fight. Fracas is over the recently announced FM allocations.

Webs are fuming over the quality of what they got (see other story on this page for the web point of view). Local applicants, on the other hand, are furious over (1) the quantitative side of the allocation; (2) the inconsistencies or inaccuracies in the FCC's pronouncements anent FM, and (3) the resultant differences between FCC intents and actions.

### Who's Who Tough To Figure

Actually in the griping, of course, the breakdown, as to who is griping about what, is not so easy to tabulate. This stems from the obvious fact that in the New York area there are represented in FM, newcomers of proven radio savvy, newcomers of no apparent savvy, newcomers with plenty of behind-the-scenes power, and AM operators looking for FM applications.

(1) The FCC in its August 24 report proposed 20 metropolitan channels for New York City. The FCC on September 12 nixed any community channels for New York City by saying, "for the time being, until more FM stations are authorized, the commission will not authorize community stations in principal cities of metropolitan districts in an Area I having four or more AM stations."

### New York Limited

So, since New York is a principal city in a metropolitan district having 15 AM stations whose identification announcements conclude, by specific FCC permission, with the words "New York," it is easy to see that New York City will have only 20 FM channels. Likewise, it is easy to see that all of these will be FM-metropolitan, none will be FM-community.

And, since on September 12 the FCC assigned 11 of the metropolitan channels to stations heard in New York City, it is also easy to see that there are only nine channels as yet unassigned. But there are 21 applications on file and at least two more to come.

Ergo: There's not enough to go around. So who's gonna get what's left, the locals ask themselves.

### FCC Inconsistent

(2) But none of the aforementioned 21 applicants, as yet unassigned, knows where he stands. For the FCC has been inconsistent in its sayings on FM, at least so say many of these locals. Here's what they mean:

(a) It's no secret that the FCC has, in the past, inferred that there would be room in FM for newcomers and especially for those unable to get into AM due to lack of facilities or inability to finance million dollar operations.

(b) These newcomers took courage from the following sentence in the FCC report of August 24: "The purpose of the table is simply to show that under the allocation plan adopted by the commission it will be possible to have at least as many metropolitan stations in Area I as there are AM stations and in most cities 50 per cent more."

(c) Yet the September 12 allocations are a hit in the head for the newcomers, and many another, too. Here's the way they add it up:

New York City is limited to 20 metropolitan channels, can get no community channels. Eleven frequencies have already been assigned. The August 24 report of the FCC allotted New York City metropolitan channels numbered 3, 9, (See ALLOCATIONS BURN on page 14)

## CBS Promotion, Sustainer; NBC "Parade" Credits B.R.'s

NEW YORK, Sept. 29.—New program promotion of CBS and NBC differs this year insofar as pre-season preview production are concerned. The CBS Stars in the Afternoon bally, heard on two successive Sunday afternoons was strictly a sustainer, whereas the NBC Parade of Stars, next Sunday (7) and Monday (8), is commercially minded.

Thus, the CBS show made no mention of the sponsor, albeit the Hollywood session chucked in a mention of Lux Radio Theater, and everyone worked for sustaining scale. NBC programs will bally the sponsor as well as talent with

everyone, musicians, talent, etc., drawing commercial sized checks.

Snapper is that CBS footed total bill, while on NBC show, the sponsor is delivering the big name acts.

## Station Clearance Still Messing Up Fitzgerald Program

NEW YORK, Sept. 29.—J. Walter Thompson, agency for Ballantine beer and ale, is taking no double-talk from NBC affiliates. Product recently shifted from CBS to NBC and, knowing they had the new Barry Fitzgerald program, His Honor, the Barber, in the works, Thompson started clearing.

Several stations which had previously been tabbed agreeable to beer biz suddenly reported time not available. Others that had nixed brews, just as suddenly became interested in taking the program on the national spot rate. This, as most everyone knows, is lower than the station net on a web deal. Stations were able to double-talk because the program is on non-option time.

Fed up with the attempted razzle-dazzle, Thompson will, in at least eight markets, put the program on via e. t. s., using the best available time and outlet. And NBC affiliates in those markets subsequently yearning for the Ballantine biz will have to better the deal.

With Barry Fitzgerald, Academy Award winner for his chore in *Going My Way* film, and a Carlton E. Morse script, the client and agency figure they've got a winner.

## Kraft Still Hopes to Hold Crosby on Air

### Everett C. in Eastern Huddle

HOLLYWOOD, Oct. 1.—J. Walter Thompson Agency expects the Crosby-Kraft tiff to be settled soon as a result of Everett Crosby's current Eastern huddle with Kraft and J. W. T. execs. Before leaving the Groaner's business manager, brother stated that the Kraft contract had expired under provision of California State law which puts a seven-year curb on duration of worker contracts. Agency, however, contends Crosby belongs to Kraft for the next four years and says he will be back on show before January 1.

Underlying trouble has been that Der Bingel doesn't like being tied down by weekly alders, and besides feelers from other sponsors who offer to broadcast waxings of the show or bring him in via wire prove tempting. Also, Crosby wants more coin for his weekly stint, as taxes cut off a heavy slice of his take. Situation isn't helped any by fact that many advertisers are running after the Groaner, promising almost anything should he be freed from Kraft.

To add to the difficulties, Crosby is suffering from a kidney ailment and is slated to enter a local hospital as soon as he winds up work on a current film.

Frank Morgan will handle the Kraft air show while troubles are being ironed out and at the same time will give Crosby a breather to regain his health. Show will retain the old format and will include John Scott Trotter and a weekly guest. Should Crosby decide to return to KMH, Morgan will be retained and will double with the Groaner.

## CBS and NBC Plan To Fight

Nets want more power than indies and recognition of their pioneering efforts

WASHINGTON, Oct. 1.—Granted a rehearing on October 15 by Federal Communications Commission on rules for assignment of FM frequencies, particularly in New York metropolitan area, Columbia Broadcasting System and National Broadcasting Company are planning to make last-ditch fights for power superior to independents. The two jumbo networks, however, appear to face a tough fight, and right now the chances seem slim for revision of FCC's allocations issued on September 12.

CBS and NBC are raising argument that nets appear to be discriminated against, especially in New York City area FM assignments. But FCC is insisting that equitable distribution of frequencies justifies allocations. FCC spokesmen say that all stations have been dealt with equally. It is argued by FCC engineers that nets have their normal advantage over indies thru opportunity to extend coverage thru affiliates. Nets, however, believe that their "pioneering" efforts in radio should be rewarded.

### CBS's Formal Protest

Informal protest filed with FCC last week, CBS urged that commission assign to it "an FM frequency in New York which will provide coverage as great as that of any other FM station in New York and negative any expressed or implied recognition that FM stations owned by network companies should, by reason of such ownership, be discriminated against."

CBS stated in its formal protest that FM frequency assigned to it by FCC would allow for coverage "which will be inferior to that of certain other stations in New York." The net also objected to what it said was "the apparent recognition by FCC of the principle that the desirable frequencies shall be denied to a particular class of licensees (in this case licensees who also operate nationwide networks) without regard to the needs of listeners or the relative showings which may be made by applicants."

### Objection Basic?

"While the objection of Columbia is addressed specifically to the assignments for the New York metropolitan area," stated CBS, "it extends to any principle of inferior treatment, as it is recognized that similar problems may arise in other areas at a time when the demand for channels exceeds the available supply." The net argued that the allocation plan "is contrary to the public interest" because the channel assigned to CBS's FM station in New York is "inferior." According to CBS it will have "an inter- (See CBS and NBC on page 14)

## Speechless Brass

FRANKFURT, Germany, Sept. 29.—When the Glenn Miller Army Air Forces Band made its last broadcast from the E.T.O. here, technicians were unable to rig up a line from the concert hall to the AFN studios a few blocks away. At the last minute an engineer persuaded a WAC telephone operator to carry the music over phone lines to the studio.

Officers at the I. G. Farben Building, supreme headquarters for the occupation forces, picked up their phones during the half-hour broadcast to find that the band was providing their official conversations with an unofficial background of hot jazz. Several officers remained on the phone for the whole half hour—speechless.



# Allocations Burn Outlets

There's not enough channels to go around so somebody's going to lose out

(Continued from page 5)

11, 13, 15, 17, 19, 21, 23, 25, 27, 29, 31, 33, 35, 37, 39, 41, 43 and 45.

On September 12, the FCC assigned the aforementioned 20 channels, made its allocations on channels numbered 41, 45, 47, 49, 51, 53, 57, 59, 61, 63 and 65. Obviously the FCC has spotted the New York City channels higher than outlined previously. And just as obviously, if the numerical sequence revealed in the August 24 report was any indication, the FCC had used two of New York's 20 channels for the Alpine (WPMN) and Jersey City (WAAW) allocations.

This stands up, in the minds of the locals, since both stations are familiar to New York audiences. Also because the August 24 report by FCC lists no metropolitan channels for Jersey City, does not list Alpine.

## Scramble for Nine Channels

So, as they see it, it becomes a scramble for the remaining nine channels. The newcomers feel they haven't got a chance since they see nothing encouraging in the 11 frequencies already assigned. Finch and Muzak are definitely not newcomers to the radio scene, and metropolitan is a pitch for two big department stores. Furthermore, on the basis of the assignments already made, the AM stations figure to have a most potent argument and edge. Namely, and again, this is the reasoning of the local aspirant.

WJZ, outlet for ABC, cannot be refused so long as its competitors (WABC-CBS, WEA-FM and WOR-MBS) are in FM.

WMCA, WNEW compete directly with WHN, cannot be refused.

WINS can claim it also competes with WMCA, WNEW, WHN, will probably not be refused.

WLIB has a good record in its short career under the present call-letters, can also claim a competitive situation. And The New York Post, which owns WLIB, cannot be refused an FM channel if The New York Times, which owns WQXR, has an FM outlet.

WBNX and WEDV have a long and honorable record of foreign language service in this market, cannot easily be refused. Additionally, WEDV had a labor background and strong ties with the daily Jewish newspapers.

With The Times and Post in FM, The Daily News will not be kept out easily. Then there's The Newark Evening News, which recently purchased WBYN, Brooklyn, which likewise has a practically unbeatable argument for an FM wavelength.

## Others Will Holler

And there go the nine remaining channels. But, and here comes the rub, WFAS, up in White Plains, and WPAT, in Paterson, are entitled to claim the right to grow and expand. The New Brunswick Home News and Passaic Daily News will scream murder if other newspapers get FM and they don't. Likewise, the United Auto Workers, with a Newark (N. J.) application, won't take "nix" quietly. It's a cinch Elias Godofsky, with a fine record in AM radio, rates a whack at FM. Throw in the People's Radio Foundation, which is a co-op of listeners, the rumored applications-to-come of The New York Sun and Marshall Field's PM and it's easy to understand

why the local boys with a yen for FM are on a merry-go-round.

## Full of Errors

But that isn't the only carousel in the local FM corral. The oft-mentioned August 24 report of the FCC is full of bulls.

The same report lists 13 AM outlets in New York City when there are 15. The same August 24 report lists three AM stations in Brooklyn, gives Brooklyn no metropolitan channels, says its eligible for community stations.

Not only are there only two, not three, Brooklyn stations, namely WBYN and WBBR, but Brooklyn is an irremovable part of New York City. Therefore, Brooklyn, by virtue of the September 12 ruling, is not eligible community stations.

And since Brooklyn is part of New York City this town has a population of 11,000,000 people. It's also the top market in volume of business, in value of products. Yet the Albany, Troy, Schenectady area with a total population of about 380,000 gets, according to the August 24 tabulation, 12 metropolitan stations.

## Looks Like Run-Around

To the as yet unassigned applicants this all adds up to a run-around and brush-off. And if that isn't enough, they point to WBBR (Brooklyn), owned by the People's Pulpit Association (Zarepath, N. J.), and WAWZ, the property of Pillar of Fire. Both are religious groups, both may want FM outlets; both might be happy with community stations, but there ain't any in these parts.

## Locals Dizzy

(3) You, say the local FM aspirants, figure it out; they're dizzy from trying and furious over not being able to get a clarification from the FCC. Either the FCC creates more FM channels for New York or it restricts the FM metropolitan stations to New York.

Yet this obviously is impossible as trying to limit the AM stations in Brooklyn to Brooklyn, keeping those in Newark from being heard in Manhattan, those in Jersey City from being heard in Brooklyn.

Or else the FCC opens community channels for the New York City market. But here again it's impossible, for the FCC rules are a'gin' it.

The only alternative, they say, is for the FCC to admit it was only kidding when it said, "we want newcomers." At the same time, the FCC might also admit that like it or not it is perpetuating broadcasting among its present licensees.

\*WMCA, WEA-FM, WOR, WJZ, WNTC, WABC, WBN, WNS, WNEW, WLIB, WEDV, WOB, WBNX, WQXR, WRRL. In its August 24 breakdown, the FCC listed 13 AM stations in New York City. Obviously somebody at the FCC forgot that WLIB and WRRL were granted permission to take the "New York" identity.

Station	Channel	Location
WAAW	41	Jersey City, N. J. (FM outlet for WAAW)
WBAM	45	New York City (FM outlet for WOR)
WABC-FM	47	New York City (FM outlet for WABC)
WEAF-FM	49	New York City (FM outlet for WEAF)
WNTC-FM	51	New York City (FM outlet for WNTC)
WABF	53	New York City (licensed to Metropolitan Television, Inc. Two local department stores, Bloomingdale's and Abraham & Straus, are Metropolitan Television).
WHNF	57	New York City (FM outlet for WHN)
WFGG	59	New York City (licensed to Wm. Finck, of Finck Facsimile).
WGYN	61	New York City (Muzak)
WQXQ	63	New York City (FM outlet for WQXR)
WFMN	65	Alpine, N. J. (Major Armstrong)

Newark, N. J.: "Newark Evening News" Fidelity Media Broadcasting Corp. United Auto Workers Atlantic Broadcasting Co. Home News Publishing Co.

N. J.: Paterson, N. J.: WPAT "Passaic Daily News"

Brooklyn, N. Y.: Elias Godofsky (ex-pres of WLIB) Frequency Broadcasting Corp.

New York City: Messrs. Cortada and George Mayoral Bernard Fdn

WJZ WEDV WNEW WLIB WNS

News Syndicate Co., Inc. (Daily News)

WBNX People's Radio Foundation, Inc.

WMCA WFAS (up in Westchester County on the New York City border) also expected, are an application from "The New York Sun," and one from Marshall Field, probably for his newspaper "FM."

White Plains, N. Y.:

# CBS and NBC Plan To Fight

Nets want more power than indies and recognition of their pioneering efforts

(Continued from page 5)

ference-free coverage area within the 50 m.v. contour which is only 62 per cent of the similar service area of a superior channel." According to CBS, affiliation cannot be relied on to fill the gaps "unless strategically placed community stations were utilized. Obviously, "added CBS, "if future networks are faced with the same problem, a workable solution becomes increasingly impossible.

"Aside from economic infirmities of utilizing two or more stations to perform the service which one station can perform," added CBS, "the primary purpose of the community station as a means of service... would be defeated. From an economic standpoint, of course, the necessity of adding large numbers of small community stations in order to provide adequate coverage would prove so burdensome as to place the FM networks at a decided economic disadvantage which would be reflected in the service which they render to listeners."

## New Vs. Old Webs

Furthermore, CBS continued, new networks would get an unfair competitive advantage over existing nets "which pioneered in the development of FM and will continue to pioneer during the transition period."

Program choice, according to CBS, is not increased by the proposed plan inasmuch as there is no assurance that small stations affiliated with the nets will carry the outstanding sustaining programs which the nets originate. FM, added CBS, will eliminate advantages which standard stations have enjoyed. "To go further and provide a substantial advantage to non-pioneers is a novel and unsupportable procedure," stated CBS. "As CBS derives a substantial portion of its income from the operation of the stations which it owns, an undermining of these sources of revenue by reducing the competitive status of network-owned stations to a sub-standard level will seriously threaten CBS's ability to assume the pioneering costs of television which will be enormous during the next decade." CBS emphasized its pioneering efforts in radio.

## NBC in Like Vein

NBC in similar vein argued that the allocations are "contrary to public service" because they give network FM stations in New York City a tight service area resulting in loss of service to half a million persons. "Such discrimination," stated NBC, "is unsound." NBC insisted that its New York City WEA-FM would be put at a disadvantage.

The two net protests were sole ones deemed by FCC as warranting rehearing. Zenith Radio Corporation in filing took opportunity to take left-handed swing at FCC, insisting that "instead of reducing the service FM stations concerned" in Zenith's communication, it should be increased. Several stations suggested minor revisions and some concurred completely.

Meanwhile FCC, which late Friday (28) had announced the rehearings for CBS and NBC, regarded its major task of devising FM rules as all but complete. A last installment on FM standards of good engineering practices was issued Wednesday (25). These include rules for construction and operation, and also apply to non-commercial.

Efforts are still being made to induce FCC to revise rules by authorizing reservation of several FM channels for returning veterans. American veterans committee made a plea for the change last week, and other organizations are expected to follow.

## KSTP FILES CHARGE

(Continued from page 6)

bard, after KSTP was turned down, the WLOL permit was granted.

Commission members explained WLOL's new towers were only 170 feet higher than the Wold-Chamberlain Field elevation and not in line with any airline runway. KSTP towers, on the other hand, they said, would be hazardous. Hubbard claimed that if WLOL operates in that location, KSTP will be blanketed out because WLOL will have stronger

# A Reason for New York Four

(Continued from page 12)

plications pending than there would be channels available.

## Time Sharing Nix

Suggestion for time-sharing arrangement as a means to meet the channel shortage is not getting favorable response from New York spokesmen. Expectation is that there will be lengthy comment on this proposal.

Neutral observers here see FCC in a difficult position thru no fault of its own. These observers explain that FCC had to choose between alternative of providing more than four channels for New York at expense of several other cities like New Haven and Hartford or distributing channels to as many cities as possible in East at expense of New York. Necessity for providing a minimum number to every State has made FCC job all the tougher, it is explained. Consequently, New York's hope of getting increased number of channels is seen as resting on willingness of other cities to do without allocations.

## FCC Will Co-Op If?

New York spokesmen are obviously prepared to push demands for the increased number, insisting that large numbers of small communities (which under FCC's blueprint would have channels available), would never use them while New York is ready to use more than three times the number allotted to it. There is not the slightest doubt here that FCC will be more than willing to go along with New York's request if the other cities are willing to do without channels. Prospect is that New York will not be alone in the protests. Several other communities which have been studying the assignment chart are going to make a bid for "equitable" distribution on basis of population and sales volume.

It is generally agreed that metropolitan markets are forced to get a bad break in assignments until video is moved to "upstairs" frequencies where more channels are available. Under current blueprint in "downstairs" frequencies, only 13 channels are being distributed among 140 markets. There is some possibility that a higher ceiling for metropolitan stations will be asked at the hearing.

Time for filing briefs has been extended to October 8, with the hearing to open three days later at 10:30 a.m.

# Boston Newspaper Asks Permission To Buy WHDH

BOSTON, Oct. 1.—Application for the Federal Communications Commission's consent to purchase a controlling interest in the Matheson Radio Company, Inc., licensee of WHDH here, was made last Tuesday (25) by the Fidelity Broadcasting Corporation, a wholly-owned subsid of the Boston Herald-Traveler Corporation. Filing of the application finally confirmed rumors which have been floating around local radio circles that WHDH would be sold to a Boston newspaper.

Beyond confirming the planned purchase, executives of the Herald-Traveler Corporation had no statements to make as to future plans. Present station staff, the studios in the Touraine Hotel, and the transmitting facilities at Saugus will remain as is. No changes in policy are planned. Grapevine specialists, knowing the Matheson interest in fisherman's broadcasts, claim that some gimmick retaining these air sessions has been written into the deal. Purchase makes The Herald-Traveler the first Boston newspaper to operate a radio station.

signal. Hubbard was interrupted by Robert Aldrich, airports director, who said matter of blanketing was up to FCC and not to airports commission. Alderman Harry Burgum, of Minneapolis, then said there is no comparison between WLOL's little towers on a hill and KSTP's 1,000-foot stick on the hill. Hubbard said KSTP wanted the 1,000-foot stick. Burgum retorted: "I'd say no."

Rudy Bretz, CBS television producer, takes over "Detector 1" as host in the College of the City of New York television course. Bretz qualifies as a cameraman and technician as well as producer.

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# Plenty Labor Co-Ops and Ed Bids

## ILGWU Plan Has Daily Sked

Anti-labor forces no like union bids for licenses—FM or otherwise

WASHINGTON, Oct. 15.—Anti-laborites here are planning to kick up political storm around International Ladies' Garment Workers' Union (AFL) bid for FM licenses in New York, Boston, Philadelphia and Chattanooga. However, ILGWU's applications for the four station licenses, filed with Federal Communications Commission last Monday (8), appear to have better than even chance for FCC approval, largely because of possible beneficial influence ILGWU stations may have on radio programing generally.

Attracting particular attention is ILGWU's pledge to operate on non-profit basis, with sustaining programs to be given more than 50 per cent of each station's air time. The powerful union, ready to sink more than half a million dollars in the four stations, has given FCC a program prospectus emphasizing community interest discussions, dramatics, religious and health programs, music, news, rounded out by sports, children's events and public forums.

### More Worried

Some anti-laborites, grumbling ever since United Auto Workers (CIO) filed applications for FM station licenses in six cities (Los Angeles, Chicago; Newark, N. J.; Cleveland, Detroit and Flint, Mich.), are considerably more alarmed by prospect of success by ILGWU chiefly because of ILGWU's achievements in legit stage, *Pins and Needles*, and in organizing community dramatic and discussion centers. It has been learned authoritatively that some anti-laborites have already beaten a path to the door of the House Committee on Un-American Activities with hope of precipitating an inquiry that might prejudice FCC against the applications. House Committee has been grappling with issue of launching full-scale investigation of radio station applicants, with conflict seething behind scenes in Congress as result of efforts by some Congressional leaders to forestall recurrence of witch-hunting practice of old Dies Committee, which proved costly to taxpayers as well as to prestige of Congress.

### Chain?

ILGWU's bid is seen as introducing an important administrative precedent in radio station chain operation. For, although ILGWU will be only minority stockholder in each of proposed new stations and does not plan to operate as chain or labor network, it is believed that regulations would prevent ILGWU from becoming minority stockholder in a number of stations far in excess of six, which is limit for majority stock control. ILGWU plan is to invite locals of other unions to invest in ownership and to maintain operation exclusively on local basis to meet needs of specific community. There is definite possibility, however, that the powerful union, whose 1944 budget reached \$7,342,049 (more than half a million higher than previous year's budget), might develop interest in large number of stations.

### Talent Diggers

Neutral observers see in ILGWU's prospectus an answer to FCC's oft-repeated plea for improved local programming and increased stimulation of local talent. Emphasizing a pledge to foster community talent service, ILGWU informed FCC that *Pins and Needles* established "once and for all that no one segment of a community has a monopoly on dramatic and musical talent." "If properly inspired and directed and if the media for expression are available," continued ILGWU in its prospectus to FCC, "thousands of hitherto unknown persons may make their contributions to the dramatic, musical and cultural

## NBC, CBS Hopefully Ask New FM Ruling; Slim Chance Seen

WASHINGTON, Oct. 15.—Radio engineers who appeared at a rehearing here today on Federal Communications Commission rules for assignment of FM frequencies are hopeful that FCC will change its mind and authorize increased coverage for network stations and maybe even increase the allotment for New York. Despite this optimism, however, FCC is demonstrating, outwardly at least, a coolness to the idea of changing its rules. All in all, there appears to be an outside chance that the webs will get a better break—albeit the chance continues to be viewed as very slim.

Columbia Broadcasting System engineers in arguments today proposed an alternate allocation plan for FM stations in Area 1, seeking an increase from FCC's limit of 11 to 20 channels for New York. In so doing, CBS asked FCC for Channel 45 at 96.9 mc. for WABC-FM. Under the CBS plan, New York would get channels 21, 23, 25, 27, 29, 31, 33, 35, 37, 39, 41, 43, 45, 47, 49, 51, 53, 55, 57 and 59. Philadelphia would get 13 channels (42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64 and 66). Baltimore would get 10 (51, 53, 55, 57, 59, 61, 63, 65, 67 and 69). Others would be: Bridgeport, 3 channels; Hartford, 6; New Haven, 5; New London, 2, and Waterbury, Conn., 4. CBS plan

proposes FM frequencies for other licensees and permittees in New York area as follows: WAAW (92.5 mc.), Channel 23; WABF (92.1), Channel 21; WBAM (96.59), Channel 43; WEA-FM (97.3), Channel 47; WFGG (99.3), Channel 57; WFMN (99.9), Channel 55; WGYN (93.3), 27; WHNF (93.7), 29; WNYC-FM (94.5), 33, and WQXQ (94.1), 31.

Today's rehearing on FM rules and assignments was authorized by FCC to let CBS and NBC put additional arguments for change on record. CBS and NBC's informal protests, which culminated in today's rehearing, insisted that FCC was discriminating against networks both in assignment of frequencies and in coverage areas allotted. CBS urged that FCC assign it an FM frequency in New York which will provide "coverage as great as that of any other FM station" in the metropolis. CBS stated that this was the surest way to remedy a bad situation and without an impression given by FM rules that FM stations owned by network companies "should by reason of such ownership be discriminated against." NBC, in its formal protest, argued that FCC's FM allocations are "contrary to public service because of tight service areas allotted to webs."

## Hub Department Store Biz Proving That Retail Airings Do Bring 'Em In To Buy

### Three Biggies and Speciality Shops Get Biz Pay-Offs

BOSTON, Oct. 15.—The sizable slice of the department store advertising melon which local radio stations rated during the newsprint shortage looks good

are, in fact, strongly reminiscent of recent remarks by Chairman Porter and Commissioner Durr on FM and programming generally. Noteworthy is the following statement by ILGWU.

"FM gives radio broadcasting the great opportunity to become the local town meeting hall, the local music hall, the local drama center. It will permit the ILGWU's affiliates to give to the community at large what formerly was confined to the members. The moral and financial aid of the ILGWU will be at the disposal of the local applicant who will be the licensee and have control over station policy. These local groups will do an outstanding job in public-service programming. Public health education, the development and encouragement of local talent, and round-table discussions on community industry-labor relationships, and community consumer-farmer relationships will constitute the four largest segments of the station's public service program."

Also significant in this respect is the following from the ILGWU prospectus on file with FCC:

### Expanding Classrooms

"The conventional classrooms, theaters and concert halls are no longer large enough to house the audience which wants to see and hear talent. Technological improvements have made it possible for hundreds of thousands to see and hear, by merely turning a dial, where formerly only hundreds (after paying an admission price) could see and hear. Frequency Modulation broadcasting will be one of the media which will enable the widest dissemination of culture, education and art. It is logical and in keeping with the long-established policy of the ILGWU to pioneer in new

to remain theirs now that the shortage has eased. In fact, new retail sponsors entering the lists go to prove that radio has a definite place in the promotional picture.

Currently, three of the big five department stores, Gilchrist's, Filene's and Jordan's, have regular air shows over Hub stations. In September, Chandler's, Boston's oldest specialty store, inaugurated a new show for teen-agers over WNAC. On October 15, Lamson & Hubbard, another leading specialty shop, will underwrite a three-times-a-week 15-minute WNAC program titled *Tea at the Copley*.

### WNAC Out in Front

Check-up of stations rating the retail gravy puts WNAC, Yankee Network key station, well out front in the field. Gilchrist's is underwriting *The Answer Man*, a 15-minute show five times a week from 6:30 to 6:45 p.m. Filene's is sponsoring *Tello-Test* over the same station three times a week at 9:15 to 9:30 a.m. Chandler's is paying the freight for a half-hour Saturday morning stamper aimed at high school girls and titled *Chandler's Teen-Age House Party*. With the entrance of *Tea at the Copley*, sponsored by Lamson & Hubbard, WNAC has the heaviest retail representation in Boston.

Check-up with the radio-minded retailers reveals that the stores have found that radio can and does sell merchandise. Since most retail advertising has to pay its way by showing sales against ad cost, the fact that stores are cutting a larger slice of the melon for air promotions proves that returns are good. Institutional value of air shows, too, has been proven by heavy mail response.

Opinion locally is that the alert promotional methods of the stations, particularly WNAC in plugging store shows, has made plenty of friends among retailers. Newspapers have been by-passing store plugs for too long in the Boston picture. This is now paying off in re-

## Co-Op & Farm Group Ideas

Even existing station channels eyed by religious groups and colleges

WASHINGTON, Oct. 15.—With a long pent-up flow of nearly 200 conditional license grants due to get a start this week, Federal Communications Commission finds itself facing decision whether farm co-operatives, labor organizations, educational and religious groups will get increased role in big-time radio. Plenty of the nearly 1,000 applications filed with FCC are from co-ops, labor unions, religious and educational groups seeking either new stations or increased power for broadcasting at better listening hours. In addition, FCC is encouraging development of vast new chains of regional non-commercial educational stations.

Besides four applications from International Ladies' Garment Workers' Union (see story on this page) for FM licenses, applications waiting to be processed include a bid from Chicago Federation of Labor to increase power from 10 kw. to 50 kw. and install new transmitter for making changes in day-night uses for its standard broadcast station WCFL (Chicago). Meanwhile, rush of bids from other labor groups for employer role in FM includes application by Amalgamated Broadcasting System, Inc. (CIO), for FM licenses in Chicago, New York, Rochester, N. Y., and Philadelphia. These applications, too, filed, have not been accepted. Four other CIO applications (United Auto Workers) for FM licenses have been on file for some months.

### Co-Ops Want Plenty

Presence of co-operatives among the applicants is being felt increasingly. For example, Ohio Council of Farm Co-Operatives, acting in behalf of co-ops of Ohio as well as that State's Farm Bureau and Grange, has declared its intention to push for a chain of four FM stations in Ohio with plans to cover the whole State with "regular broadcast service." Key station would be in Columbus, O. Patomac Co-Operative Federation, Inc., wants to start an FM station in nation's capital, the first request for such a group from this locality. An unusual combination of sponsors is seen in line-up in bid for new FM license in Hollywood. Sponsors include following: Philip M. Connelly, secretary of CIO; George Campbell, Musicians' Union (AFL); Paul Stewart, Cal Kuhl (Radio Producers and Directors); Emmet Lavery, president; Screen Writers' Guild; Dr. Franklin Pearing, psychology prof at University of California, at Los Angeles; Bert Gottschalk, radio engineer; Alvin Wilder, news commentator, and "others doing business" as Hollywood Community Radio Group.

As an example of what radio can expect from educational groups, St. Olaf College's standard broadcast station (WCAL) at Northfield, Minn., wants to change its operating hours from sharing time with KUOM to full daytime operation. Time would be relinquished by KUOM. St. Louis University wants to boost its standard broadcast station's (WEW) power from 1 kw. to 50 kw., changing hours of operation from daytime to unlimited time. Among religious group applications, Missionary Society of St. Paul the Apostle wants use of standard broadcast facilities of WNEW (New York).

### Johns Quits WCCO for Agcy.

MINNEAPOLIS, Oct. 15.—J. Frank Johns, time peddler for WCCO, CBS outlet here, leaves to become merchandise exec for Melamed-Hobbs, Inc., local ad agency. Change takes effect today (15). At Melamed-Hobbs, Johns, who has been with WCCO since 1943, will have charge of merchandising agency products among radio and newspaper accounts and will work with salesmen in promoting



# NEW JERSEY COMMERCIAL FM RADIO STATIONS

SERVICE AREA SORTED % OF TOTAL SERVICE OVER WATER

SERVICE AREA SQ KM

	CALL	CLASS	CH	LAND	WATER	TOTAL	% LAND	%WATER	
50 % OR GREATER	WWAC	A	274	499.6	1465.0	1964.6	25.4%	74.6%	50 % OR GREATER
	WCZT	A	254	585.2	1670.0	2255.2	25.9%	74.1%	
	WGBZ	A	272	412.0	1108.0	1520.0	27.1%	72.9%	
	WEZW	A	226	407.8	1074.0	1481.8	27.5%	72.5%	
	WBHX	A	259	240.4	566.1	806.5	29.8%	70.2%	
	WWZY	A	296	927.9	1690.0	2617.9	35.4%	64.6%	
	WZXL	B	264	2140.3	3620.0	5760.3	37.2%	62.8%	
	WJSE	A	292	880.2	1301.0	2181.2	40.4%	59.6%	
	WPUR	B1	297	2729.2	3229.0	5958.2	45.8%	54.2%	
	WRAT	A	240	779.3	906.8	1686.1	46.2%	53.8%	
	WFPG	B	245	5219.5	5648.0	10867.5	48.0%	52.0%	
	WMGM	B	279	5120.6	5373.0	10493.6	48.8%	51.2%	
	WBBO	A	253	1157.9	1179.0	2336.9	49.5%	50.5%	
40% TO 50%	WTKU-FM	A	252	1158.1	1179.0	2337.1	49.6%	50.4%	40% TO 50%
	WIBG-FM	A	232	929.4	908.5	1837.9	50.6%	49.4%	
	WAYV	B	236	2842.0	2776.0	5618.0	50.6%	49.4%	
	WCHR	B1	289	2832.9	2638.0	5470.9	51.8%	48.2%	
	WAIV	A	288	918.5	837.1	1755.5	52.3%	47.7%	
	WZBZ	A	257	1006.6	860.0	1866.6	53.9%	46.1%	
	WENJ	B	247	6947.5	5928.0	12875.5	54.0%	46.0%	
	WTTH	A	241	906.6	764.5	1671.1	54.2%	45.8%	
20% TO 40%	WJRZ	A	261	1075.4	799.6	1875.0	57.4%	42.6%	20% TO 40%
	WKMK	A	292	1055.1	728.5	1783.6	59.2%	40.8%	
	WJLK	A	232	1161.6	656.4	1818.0	63.9%	36.1%	
	WTHJ	A	293	1632.7	919.6	2552.3	64.0%	36.0%	
	WOBM-FM	A	224	1217.0	645.0	1862.0	65.4%	34.6%	
	WPAT	B	226	10065.0	3489.0	13554.0	74.3%	25.7%	
	WHTZ	B	262	10154.4	3454.0	13608.4	74.6%	25.4%	
	WQXR	B1	290	3582.6	1022.0	4604.6	77.8%	22.2%	
0% TO 20%	WDEL	A	269	1355.6	386.2	1741.8	77.8%	22.2%	0% TO 20%
	WSJO	B1	285	4960.9	1246.0	6206.9	79.9%	20.1%	
	WNSH	B	234	11176.5	1785.0	12961.5	86.2%	13.8%	
	WKXW	B	268	12835.0	702.5	13537.5	94.8%	5.2%	
	WAWZ	B	256	8024.5	392.7	8417.1	95.3%	4.7%	
	WPRB	B	277	11134.3	275.9	11410.2	97.6%	2.4%	
	WMGQ	A	252	1788.4	30.8	1819.2	98.3%	1.7%	
	WKVP	B	295	13027.5	157.0	13184.4	98.8%	1.2%	
	WPEN	B	248	10632.1	36.2	10668.3	99.7%	0.3%	
	WVLT	A	221	2531.1	0.0	2531.1	100.0%	0.0%	
	WPST	B	233	12250.3	0.0	12250.3	100.0%	0.0%	
	WSUS	A	272	1785.7	0.0	1785.7	100.0%	0.0%	
	WNNJ	B1	279	5518.3	0.0	5518.3	100.0%	0.0%	
	WDHA-FM	A	288	1843.5	0.0	1843.5	100.0%	0.0%	
	WHCY	A	292	1894.1	0.0	1894.1	100.0%	0.0%	
	WWYY	A	296	2522.9	0.0	2522.9	100.0%	0.0%	
	WPPZ-FM	A	300	2453.6	0.0	2453.6	100.0%	0.0%	

27 CLASS A (15 are Restricted to 3 KW or Less ERP)

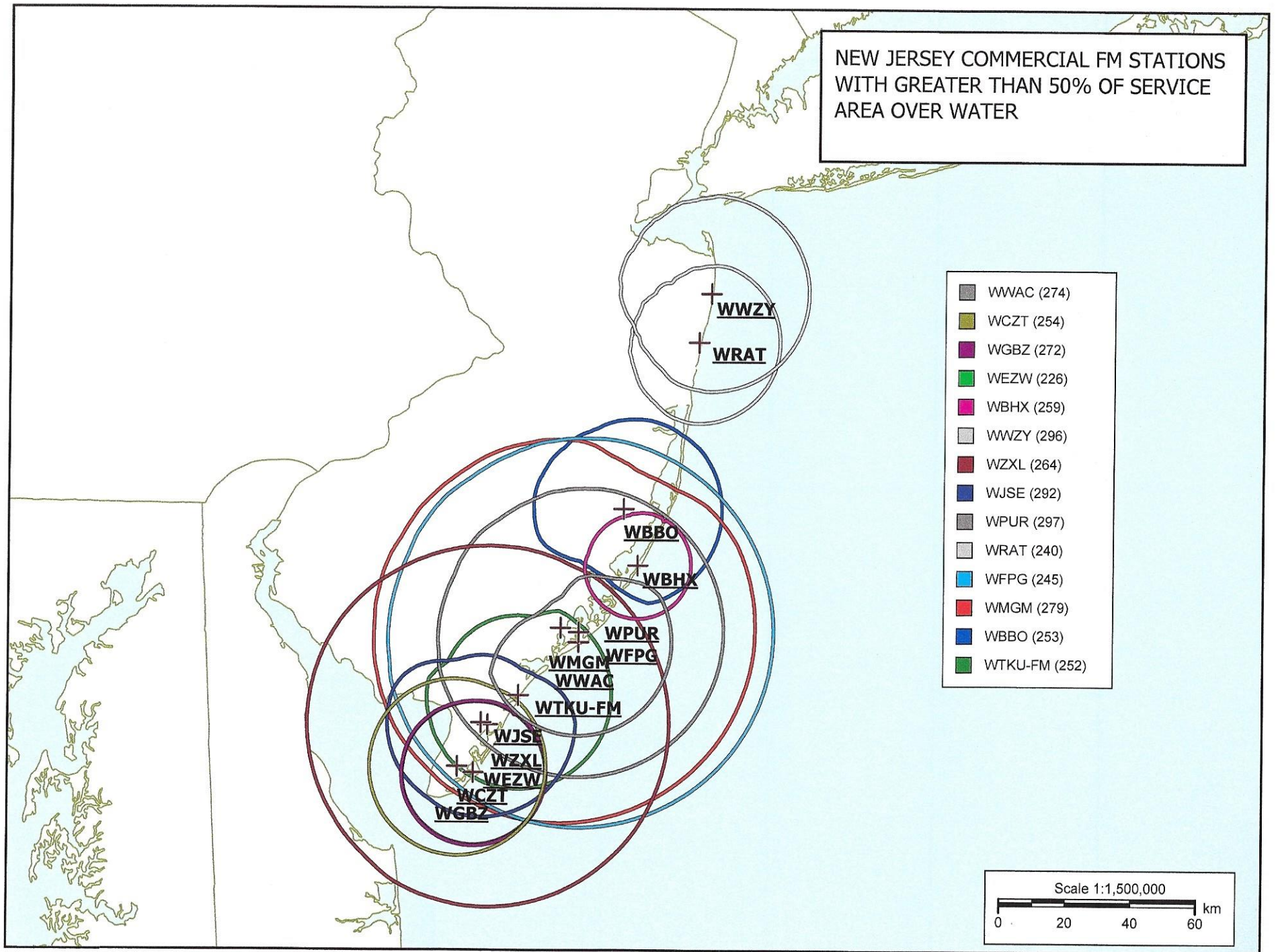
14 CLASS B

5 CLASS B1

TOTAL 46 COMMERCIAL STATIONS



NEW JERSEY COMMERCIAL FM STATIONS  
WITH GREATER THAN 50% OF SERVICE  
AREA OVER WATER



Listener Counts By dBu Contour								
Contour	WAWZ Listeners	WBBO Listeners	WBHX Listeners	WCHR Listeners	WDHA Listeners	WFPG Listeners	WJLK Listeners	WJRZ Listeners
60 dBu	130,048	15,396	1,637	39,041	16,999	37,825	65,685	12,472
57 dBu	142,219	15,396	1,637	39,424	31,863	38,901	76,756	16,631
54 dBu	160,960	23,276	1,637	49,943	38,752	41,194	92,156	17,705
50 dBu	184,799	27,773	1,637	55,686	51,540	41,620	94,940	22,327
48 dBu	208,688	27,773	1,637	58,260	68,680	41,620	94,940	22,327
45 dBu	244,918	34,123	3,211	58,260	76,542	42,539	103,907	22,327
40 dBu	274,414	38,752	4,300	58,652	119,179	44,933	108,087	22,540

Percentage of Listening Outside the 54 dBu Contour (Using the 54 dBu as Base Layer)								
Contour	WAWZ Listeners	WBBO Listeners	WBHX Listeners	WCHR Listeners	WDHA Listeners	WFPG Listeners	WJLK Listeners	WJRZ Listeners
60 dBu								
57 dBu								
54 dBu	FCC PROPOSED "BASE LAYER" PROTECTED CONTOUR							
50 dBu	15%	19%	0%	11%	33%	1%	3%	26%
48 dBu	30%	19%	0%	17%	77%	1%	3%	26%
45 dBu	52%	47%	96%	17%	98%	3%	13%	26%
40 dBu	70%	66%	163%	17%	208%	9%	17%	27%

Listening Counts by dBu Contour							
Contour	WKMK <sup>1</sup> Listeners	WKXW Listeners	WMGQ Listeners	WOBM Listeners	WRAT Listeners	WTHJ Listeners	WWZY <sup>2</sup> Listeners
60 dBu	12,686	245,437	119,969	20,046	25,585	6,273	51,345
57 dBu	17,890	277,603	141,442	21,003	27,496	6,273	51,358
54 dBu	27,385	327,961	166,774	22,339	28,758	7,520	73,370
50 dBu	31,056	400,891	188,500	24,831	37,025	8,721	89,768
48 dBu	31,056	403,771	194,179	28,049	42,931	10,873	91,685
45 dBu	40,727	451,122	211,287	28,247	45,634	11,486	101,498
40 dBu	60,908	540,883	237,306	30,173	55,658	18,474	122,179

Percentage of Listening Outside the 54 dBu (Using the 54 dBu as the Base Layer)							
Contour	WKMK Listeners	WKXW Listeners	WMGQ Listeners	WOBM Listeners	WRAT Listeners	WTHJ Listeners	WWZY Listeners
60 dBu							
57 dBu							
54 dBu	FCC PROPOSED "BASE LAYER" PROTECTED CONTOUR						
50 dBu	13%	22%	13%	11%	29%	16%	22%
48 dBu	13%	23%	16%	26%	49%	45%	25%
45 dBu	49%	38%	27%	26%	59%	53%	38%
40 dBu	122%	65%	42%	35%	94%	146%	67%

<sup>1</sup> Simulcasted with WTHJ

<sup>2</sup> Simulcasted with WBHX