



OPERATING CHART for NAB's FM Dept. was prepared at meeting of FM Executive Committee last Monday. Present were (l to r): A. D. Willard Jr., NAB executive vice president; Arthur C. Stringer, news department head; Matthew Bonebrake, KOCY

Oklahoma City; Chairman Leonard Asch, WBCA Schenectady; Everett Dillard, WASH Washington; Cecil Masten, WNBFF-FM Binghamton, N. Y.; Clarence Leich, WMLL Evansville, Ind. Meeting was held at NAB's Washington headquarters.

FM Gets Formal NAB Recognition

Business, Program Aids To Encourage Medium Are Planned

PRACTICAL recognition of FM broadcasting as a full-fledged commercial advertising medium was given by NAB last week in adopting a program of business and program aids designed to encourage this new facet of the industry.

Reviewing FM's technical development and its engineering progress, the NAB's FM Executive Committee, meeting Monday in Washington, adopted a policy designed to speed development of the art and guide FM stations in their operations.

NAB's FM activities will not clash with the promotion program of FM Assn. Many committee members also are active in FMA and it was agreed NAB should provide business and programming guidance, leaving to FMA the task of encouraging people to listen to FM and promoting the sale of receiving sets with FM circuits.

Appointment of Arthur C. Stringer as head of NAB's FM Dept. was formally announced [CLOSED CIRCUIT, June 30, Aug. 11]. Mr. Stringer had been Director of Special Services and in this capacity had conducted news clinics in all parts of the nation and had made exhaustive management studies of small stations. He will continue some of his other duties.

Discuss Petrillo Ban

The Petrillo ban on FM duplication of network music [BROADCASTING, Aug. 25] was regretted by the committee, though many members said it was not as serious a blow as some contend.

The committee urged NAB to continue efforts to find a means of making duplication of AM programs possible. It unanimously agreed that full development of FM requires an arrangement whereby both FM and AM transmitters will handle programs of all types simultaneously. The committee, holding the AFM ban retards FM development, unanimously agreed FM is not a separate and distinct service but an advance in the broadcasting art. It

adopted the following resolution:

Because the dual broadcasting of any given program over AM and FM channels merely gives the listener a choice of available systems and does not in itself enlarge the total listening audience of the program; and, furthermore, because such dual broadcasting of identical programs does not increase the amount of work performed by program and production personnel, neither the charging of premium wage scales nor the employment of duplicate AM and FM program and production personnel are economically justified.

FM will be fully represented in NAB after the Atlantic City convention with two board members, one each for Class A and Class B FM stations. New NAB by-laws provide a director-at-large for each class of FM station, as well as for television and facsimile stations, when each category has 25 association members.

Recommended FM Aids

A series of business and programming aids was recommended for FM, including the following:

Study by FM Dept., cooperating with the Research Dept., of receiver ownership. A simple formula showing ownership in a given area for use of advertisers, agen-

cies and others will be developed. An outline of the technique for such a survey will be made available to all NAB members. The data will not conflict with any existing program rating service.

Current rate practices of FM stations will be surveyed, with a report to be made to the membership.

The FM Dept. will encourage longer daily program schedules than the FCC's six-hour minimum, the committee feeling this is necessary to demonstrate FM and speed its establishment as a mass medium. Change in the FCC rule to require longer hours was considered but no action was taken.

All material sent by NAB to members will be scanned for adaptation to FM stations as well as AM.

Dr. Edwin H. Armstrong, FM inventor, was invited to demonstrate at the NAB convention his relay system for networking of FM.

Attending the committee meeting were Leonard Asch, WBCA Schenectady, chairman; Matthew

FMA Meet to Show Low-Price Sets

Other Exhibits Readied For N. Y. Convention; Denny to Speak

NEW low-price FM sets, which FM Assn. believes will speed the sale of receivers and expand the medium's listening audience, will be shown for the first time at the FMA's first national convention to be held Sept. 12-13 at the Roosevelt Hotel, New York. FCC Chairman Charles R. Denny will be featured speaker.

FMA had practically completed arrangements last week for its exhibit of FM equipment, according to Bill Bailey, FMA executive director. Twenty-two manufacturers have contracted for space, with one or two others having indicated they plan to participate.

Exhibit space on the hotel mezzanine includes one room of 1,000 square feet and three adjoining

rooms. New transmitters, including a 10-kw model, and many types of receivers will be shown. One table model FM receiver will retail for \$24.95.

Speakers at the convention banquet will be Chairman Denny and Max F. Balcom, Sylvania Electric Products, president of Radio Manufacturers Assn. Chairman Denny will be the first FCC head to broadcast over an FM network, since Continental plans to carry banquet proceedings.

Friday Banquet

The banquet, scheduled for Friday evening, will have Roy Hofheinz, KOPY Houston and FMA president, as toastmaster. Chairman Denny will be picked up 8:30 p.m. by Continental. Everett L. Dillard, WASH Washington, FMA vice president, will speak briefly on development of Continental.

WDEL, WNHC Get Television Permits

Wilmington, New Haven Actions Raise TV Total to 67

TWO NEW commercial television stations were authorized last week by FCC to bring the total number of TV authorizations to 67. The grants went to The Elm City Broadcasting Co., licensee of WNHC New Haven, Conn., and WDEL Inc., licensee of WDEL Wilmington, Del.

There presently are six commercial television stations licensed in the U. S. The new grants boost the number of outstanding construction permits to 61. About a dozen applications are pending.

The New Haven TV grant calls for use of Channel 6, 82-88 mc, with visual power of 1.82 kw and aural power of 957 w. Antenna height is 510 ft. above average terrain.

For Wilmington the CP covers Channel 7, 174-180 mc, 1 kw visual and 500 w aural with a 281 ft. antenna above average terrain.

WNHC is an independent local outlet on 1350 kc with 250 w. Estimated cost of its new video plant is \$100,000, according to the application.

WDEL, an NBC affiliate, operates with 5 kw on 1150 kc. Its television venture initially will cost an estimated \$114,500 according to its application.

Bonebrake, KOCY-FM Oklahoma City; Everett Dillard, WASH Washington; Clarence Leich, WMLL Evansville, Ind.; Cecil Masten, WNBFF-FM Binghamton, N. Y. Representing NAB were President Justin Miller; A. D. Willard Jr., executive vice president; Mr. Stringer; Richard P. Doherty and David Farber, director and assistant director of the Employee-Employer Relations Dept.

At 8:30 the first sponsored FM network broadcast will be carried by Continental. The main body of the program will originate at Rochester, home of Stromberg-Carlson Co., the sponsor, and will be picked up off the air for the banquet. Dr. Edwin H. Armstrong, inventor of FM, will speak from the banquet hall as will Mr. Balcom, who is scheduled after conclusion of the half-hour sponsored broadcast.

Expect 400 to Attend

Nearly 200 advance registrations had been received by FMA last week, with attendance of 400 predicted. Delegates will be housed at the Roosevelt, Ambassador and Commodore.

Tentative convention agenda calls for 9:30 a.m. opening Friday, with President Hofheinz officiating. After appointment of convention committees the General Electric

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