

CLEAR CHANNEL BROADCASTING

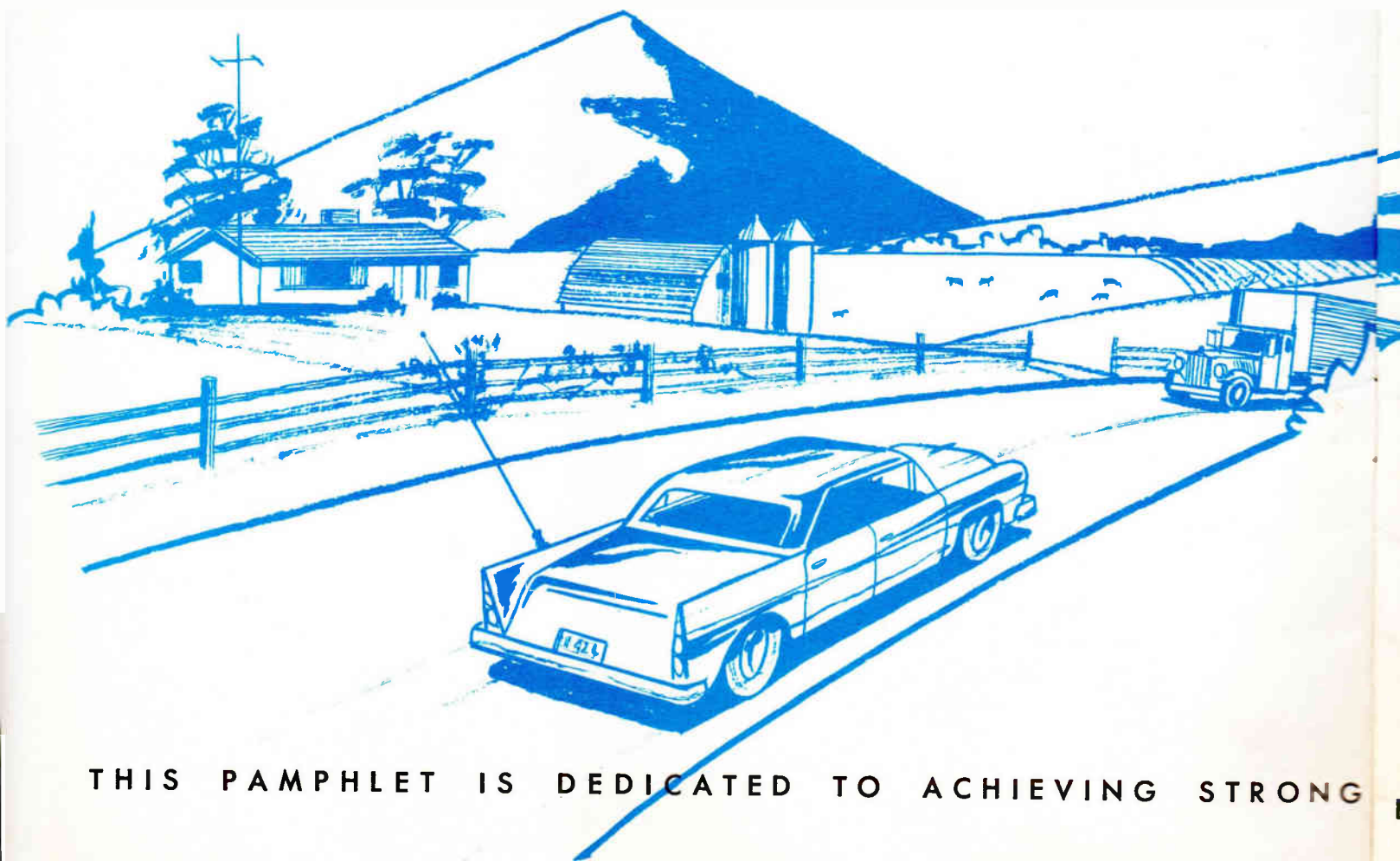
*Radio
for
ALL
America*



*Equality of opportunity —
symbolic of our system
should also apply to radio
listening —*

The Case for the . . .

CLEARs



THIS PAMPHLET IS DEDICATED TO ACHIEVING STRONG

- A huge segment of America continues to be deprived of adequate nighttime radio service. It consists of the nation's far-flung thinly populated regions.
- Over 25 million people live and travel in these regions. They are called "white areas" and encompass nearly 60% of the country. These Americans rely *solely* upon Clear Channel stations for their *only* AM radio listening at night. AND THIS WILL ALWAYS BE SO. AM radio signals behave differently at night and the addition of any number of stations will not noticeably change the picture.
- Yet Federal policies have permitted many Clear Channels to be dissipated by "duplication" resulting in more radio service to well-served urban listeners and less and less to under-served rural residents.
- Likewise, an unrealistic 50 kw power ceiling has prevented Clear Channel stations from bringing much needed improvement in the strength and reliability of the only nighttime radio service available to millions.

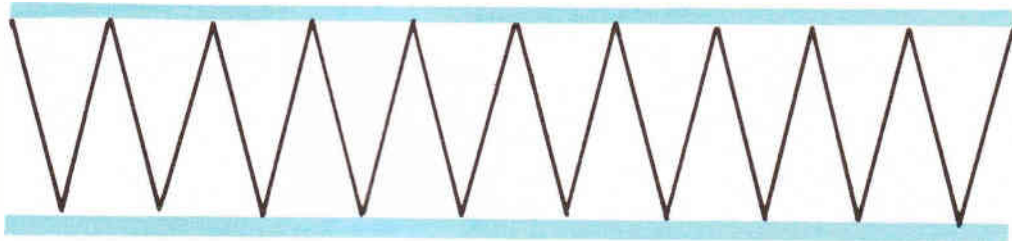


- Vastly improved AM radio service to under-served "white areas" can be provided by: *First*, preserving the too few remaining Clear Channels. *And second*, authorizing the use of adequate power on them.
- The use of 500 to 1000 kw is necessary to carry reliable signals to remote areas — to overcome fading, interference, static and increasing levels of electrical noise.

A CLEAR Channel



Like any other highway, street or road a radio frequency or channel is designed to transport something from one place to another without damaging it.



RADIO CHANNELS CARRY SOUND

Limited access or express highways make long distance travel between cities safe and practical. Main arteries handle the heavy flow of urban traffic and side streets handle the local, residential movement.



is a Radio Expressway



Radio works in a similar manner. There are three classes of radio channels – each serving a specific function.

- **CLEAR CHANNELS** are comparable to long distance express highways. Their purpose is to transport radio signals over an extended area much of which cannot be reached from sunset to sunrise with listenable AM signals in any other way. A I-A Clear Channel is used by only one station at night.
- **REGIONAL CHANNELS** are similar to urban highway arteries. They are designed to carry radio signals to large metropolitan areas including the nearby countryside. A limited number of stations broadcast on Regional channels at night.
- **LOCAL CHANNELS** correspond to the residential streets of a community. Many stations operate at night on Local channels.

Why is it that CLEAR CHANNELS are the ONLY source of radio service for vast areas and populations?

RADIO SIGNALS FOLLOW PREDICTABLE PATTERNS...

All AM radio stations emit two kinds of signals, groundwave and skywave.

GROUNDWAVE signals, which provide primary service, in general parallel the curvature of the earth.

They provide a dependable service as long as the signal strength, which grows weaker with distance, is strong enough to overcome static and interference.

SKYWAVE signals, which can provide secondary service, are directed toward the sky. During the daytime, most of these signals never return to earth. At night, a physical change takes place in the ionosphere so that it becomes a mirror and reflects the skywaves back to earth at great distances.

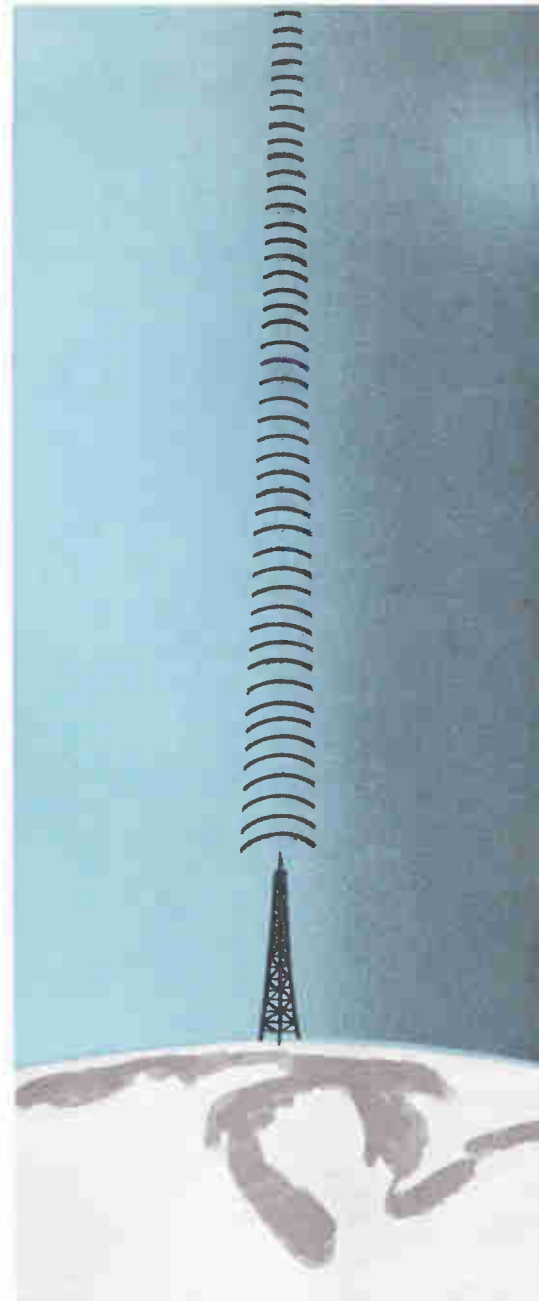
Generally speaking, whenever more than one station operates on the same channel at night, the skywaves produced by each damage or destroy each other's skywaves and a portion of each other's groundwave service. Therefore, only CLEAR CHANNEL stations provide skywave service. However, this skywave service is not of the same strength each night and is not as dependable as groundwave or primary service. Its dependability can be improved only by use of higher power.

During the hours of daylight most Americans receive good groundwave radio service.

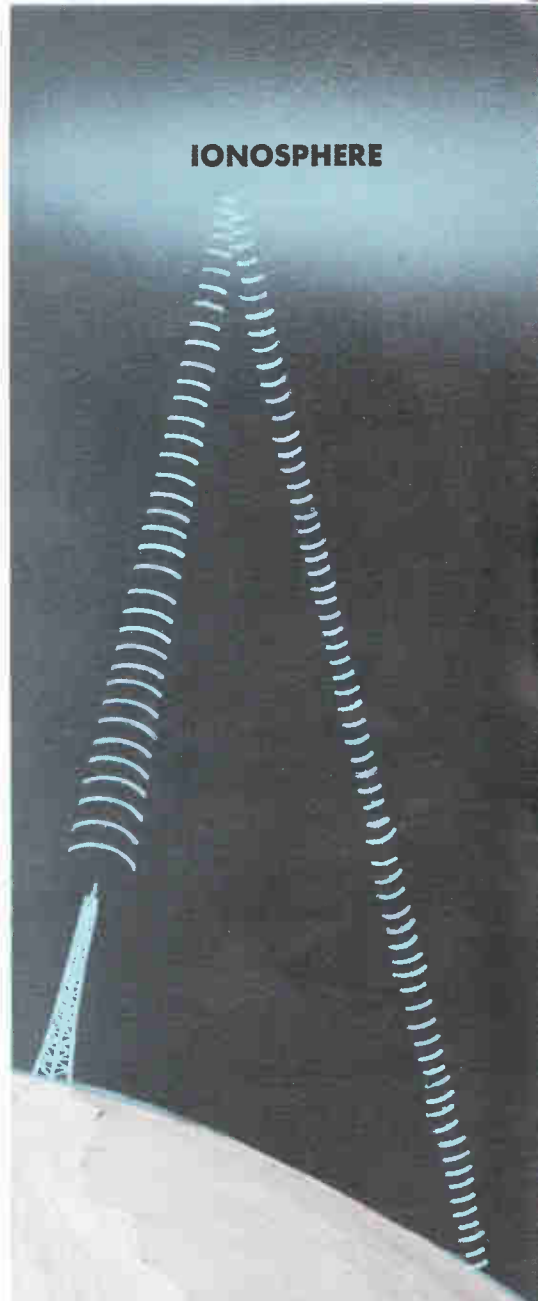
BUT AT NIGHT, OVER 25 MILLION PEOPLE LIVING IN ALMOST 60% OF THE CONTINENTAL U. S. LAND AREA DO NOT RECEIVE ONE SINGLE PRIMARY OR GROUNDWAVE SERVICE. THEY LIVE IN A RADIO DESERT — "WHITE AREA". THEY ARE ENTIRELY DEPENDENT UPON CLEAR CHANNEL SKYWAVE SERVICE FOR THEIR ONLY AM RADIO LISTENING. ADDITIONAL MILLIONS ARE ABLE TO RECEIVE ONLY ONE GROUNDWAVE SERVICE AT NIGHT AND DEPEND SOLELY UPON THE "CLEARS" FOR A CHOICE OF PROGRAMS.



**RADIO
GROUNDWAVES
ARE THE
SAME
DAY AND
NIGHT**



**DAYTIME
RADIO
SKYWAVES
LARGELY
DISAPPEAR
IN SPACE**



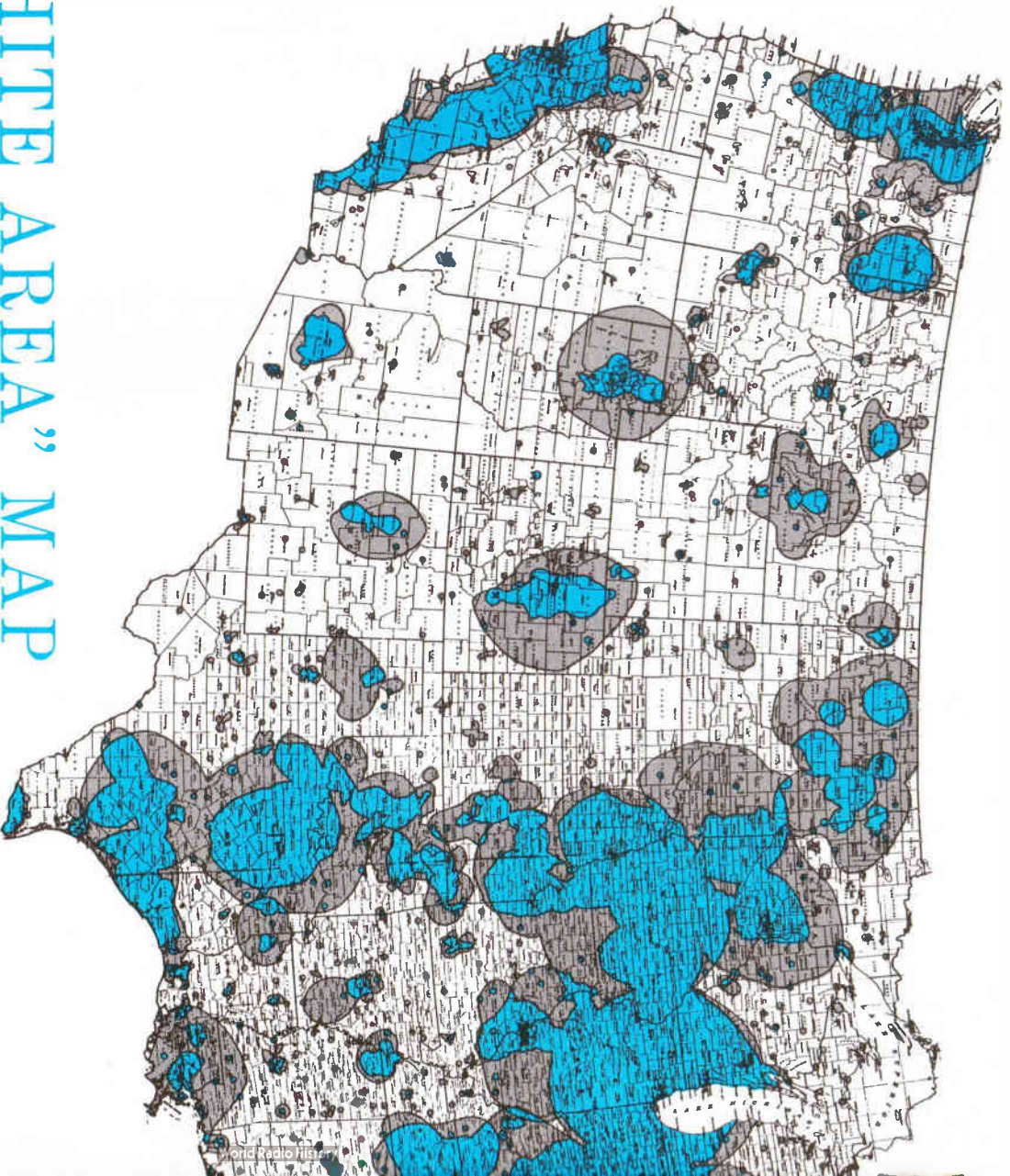
IONOSPHERE

**NIGHTTIME
RADIO
SKYWAVES
REFLECT OFF
THE
IONOSPHERE**

**U. S. BROADCAST STATIONS (AM)
540 - 1600 Kc**




PREPARED BY: C.C.B.S.

JANUARY, 1962

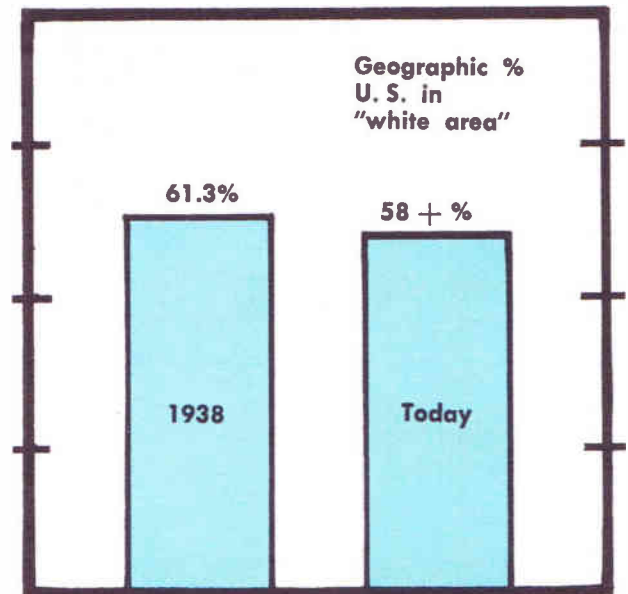
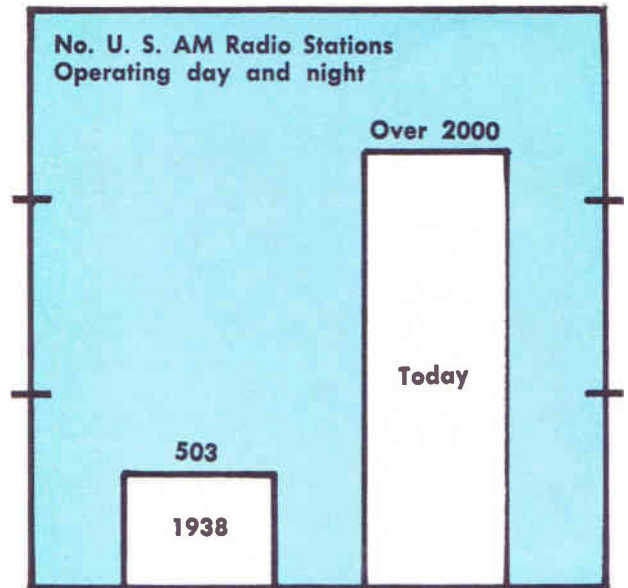
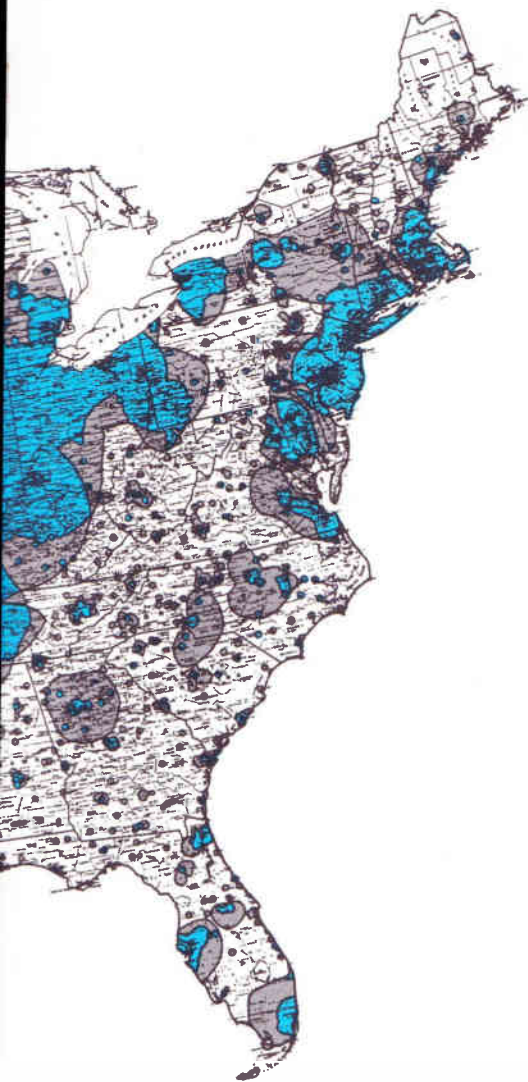


“WHITE AREA” MAP

Nighttime Radio Coverage (ALL STATIONS)

-  Clear Channel skywave service provides only listening (no groundwave service available).
 -  One groundwave* service. Clear Channel skywaves provide only choice of programs.
 -  Two or more groundwave* services.
- *type “G” service

RESIDENTS IN “WHITE AREAS” RELY ON CLEAR CHANNEL STATIONS FOR THEIR ONLY NIGHTTIME SERVICE



Adding more fulltime stations will never provide acceptable radio service to the "white area."

- In 1938, when there were 503 U. S. stations operating day and night, CLEAR CHANNEL stations provided the only nighttime AM radio listening to 61.3% of the nation's land area.
- In 1961, when 1919 radio stations were operating day and night, CLEAR CHANNEL stations provided the only nighttime AM radio listening to over 25 million people residing in 58.03% of the nation's land area. Today, with over 2000 fulltime stations broadcasting, the picture remains largely unchanged.
- Keeping CLEAR CHANNELS clear and adequately powered is the *only* possible way to provide listenable AM radio service to ALL AMERICA.

• DUPLICATION •

TWO LOUD VOICES DON'T MAKE ONE CLEAR VOICE . . .

A I-A CLEAR CHANNEL means just that. It is a channel in the air that is used by only *one* station at night.

Put more than one AM station on the same channel at night (duplication) and their signals interfere with each other. This is why Local and Regional channels, which have many stations operating thereon, do not provide any skywave service and provide groundwave service to relatively small areas.

This is why the “duplication” process progressively substitutes a “garbled hash” or “crosstalk” for listenable service to remote areas.



Originally There Were 40 **I-A CLEAR CHANNELS**

Now there are far less than that.

Many have been “duplicated.” Additional fulltime stations have been placed on the channels. Service to rural and small town Americans — the very people who need and use radio more than most other groups — has thereby been degraded.

Furthermore —

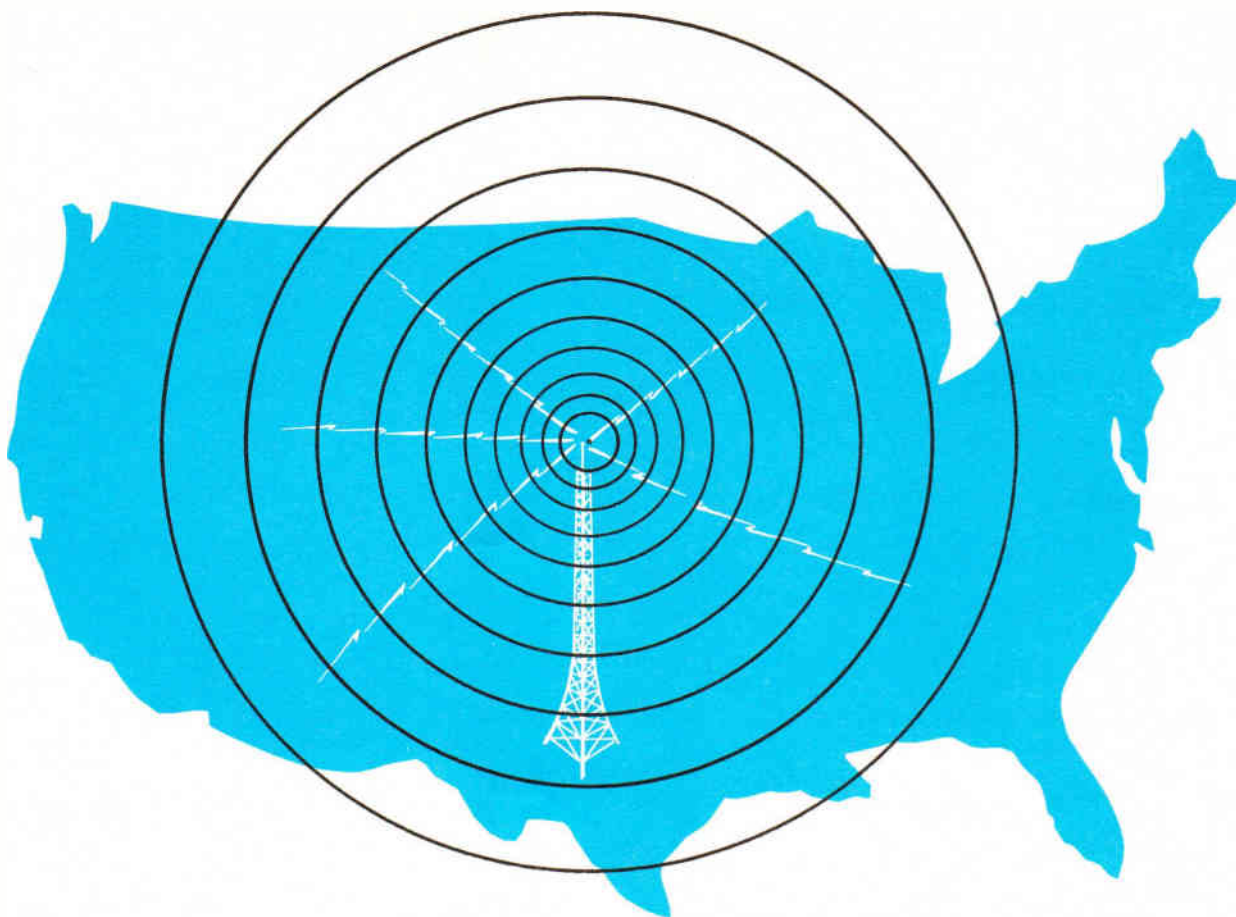
Once a second station is assigned to a CLEAR CHANNEL on a day and night basis “creeping paralysis” sets in. Other such assignments follow. Some duplicated CLEAR CHANNELS now have as many as eleven stations operating thereon at night — all of them in heavily populated well-served areas.

Thus, the CLEAR CHANNEL natural resource is gone forever and the only possible means of improving service to underserved Americans — higher power — is forever barred on the channel.

Duplication or breakdown of CLEAR CHANNELS leads to less service to underserved sparsely settled areas and more service to well-served city areas.

Duplication is irreversible.

In short, our too few remaining I-A CLEAR CHANNELS must be kept intact.



How Can Clear Channels Improve Service?

Adequate power is needed to provide stronger radio signals to underserved rural regions.

Travel by night and try to listen to the car radio in many remote regions. Fading, interference and static often make this difficult. This is the kind of inadequate service many millions of residents of those areas must tolerate much of the time.

Signal strength of CLEAR CHANNEL stations (the only stations that can reach these areas at night) is simply inadequate when only 50 kw* of power is used.

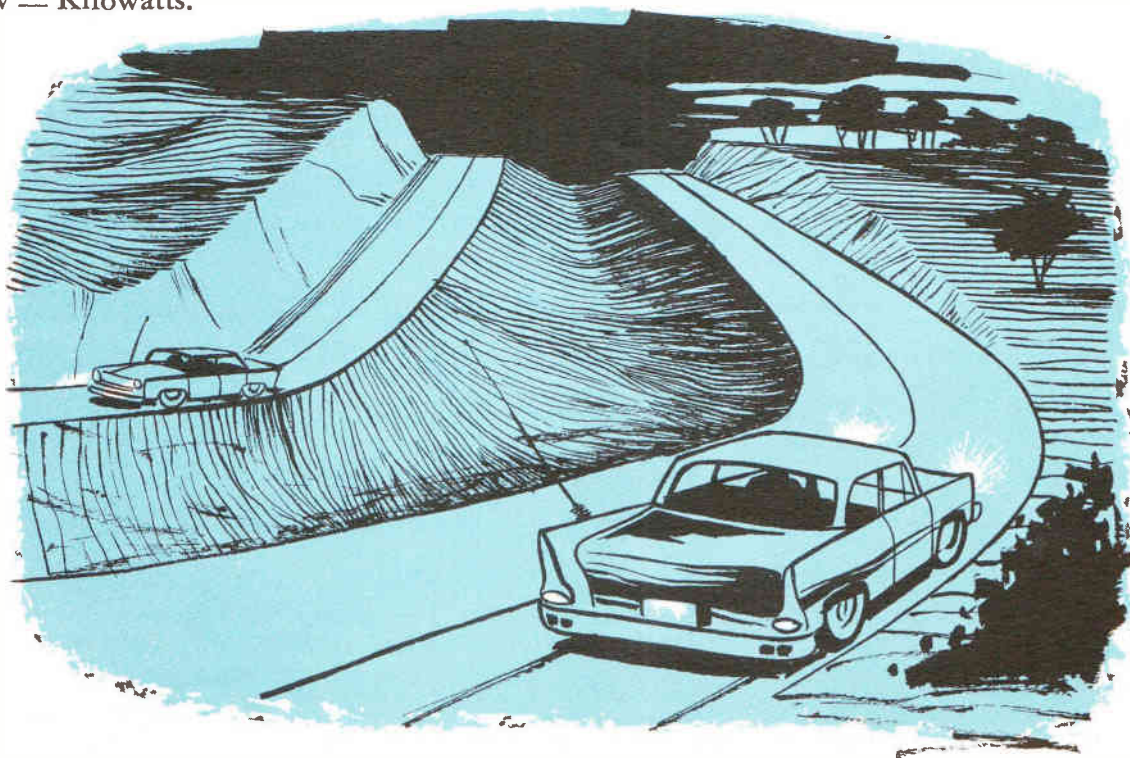
Signal strength can easily be improved by removing the present 50 kw* power ceiling.

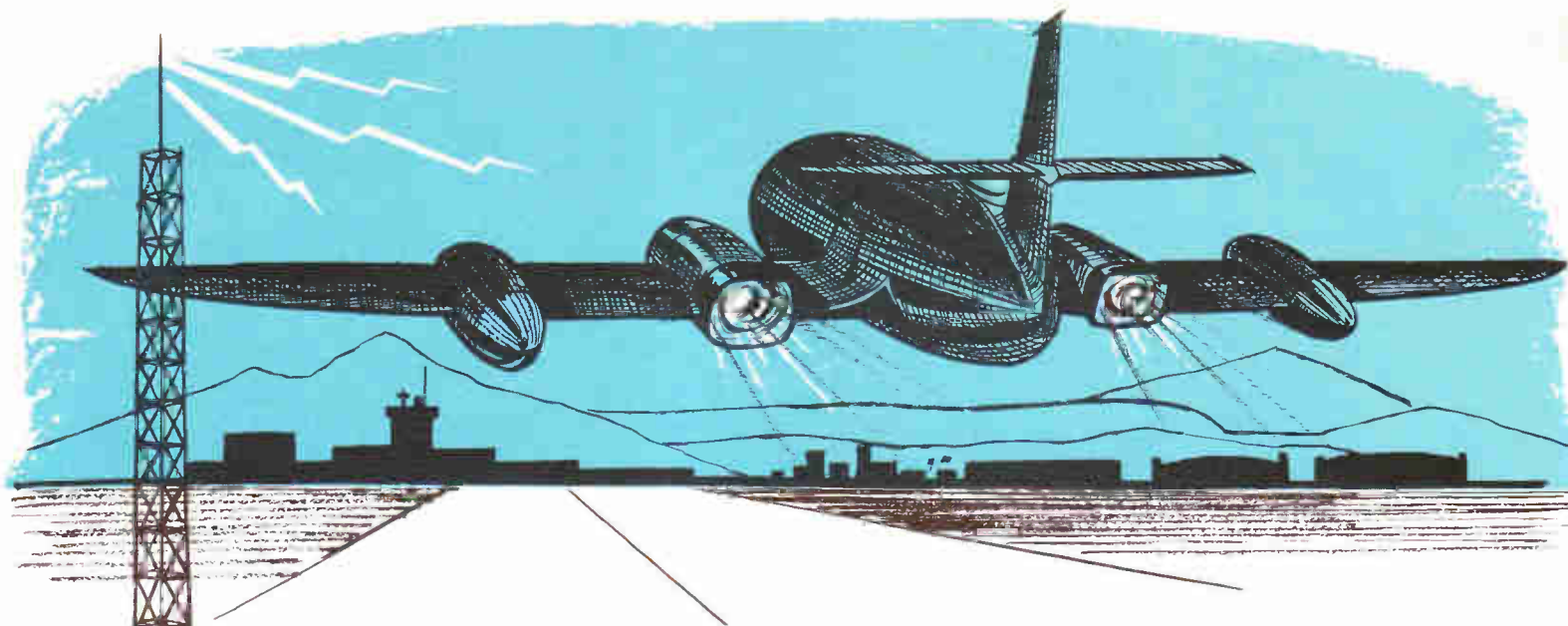
Stronger signals are necessary to overcome interference from foreign stations operating on the channel, atmospheric static, the peculiar variancies of skywave service and to counteract growing levels of electrical interference. Rural consumption of electrical energy continues to double and re-double.

The use of 500 to 1000 kw* power on CLEAR CHANNELS is the *only* way most "white area" residents and travelers will ever receive more acceptable AM nighttime radio service. The use of adequate power on Clear Channels would also lead to better hemispheric understanding and neighborliness.

Higher power has long been in common use in many other countries. Mexico, for instance, uses power far in excess of the 50 kw* U. S. ceiling on all its clear channel stations.

* kw = Kilowatts.





Why are CLEAR CHANNELS vital to National Defense?

CLEAR CHANNELS FURTHER NATIONAL DEFENSE PROGRAMS . . .

The fact that CLEAR CHANNEL stations are the only radio stations capable of reaching large areas and that nearly 60% of our land area involving over 25 million people are solely dependent upon them for their *only* source of AM nighttime radio, demonstrates the vital National Defense importance of CLEAR CHANNELS. The use of higher power on these channels would improve their civil defense effectiveness to alert and inform remote Americans concerning emergencies and disasters.

Add to this the fact that CLEAR CHANNELS provide the only source of a choice of AM radio signals to additional millions and can be used as part of a back-up system of communications by the Armed Forces and you can well understand why the Department of Defense (Civil and Military) favors the preservation of adequately powered CLEAR CHANNELS.

EACH OF THE REMAINING I-A CLEAR CHANNELS MUST BE KEPT FREE OF NIGHTTIME DUPLICATION AND SHOULD BE PERMITTED TO OPERATE WITH ADEQUATE POWER. THOSE CHANNELS ALREADY DUPLICATED (Called I-B channels) SHOULD NOT BE ERODED BY FURTHER DUPLICATION.



HENCE . . .

The millions of rural and small town people who depend upon CLEAR CHANNEL skywave service for their only nighttime AM listening face a continuing challenge — that of taking an interest in their “radio destiny” and demanding what is right, equitable, fair and in the public interest. And that is — AM nighttime radio service more nearly on a par with that enjoyed by urban residents.

HELP BY:

Developing an understanding of the problem.

Educating others.

Formulating organizational positions in favor of the preservation of radio CLEAR CHANNELS adequately powered.

And mobilizing the machinery necessary to provide an opportunity for rural and small town Americans to listen to acceptable radio service at night, thus enabling the Federal Communications Commission to meet the mandate of the Communications Act itself by making it possible to provide . . .

RADIO FOR ALL AMERICANS



How does
a CLEAR
CHANNEL
Serve?



Clear Channel stations provide audiences with . . .

- Distinguished program contributions
- In depth
 - News and Weather analysis and reporting
 - Cultural, social, religious and economic programs
 - Warning, emergency and disaster information
 - Farm, home and public service programming
 - Market summaries
 - Highway and travel reports
 - Informational and educational broadcasts
- Participation in public affairs — international, national, regional and local
- Remote coverage of disasters, politics, sports, events, safety and on the scene news
- Engineering excellence for quality listening



50,000 Watts • 640 KC • CLEAR CHANNEL

Carle C. Anthony, Inc.