

## FM OUTLETS FAVOR NEW MULTIPLEX USE

- Comments filed with FCC
- Common carriers protest

Ten fm stations and one fm applicant asked the FCC last week to authorize fm broadcasters to make use of multiplexing for additional subsidiary communications activities.

The comments were offered in the FCC's current inquiry into the possibility of additional non-broadcast uses by broadcasters of fm subchannels through multiplexing [AT DEADLINE, July 7].

But other organizations or groups were against additional fm activities.

The General Electric Communications Products Dept. opposed such uses by broadcasters of fm subchannels for non-broadcast activities and suggested that since ways are being developed to use subchannels, the FCC might consider paring individual fm frequencies and allocating what is left over in the fm spectrum to other services.

Westinghouse Broadcasting Co., whose comments were filed earlier than the bulk of the papers, urged the FCC to go ahead with authorizations for non-broadcast uses, but to give first consideration to fm broadcasting itself.

Five comments were concerned with whether an fm station can transmit background or "storecasting" music and still have bands left over on its frequency for acceptable stereo music broadcasts on its main channel and a subchannel.

NBC noted it has been granted FCC authority to operate its WRCA-FM New York experimentally for stereophonic transmissions and said it can't respond "definitively" to the FCC inquiry until data is available on technical operations, including compatibility and technical standards.

Common carrier spokesmen, including American Telephone & Telegraph Co., were opposed to broadcaster use of the fm band for what they consider common carrier purposes. AT&T said it didn't object to broadcasters using multiplex for purposes allied to broadcasting, but felt some of the proposed uses threaten the interests of "regulated common carriers." Such operations as doctor paging services and traffic light control shouldn't be extended so as to "break down" the present distinction between broadcasters and common carriers, AT&T said.

The fm stations generally felt that the FCC should authorize the broadest use of subsidiary communications by fm broadcasters consistent with good utilization of the frequency and high quality of the fm broadcast signal. They felt subchannels should be used for relay services (e.g., feeds to networks and other stations); felt it's still too early in fm's development to standardize uses for specific subchannels; thought the fm broadcast signal should have first consideration; and felt fm broadcasters should be free to make contracts for subchannel uses or for leasing of subchannels, consistent with FCC rules, pro-

## 15 FM'ERS TOLD 'NO'

The FCC last week denied requests by 15 fm stations to continue functional music operation on a simplex basis, but allowed two of them—WBFM (FM) New York and WPEN-FM Philadelphia—to continue to Oct. 31. The others: KEEZ (FM) San Antonio; WDDS-FM Syracuse, N. Y.; WWDC-FM Washington; WPKM (FM) Tampa, Fla.; WMIT (FM) Clingmans Peak, N. C.; WLDM (FM) Oak Park, Mich.; WKJR (FM) Pittsburgh; KMLA (FM) Los Angeles; KRKD-FM Los Angeles; WMMW (FM) Meriden, Conn., and KCFM (FM) St. Louis.

Granted authorizations to transmit functional music on a multiplex basis were KDEN-FM Denver, WGR-FM Buffalo, N. Y., Trancontinent Tv Corp., Rochester, N. Y., and WMFM (FM) Madison, Wis.

vided the fm licensee retains control of programs and equipment.

The fm stations commenting were KVEN-FM Ventura, Calif.; KRON-FM San Francisco; Hall Broadcasting Co. (applicant for fm), Los Angeles; KMLA (FM) Los Angeles; KSON-FM San Diego, Calif.; KEEZ (FM) San Antonio; WDDS-FM Syracuse, N. Y.; WPKM (FM) Tampa, Fla.; WGHF (FM) Brookfield, Conn., and KUTE (FM) Glendale, Calif. WKBR-FM Manchester, N. H., expressed itself only as favoring authorization of network feeds by multiplex.

The GE Communications Products Dept. voiced flat opposition to fm broadcaster use of non-broadcast subsidiary communications on fm channels, saying that while regular broadcast service is available to all the public and advertisers, non-broadcast use is limited as to those it serves, and that proposals for subsidiary communications use of fm frequencies would be "discriminatory." The GE department felt current proposals for non-broadcast use of fm channels by multiplexing indicates that original spectrum allocations (to fm) allows more transmissions than now used in actual broadcasting; that, therefore, the FCC should "adjust" existing allocations to meet these "more limited" requirements by "possible assignment" of such un-used portions to "other services."

Westinghouse Broadcasting thought the interest in stereo will create enough circulation for fm stations to operate on a sound financial basis. WBC felt the FCC should "re-examine" additional uses of multiplex because fm may be on the "threshold of the greatest development in its history" and further delay might be "detrimental."

WBC thought the FCC should refuse to recognize any subsidiary use that will interfere with the public's enjoyment of fm, but should continue to permit fm broadcasters to make additional uses of fm by multiplexing to develop data on transmis-

sion and reception and at the same time produce additional revenue.

Two schools of thought were presented in comments on the problem of compatible background music transmissions and stereophonic music broadcasts on the same fm frequency.

The first group—Northeast Radio Network (WQXR-FM New York Network) and Multiplex Development Corp.—feels a regular fm frequency can be made to accommodate both background music (as now transmitted by many fm operators) and stereo (using the main channel and a whittled-down subchannel) with acceptable reception.

The second group believes a wider subchannel should be allowed for stereo and that, therefore, the fm frequency cannot accommodate both background music service and stereo broadcasts. This group was represented by Crosby Labs Inc., Syosset, N. Y. (Murray G. Crosby), and Dwight Harkins, another equipment developer, whose request to the FCC earlier prompted FCC consideration of multiplex stereo in its current notice.

*Audio Magazine* also submitted a plan for compatible stereo and background music.

## Sitrick Joins Blackburn & Co.; McDonough Becomes Doerfer Aide

Resignation of Joseph M. Sitrick as chief legislative-administrative assistant to FCC Chairman John C. Doerfer [CLOSED CIRCUIT, Sept. 29] and appointment of Paul M. McDonough, an attorney in the Office of Opinions & Review, to succeed him, were announced last week.

Mr. Sitrick joins the Washington office



MR. SITRICK



MR. McDONOUGH

of Blackburn & Co., radio-tv-newspaper broker, in an administrative capacity on Oct. 15. Before going to the FCC, he was publicity and informational service manager at NAB. Prior to that, he was assistant chief of the U. S. Information Agency's international press service, performed public relations and congressional liaison duties for the State Dept., was congressional correspondent for International Press Service and was on the news staff of BROADCASTING.

Mr. McDonough joined the FCC in 1957. Born at Los Angeles in 1921, he is the son of Rep. Gordon L. McDonough (R-Calif.). He was deputy city attorney of Los Angeles from 1952-1954 and for the following three years was associate counsel with Cantillon & Cantillon, Los Angeles law firm.