

NEW YORK

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	*WNYC 1924 WNYC-TV (CP)	850 1,000 DA-2 I-WCCO	Municipal Bcstg. Sys. City of New York Municipal Bldg. (16) Whitehall 3-3600	Mayor Robert F. Wagner, p Seymour N. Siegel, dir John de Prospo, exec off Bernard R. Buck, pd A. Alan Levin, pmm William H. Pitkin, ce
NEW YORK (Cont.)							
WLIB 1944	1190 1,000-D L-WOWO	New Bcstg. Corp. Inc. 2090 7th Ave. (27) Monument 6-1800 Forjoe	Harry Novik, p, gm Arthur Harrison, cm Nat Rudich, pd Mike Jablons, pmm Gordon Greenfield, ce George W. Goodman, nd	*WNYC-FM 1941	93.9mc 18kw		
WMCA 1925	570 5,000 DA-1	WMCA Inc. 415 Madison Ave. (17) Murray Hill 8-1500 AM Radio Sales	Nathan Straus, p M. M. Fleischl, gm John J. McSweeney, slm Leon Goldstein, pd, nd Patricia Bolton, pmm James McCafferty, ce	WOR 1922 WOR-TV	710 50,000 DA-1	RKO Teleradio Pictures 1440 Broadway Longacre 4-8000 MBS H-R Reprs.	Thomas F. O'Neil, p Robert Leder, gm Wm. McCormick, cm Robert M. Hoffman, pmm Robert Smith, pd Harry Tilley, ce George Brown, nd Jack Burnett, sd Martha Deane, wd
WMGM 1922	1050 50,000 DA-1	Marcus Loew Booking Agency 711 Fifth Ave. Murray Hill 8-1000 Hollingbery	Arthur M. Tolchin, sta dir Frank Roehrenbeck, gm Samuel Faust, cm Raymond Katz, pd Jo Ranson, publicity dir	WOR-FM 1941	98.7mc 1.7kw		
WNEW 1934	1130 50,000 DA-N	WNEW Bcstg. Co. Inc. 565 Fifth Ave. (17) Plaza 3-3500 Simmons	Ricahrd D. Buckley, gm, sls dir John B. Jaeger, vp, asst gm, nd John Grogan, prog mgr Kenneth Klein, pmm Max Weiner, ce	WOV 1926	1280 5,000 DA-1 ST-WHBI	WOV Bcstg. Corp. 730 Fifth Ave. (19) Circle 5-7979 Pearson	M. S. Novik, p Ralph N. Weil, evp, gm Arnold Hartley, vp, pd Emile Hill, ce Thomas B. Morgan, nd
				WQXR 1936	1560 50,000 DA-1	Interstate Bcstg. Co. 229 W. 43rd St. (36) Lackawanna 4-1100 Raymer	Arthur Hays Sulzberger, p Elliott M. Sanger, evp Norman E. McGee, vp, slm Eleanor N. Sanger, pd Mary Rice Anderson, sls pmm Louis J. Kleinklaus, ce Eleanore P. Hurley, press info Abram Chasins, music dir

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.
FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.



GEORGE W. GOODMAN



BETTY GRANGER



VICTOR BOZEMAN



HAL JACKSON



WILLIAM MARSHALL



write
for
free
copy of
latest
PULSE
report

1190 ON YOUR DIAL

- Has more Negro listeners than any other New York station—network or independent (Pulse).
- Is the only radio station in New York City with studios in Harlem
- Is the only New York station broadcasting Negro community news and special events on a regularly scheduled basis—every hour on the half hour.

HARLEM RADIO CENTER • HOTEL THERESA • 125th STREET and SEVENTH AVENUE • NEW YORK 27