

# Under New FM Plan For No. East. States

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be reduced from 56 per cent to 49 per cent. FCC Chairman Paul Porter indicated that the FCC will consider the plan. Ream was appearing at a special hearing on the proposed FM assignment for New York. The CBS plan, Ream said, would increase the average coverage of all stations in the northeastern area from 10,000 square miles to 9,010 square miles. "The total increased coverage of all stations in the area would be approximately 40,000 square miles," he went on, "and this is equivalent to providing channels for five additional stations with a coverage of 8,000 square miles each."

"We advocate equality in physical facilities among stations in each market insofar as possible," Ream declared. "This will avoid the prince-and-pauper result which has existed in present-day broadcasting, and will concentrate competition between stations in the field of programming. This should result in bringing the public a better program service."

The plan was reflected in 60 maps, William B. Lodge, CBS director of general engineering, presented a detailed explanation of the plan and outlined the technical aspects of the improvements which the plan would provide.

Porter admitted that the CBS plan appeared to be an improvement which will be studied by the FCC engineers. He added that interested parties may submit comment or protest to the CBS plan provided they do so within the next week. Speed is paramount, he said, when Commissioner E. K. Jett pointed out that assignment of frequencies for the northeastern area will probably be held pending the Commission's decision to adopt or reject the plan.

While NBC took no position on the plan, it was apparent that it believes

## Proposed N. Y. Allocation

New York City allocations as specifically outlined by the FCC and by CBS are given below. The CBS plan would permit considerable latitude to the Commission in shifting assignments to fit in with this general scheme:

Station	Licensee	FCC		CBS	
		Plan Area Channel	No.	Plan Area Channel	No.
WAAW	Bremer Broadcasting	41	5,180	23	7,290
WABC	FM, CBS	47	5,500	45	7,000
WABF	Metropolitan Tele	53	8,060	21	7,290
WBAM	Bamberger	45	5,500	43	7,000
WEAF	FM, NBC	49	5,500	47	7,000
WFGG	Finch	59	6,950	57	7,490
WFMN	Armstrong	65	7,780	55	7,490
WGYN	Muzak	61	6,950	27	7,020
WHNF	Marcus Loew (WHN)	57	6,950	29	7,020
WNYC	FM, City of N. Y.	51	5,400	33	5,400
WQXQ	Interstate (N. Y. Times)	63	7,780	31	7,020

it should be assured of coverage at least the equal of that permitted any other broadcaster. To justify this stand, Henry Lauder pointed to the importance of the NBC programming and its popularity and claimed that NBC is entitled to good treatment because of its early entry into the FM field. When it was pointed out that NBC programs would be available to many listeners in the New York area on nearby stations, he pointed out that 27.9 per cent of the WEAF-FM programs, according to present plan, are to be local.

CBS, Bamberger and American broadcasting all agreed to the principle that the four major nets should be handled on an equal basis, with the latter two approving the CBS allocation plan.

Although opinions were mixed on the CBS plan, it was apparent that most of the New York FM stations on the air—with the exception of the NBC, Bamberger and CBS are satisfied with the assignments proposed for them by the FCC and are anxious to see nothing adopted which will cut down their coverage.

Marcus Cohn, former FCC attorney now representing the Unity Corporation of New York—a subsidiary of

the International Ladies' Garment Workers Union which last week applied for four FM stations, challenged the whole principle of reserving channels for those already operating stations. Each applicant should have an opportunity to demonstrate what he will do with his facilities, Cohn said, and these demonstrations should be required as well of present licensees. When Chairman Porter ventured that this would be tantamount to license revocation, Cohn pointed out that the licenses had been granted conditionally anyhow.

"Pioneering in radio is as much a matter of programming as it is of simply being on the air," Cohn said. "It is likely that some applicants not now on the air might provide superior service to that of present licensees now or in the future."

As for the term "pioneer," Cohn pointed out that the New York Times, licensee of WQXQ, has been in the radio business for 425 days, having entered the field through purchase of WQXR and WQXQ. Others were ready to enter the broadcasting field longer ago than that but were not in position to buy expensive facilities and were unable to build because of the war, he said.

## Reporters In Japan Limited By Networks

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tive also reverts all correspondents to civilian status.

For MBS, Don Bell, now in Japan, will go to Manila as the web's correspondent in the Philippines. Bob Brumby, now vacationing after a tour in the Pacific, will go to Japan and will be joined by Jack Mahon who is now on his way home for a rest.

William J. Dunn and Bill Downs will cover for CBS in Japan while John Adams stays on as the web's representative in the Philippines.

Of NBC's crew in the area, George Thomas Folster and Guthrie Janssen are assigned to Nippon, with Joe Laitin in the Philippines. Merrell Mueller has returned from Japan and Joe R. Hainline is returning to the U. S. with units of the Pacific fleet.

American's correspondent under the new system will be Frederick B. Opper and Larry Tighe in Japan, and Dave Brent in the Philippines. Norman Paige has come back from Tokyo and John Hooley, recently from Manila, will probably go to Europe after a vacation.

MacArthur's order will permit one correspondent for the Australian Broadcasting Co. in Japan and one in the Philippines. BBC will be allowed two newsmen in Japan

### Schaefer Buys WEAF News Spot

The F. & M. Schaefer Brewing Co. has purchased a 52-week sponsorship of Clyde Kittel's five-minute news program over WEAF, Tuesdays, Thursdays and Saturdays at 7:00 a.m. EST. it was announced yesterday.

### Hollenbeck In Morning Slot

Don Hollenbeck's Monday-through Saturday news program, scheduled to start on WJZ Oct. 22, will be heard from 7-7:15 a.m. The original report of inadvertently scheduled the show in the evening hours.

### Palmer Gets New Post

T. B. "Bev" Palmer has been named to the newly-created post of manager of technical operations of American web's western division, it was announced by Don Searle, American vice-president in charge of West Coast operations. Palmer will assume his new position, with headquarters in Hollywood, as soon as his successor as manager of KGO, San Francisco, is chosen.

### Willis Named Nunn Exec.

Lexington, Ky.—J. Ed Willis, manager of WLAP, Lexington, has been named assistant general manager of the Nunn Stations, it was announced yesterday by Gilmore N. Nunn, who has resumed the office of president and general manager following service in the U. S. Army.

Miller A. Welch, for nine years a member of the WLAP staff, succeeds Willis as manager of the station.

### Stork News

Johnny Sinn, executive of the Frederic W. Ziv Company, and his wife, Joan, celebrated the addition of a six-pound, nine-ounce boy to their family, on Thursday, October 11th. He has been named Steve.

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