

(Reprinted from the Rome Sentinel April 25, 1946)

Sentinel Company Files Applications For 2 Radio Stations

5,000-Watt Regional Standard Broadcasting and Metropolitan FM Service Sought for Utica-Rome

Applications for authority to operate two radio stations were filed today (April 25, 1946) with the Federal Communications Commission by the Rome Sentinel Company, publisher of the Rome Daily Sentinel.

These stations—one standard (AM) broadcasting service and the other frequency modulation (FM)—are designed to give primary radio service throughout the Utica-Rome metropolitan community and its trading area.

The applications cover:

1. A 5,000-watt regional class standard station, and
2. A 3,000-watt (radiated power) metropolitan class FM station.

The 5,000-watt standard station has been engineered to provide day and night service to the entire Utica-Rome metropolitan area, which, as defined by the Census Bureau, includes Rome, Utica and the Mohawk Valley east to Herkimer.

Large Service Area

The day service area of the AM station will comprise a large section of Central, Northern and Southern New York State. This territory is bounded on the north by Lowville, on the northeast by Wilmurt, on the east by Johnstown, on the southeast by Cobleskill, on the south by Oneonta, on the southwest by Norwich, on the west by Syracuse and on the northwest by Lake Ontario.

The total daytime primary service area of this station will comprise more than 6,000 square miles with a population of more than 375,000 persons. The nighttime primary service area has a population in excess of 214,000 and takes in more than 1,270 square miles.

First Regional Service

This promises the first Utica-Rome regional class of station. The only station now in the area, WIBX, Utica, is a 250-watt local and the only other known availability (sought by five Rome and Utica groups) also is a 250-watt local outlet.

Rome is now without primary radio service at night, as defined by the Federal Communications Commission, and Utica has but the single such service at night.

Until The Sentinel's announcement today, it was generally believed that a 5,000-watt regional station could not be engineered for the Utica-Rome area.

Such a station, comparable to the best of the nation's regional outlets, would provide widespread coverage and bring primary radio service to a large segment of territory not now receiving such service.

Program plans call for operation of the standard broadcasting station 18 hours weekdays, from 6 a. m. to 12 midnight, and on Sundays from 8 a. m. to 12 midnight. The FM station will be programmed daily and Sunday from 3 p. m. to 9 p. m. initially with this being extended to 18 hours daily as soon as the number of FM receivers in the listening area warrants expansion.

In line with the Rome Sentinel's demonstrated policy of enlightened public service, these radio stations will be dedicated to the listeners' interest. Public service will be paramount on both stations' schedules, which will be arranged to conform with community needs.

Schedules have been prepared to avoid commercial excesses and to give primary consideration to community service features, both in Utica and Rome and the outlying towns of the area involved.

Require Staff of 40

A staff of about 40 experienced radio personnel will be required. The stations will be under the direction of a general manager of high reputation in broadcasting

circles for outstanding community service.

Studios would be in both Utica and Rome.

In Utica, the studios, and offices would be in the Central New York Power Corporation building, 258 Genesee St.

Rome studios and offices would be in the Central New York Power Corporation building, 127 W. Liberty St.

The AM transmitter and five-tower directional antennae would be located on the Mohawk River flatlands, one mile west of Oriskany, just off Route 5-S.

FM at Clinton

The FM transmitter, feeding out 1,000 watts to a 354-foot tower with a power gain to 3,000 watts, would be erected on Griffen Road, Town of Kirkland, adjacent to Hamilton College campus.

The FM station, giving static-free, tune fidelity reception on high frequency emission, would provide primary coverage for Utica, Rome, Oneida, Sherrill and contiguous areas. The secondary FM coverage will extend north to Watertown, east to Amsterdam, south to Norwich and west to Oswego.

This FM service area takes in 8,160 square miles with a population of about 472,500.

Experts Retained

Both stations have been engineered by Paul F. Godley, Montclair, N. J., noted radio engineer. He is consulting engineer for many of the nation's largest stations and has set up stations throughout the country.

Legal activities involved in the applications are in the hands of Neville Miller of Miller & Schroeder, Washington, D. C. Mr. Miller was president of the National Association of Broadcasters from 1938 to 1944. He is a former mayor of Louisville, Ky.

Consultant on economic surveys, program planning and organizational studies is Howard S. Frazier, formerly consulting engineer of the National Association of Broadcasters.

Local legal work is being handled by Evans & Evans and real estate transactions for transmitter sites have been through the office of Allen S. Baker with Alexander R. Brainard directing the land surveying.