

# Our Ideas of Worthy Radio Community Service

(An editorial, reprinted from the Rome Sentinel, April 25, 1946)

## Radio and the Community

The Rome Sentinel Company announced today (April 25, 1946) its application to the Federal Communications Commission for the operation of a regional class of standard broadcasting station and an FM station.

Why does this company, which has published a daily newspaper, the Sentinel, since 1893 go into radio? That is a fair question.

The Sentinel is a community newspaper. It has been a community newspaper for many years. It has been as eager to support any worthy civic project anywhere within its area as it has in Rome. It has supported such projects in Utica. In this sense, it is more than a community newspaper.

The Rome Sentinel Company, realizing the great merits of radio in the forwarding of community progress, has decided, after thorough consideration during the past two years, that it can extend its community service through radio.

It has definite ideas as to how radio can better serve the public interest. To further these ideas it plans to place its radio activities under the direction of experienced men and women with fine records of community radio service.

The Rome Sentinel Company has applied to the FCC for authority to operate two types of stations—a standard band or AM station and an FM station.

It has done this for three reasons.

**The Utica-Rome metropolitan area has never been well served with radio. For years it has had but a single local class 250-watt station technically incapable of providing satisfactory service throughout the metropolitan area. Also, no one of the nation's four large radio networks give service to the whole of the Utica-Rome area.**

After extended consideration of the problem, the Rome Sentinel Company engaged the best consulting radio engineer it could find—Paul F. Godley of the Paul Godley Co., Montclair, N. J.—and commissioned him to survey the Utica-Rome metropolitan area.

He came up with a discovery.

He found that it would be technically feasible to establish a 5,000-watt regional class

of standard station using directional antennae, which would provide high quality reception for the Utica-Rome metropolitan area, as well as greatly improved reception for a large portion of Central, Northern and Southern New York State. The areas thus covered would include the whole of the trading area of the Utica-Rome metropolitan area.

At the same time, plans were laid for the establishment of an FM (frequency modulation) station.

FM eventually will be the dominant service. How many years will be required for this transition is a matter of contention. However, once the FM service is provided, the number of FM receivers in operation is expected to increase rapidly.

FM is static-free, tone-pure radio. It has the additional advantage of being able to serve about the same areas both day and night. In AM radio the night time service area differs greatly from the day time service area due to factors having to do with allocation and ionospheric radio propagation.

**The third and most important reason for the Sentinel Company's plans is that both the AM and FM stations will serve the whole of the Utica-Rome metropolitan area and, in so doing, will be a potent force in the advancement of better relations through unity effort in metropolitan community progress.**

Days of selfish rivalry are past for cities such as Utica and Rome, only a few miles apart. There must be the greatest possible co-ordination between these cities so that the entire metropolitan area may go forward to a greater future and better living.

To this end the Rome Sentinel Company will give first priority.

With both AM and FM stations, the company's broadcasting division will be in a position to provide worthy public service programs to whatever type of radio receiving set the listener may prefer.

The date of the state of operation is dependent upon the action which the FCC takes in connection with these applications.