

THE prospect of improved program service for New York's FM listeners came closer this week with the announcement that The American Network, FM's first chain organization. will shortly file its application for a key outlet in New York City.

The new station. if approved by the Federal Communications Commission. will be located in the Lincoln Building, 60 East 42nd Street. with transmitter and radiating antenna at the same site.

Simultaneously with filing of its official application, The American Network will ask permission to make temporary use of a 10 kw FM installation. now idle, until such time as the Commission has had an opportunity to consider the granting of a regular license. The transmitter could be ready to go on the air with a daily program schedule 60 days after approval, if so authorized.

The American Network plans the eventual establishment of a coast-to-coast web having outlets in more than 40 principal cities, with approximately 75% of the national population living within the proposed service areas.

Already operating are two of the network's stations in New England, W43B and W39B, which have a combined coverage capable of reaching 93% of the population in those six states. As soon as W53PH. Philadelphia. makes its debut as that city's first FM station, it will be another outlet of The American Network. Establishment of a New York station would provide a valuable link, giving continuous FM network coverage along the entire northeastern seaboard.

Decision to file the new application as soon as routine data can be amassed was reached by The American Network's directors at a recent meeting in New York.

Other stations of the chain already on the air with daily schedules. but not as yet linked up for program exchange. are W47NV Nashville, W55M Milwaukee, W45D Detroit, W51R Rochester, and W45CM Columbus. In addition, W41MM Mount Mitchell, NC, will be operating shortly.

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