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It's "FM only" for the Greensboro Newspapers' first venture in Radio

THE *Greensboro Daily News* and *The Greensboro Record* have been published in the North Carolina city for half a century. Morning and evening, they are read throughout the state from the ocean to the mountains, as fine examples of the "regional" newspaper which has been built over a long career into a permanent, respected agency of information and enlightenment.

On March 14, 1948, these two papers stepped into a new dimension with radio broadcasting. Their brand-new FM station went on the air as WFMY, with 23 kilowatts effective radiated power produced by a Western Electric 506B-2 10 kw transmitter and six-bay Clover-Leaf antenna. Directly in back of a new studio-transmitter plant next to the newspaper building, a 450-foot tower carries the Clover-Leaf high above the city of Greensboro and the surrounding territory.

This is the papers' first venture into radio, and it is an FM-only project . . . no experience or installation on AM led the Greensboro News Company into the FM field. It is rather that the post-war development of FM into a full-grown sister of the AM industry has opened the way for the Greensboro papers, as it is doing for many other groups, into this new medium of community service.

P. T. Hines, General Manager of the Greensboro News Company, publisher of the two papers, expresses the desirability of adding the immediacy of radio to the permanence of the printed page as a means of reaching the public, in these words:

"WFMY can complement the services of our two newspapers by providing a vehicle for the expression, encouragement and development of our people. Our facilities will be available for local programs of public and educational

interest, and we will offer a well balanced schedule of news, local events, drama and music of the best classification, to satisfy every segment of FM-ers. Our papers give the complete story of local, national and international happenings. WFMY will do a like job, enabling us to round out our services with all the varied resources of the broadcasting art."

WFMY got its official start with the issuance of its CP on November 21, 1946. Construction of the building, in a downtown space next to the home of the Greensboro News Company, was begun in the early summer of 1947. The building has one story and a basement, 68 feet long and 38 feet from front to back. The main floor contains the two studios, news room, control room, and transmitter room, as well as a lobby, music library and program director's office. In the basement are the business offices, shop, storage, and the heating and air conditioning equipment. As can be seen in the photograph, the building is a straightforward, attractive exponent of contemporary architecture, housing this complete radio enterprise in a most efficient and pleasing manner.

Equipment Made "Next Door" at Burlington, N. C.

The studios and control functions are entirely Western Electric equipped. The single studio control point uses a 25B console. 633A and 639A microphones, 9A reproducers, 1126 type limiter amplifier, and 120- and 124-type program amplifiers are included. Seven type 728B, three 755A, and two 753C loudspeakers are used for technical and managerial monitoring. Two complete 22D outfits are used for remote pickups. WFMY's transmitter, microphones, loudspeakers and amplifier equipment were all built right "at home" . . . in Western Electric's new Radio Shops at Burlington, only 22 miles away. The 10 kw transmitter was delivered on Monday, and was on the air by midnight Friday of the same week.

Chief Engineer is James E. Winecoff, who comes to WFMY from eleven years in radio operation and super-

vision for U. S. Air Corps and commercial airlines, including a period as instructor in the U. S. Air Corps Technical School.

Responsible for building the new station into a full-fledged partner of the newspapers is Gaines Kelley, who was appointed Manager soon after the CP was granted in November 1946. Kelley was Classified Advertising Manager for the Greensboro News Company from June 1932, until he took over the direction of the just-born radio station. He says:

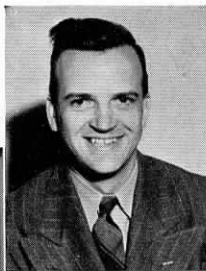
"WFMY signed, on Friday, February 13th, 1948, as the 13th affiliate of the Dixie network, which proves that we have no doubts about our success. We have the finest kind of equipment, and we know that FM is the best in aural broadcasting. The future is up to us at WFMY and we intend to make the most of our opportunities."

Telling the City About the New Station

Manager Kelley has conducted a vigorous campaign to make his station a known and accepted part of the community. Before the station went on the air, special meetings were held with a large number of clubs and civic groups in the city of Greensboro and the vicinity, at which the staff of WFMY explained the advantages of FM, and described the role that the station hoped to play in the life of the city. An interesting stunt was developed to provide entertainment at these meetings. Members of the group were invited to display their entertainment abilities in front of the station's newly acquired wire recorder. The recording was then played back for the group, and good or bad, this material naturally assured a 100 per cent focusing of the group's interest in the proceedings.

Central in the new station's programming plans is its affiliation with the Dixie Network, already mentioned above. At the local level, WFMY has already identified itself strongly with local events of regional and national interest. It managed to put on for sports-minded North

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James E. Winecoff,
Chief Engineer, WFMY.



Gaines Kelley,
Manager WFMY.



P. T. Hines, General Manager,
Greensboro News Co.



Six-bay Clover-Leaf antenna starts toward the top of the 450-foot tower erected in back of WFMY's modern studio-transmitter building.

premieres during the 1948 production. The performers include practically all the leading professional groups in the city, who donate their time for this non-commercial project, as well as a large group of younger artists drawn from the schools and conservatories of the city. During the eleven days of the Festival, from four to six hours of air time daily are devoted to it. The whole project is produced by Herman Neumann, WNYC's fast-moving Musical Director who is responsible for much of the station's maturity and enterprise in the musical field.

Political broadcasts are presented on WNYC on a strictly non-partisan basis, with equal time offered to all recognized groups. During actual campaigns, each party is invited to name a speaker or speakers to present the party candidate's message to the city. A remarkably entertaining and enlightening broadcast was the Transit Hearing conducted by Mayor O'Dwyer in 1947, in which for three whole days the city had its say on the nickel fare, which is just about the hottest subject in New York politics. Citizen after citizen rose in the open meeting to have a go at it, and with the New Yorker's known ability to express himself pungently and forcefully, the broadcast set a high mark in aliveness and human interest.

Most important of the station's presentations of political material are its "gavel to gavel" broadcasts of the United Nations Meetings, a service of which the station is deeply proud, and one which has drawn the greatest volume of appreciative mail of any of its "public service" programs. In these broadcasts WNYC is entering a field that points beyond "public service", as now understood, toward a direct role for broadcasting in opening parliamentary councils to the peoples of the world.

KDTH-FM, Dubuque

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built upon the *Telegraph-Herald's* own coverage in Dubuque and the surrounding territory plus the Associated Press wire services. Local on-the-spot broadcasts have long been popular thanks to a 11½-ton mobile truck unit. A daily feature this year will be the Chicago Cubs baseball games via direct wire from Chicago, which will be a KDTH-FM exclusive in the Dubuque area. Mutual Network shows will augment this "balanced diet."

It is anticipated that KDTH-FM programs will eventually be heard at the maximum distance possible for FM due to the station's 50,000 watts and the unusually fine location of the antenna. Full provisions have been made in the transmitter building to take care of the increase in power output which will be carried forward as rapidly as possible this year.

Today's business-like building which has been constructed in the center of a 77½ acre treeless tract on the Mississippi bluff, is only the initial step in the creation of a commodious two-story structure, the second floor of which will be completely turned over to living accommodations for engineering personnel. The first floor now contains living quarters for an engineer, consisting of a combination living room-dining room, bedroom, kitchenette and bath.

In the largest room in the building are the transmitter,

speech input equipment, turntables, console, and other operating equipment. A large workroom is situated to the right of the transmitter room. Back of the transmitter is a large room to house rectifying units and high voltage equipment, and outside the building a 12,000 volt power line is terminated. Under the entire building is a finished basement which houses the heating plant.

Completion of the transmitter building, the increase to 50,000 watts, and the steady growth of an enthusiastic FM audience in "Dubuqueland," all promise an attractive and profitable future for KDTH-FM. In the opening minutes of the new station's career on the air KDTH-FM expressed its hopes in this way:

"Keep your dials tuned to this station," the announcer advised, "for the latest in news, in sports, and the best in radio entertainment. It is our honest hope to serve our listeners with the best at our command, and we sincerely hope that you, our listeners, and KDTH-FM will become and remain very good friends."

Now the Service Can Be Heard

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puts are obtained, since each main amplifier accommodates two 116B preamplifiers.

Final results have been most enthusiastically received by the congregation. After sixteen years of discouraging experience, every pew is provided with clear, natural speech which can be understood without straining. The choir sounds twice its size with much clearer projection of the soloists. In the past, congregational singing has been half-hearted because of the inability of the crowd to fill the church with sufficient volume to encourage the bashful singer. Projection of the choir into the audience by the new system has greatly improved this situation.

The illusion as to the source of the sound is helped by lighting the lectern in a manner to draw the eye to the person speaking. That the system blends architecturally is shown by the fact that many members, after learning that new sound apparatus was installed, have been unable to spot its location without informed assistance.

WFMY, Greensboro

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Carolínians a pre-opening broadcast of the Southern Conference Basketball Games at Duke University, March 3 to 6. It gave regular coverage to the Greater Greensboro Open Golf Tournament March 19, 20, and 21, an event in which many national leaders of professional and amateur golf participated. WFMY had the only FM coverage of this event, and parts of the broadcasts were fed to other members of the Dixie network, inaugurating the kind of reciprocal origination which will be fundamental in the network operations.

In another place in this issue, 1948 is discussed as a most tremendous "growing up" year for radio, and in particular as the year in which FM jumped to full size almost overnight. WFMY shows what this means in a particular example . . . broadcasting is pushing down a vast number of new roots into the life of America.