

Statement Outlining the Reasons Why WCMB Requests
Identification as "Harrisburg--Lemoyne, Pennsylvania"

WCMB by reason of power, frequency, and resultant coverage has been operating as and programming as a regional station since February, 1948. This status was assumed by the Federal Communications Commission when it granted WCMB an increase in power and expanded time facilities in April of 1951. WCMB achieved full regional status when it began full time operation in February of 1952. In the ensuing months it has become apparent that an identification as "Harrisburg and Lemoyne, Pennsylvania" rather than "Lemoyne, Pennsylvania", would be beneficial to the station's listeners, to the industry and the station's clients. Harrisburg being the population and business center of the Harrisburg Metropolitan District is far better known geographically, politically and industrially than Lemoyne, which is considered a suburban section of the Harrisburg area.

To facilitate live programming representative of Harrisburg, to make better use of local programming sources in Harrisburg, and for the convenience of guests, local talent, and state and area officials, WCMB inaugurated the use of auxiliary studios in Harrisburg on May 5, 1952. These studios are located in the State Theatre Building in Harrisburg, a downtown office building located one block from Capitol Park and two blocks from the Pennsylvania State Capitol Buildings. It is directly across the street from the Federal Post Office Building and within a few blocks of all recruiting services of all branches of the armed forces, the Social Security offices, and Harrisburg City Hall, as well as the Dauphin County Courthouse.

Origination of local programs from these studios is now in effect, and rapid growth of their use is indicated. These studios have been placed at the disposal of Civil Defense officials, who are housed just a few blocks away, and the armed forces installations located on the Harrisburg--East Side of the Susquehanna River, such as the Middletown Air Material Base and the Indiantown Gap Military Reservation. WCMB is the official local station of the Middletown Air Base and has now completed four years of exclusive programming from this installation. Increased use of these Harrisburg studios and the mention of them as an origination point continues to emphasize the importance of a station identification relating to Harrisburg, Pennsylvania as well as Lemoyne, Pennsylvania. Army and Navy installations on the west bank of the river are served by the Lemoyne studio location. This includes New Cumberland Army Ordnance Depot and the Mechanicsburg Naval Base.

Because of their adjacency to the State Capitol Buildings, City Hall, Federal offices, and Dauphin County Courthouse, WCMB's auxiliary Harrisburg studios are making possible more and better public information programs originating with the various branches of county, state, and Federal government.

WCMB now operates on a 24-hour daily schedule and is the only station in the Harrisburg area operating on this extended basis. WCMB is one of two local stations designated an official air raid warning station by the Harrisburg offices of civil defense, and equipment has been installed for direct communication

with the Harrisburg filter center. It is pointed out that in case of a local or national emergency the identification of WCMB as "Harrisburg and Lemoyne, Pennsylvania" is desirable from the standpoint of contacts with established defense offices, the routing of emergency bulletins, for easy recognition of location by listeners and by civil and military defense authorities. By reason of the fact that Lemoyne has no Western Union telegraph facilities and no separate telephone exchange, the routing of all telegraphic messages and all telephone calls must of necessity be done through a Harrisburg office and Harrisburg exchange. Identification of the station with Harrisburg would facilitate emergency communications. Nearest defense headquarters other than at Harrisburg (which is one mile from the Lemoyne studio and a few blocks from the Harrisburg studios) is Carlisle, Pennsylvania, 18 miles to the west. Because of its unique geographical location, immediately adjacent to, but not identified as, Harrisburg....WCMB, Lemoyne, has been placed in competition with the established Harrisburg stations for both local and national advertising. Nationally, WCMB has been at a disadvantage, because all of the many market listings separate it from Harrisburg, the market which it sells. Further, Lemoyne is not listed on all maps and is often overlooked by national time buyers in the placement of business in the Harrisburg market. In order to partially overcome this, WCMB has been forced to purchase listing space in rate services after first qualifying its

position by geographical location, volume of Harrisburg business, dual-studio facilities, market coverage, etc.

WCMB's daily logs reflect the amount of effort and time consumed in the pursuance of local business and in the soliciting of the patronage of Harrisburg business houses while at the same time WCMB finds itself identified with a singularly foreign-named community. The importance of this to WCMB's local business is emphasized by the fact that of all local business on the station for five months, ending May 31, 1952, total sales attributed to Harrisburg clients alone amounted to 70.58 per cent, while the local sales attributed to all other business firms outside of the city of Harrisburg amounted to 29.42 per cent.

WCMB's program schedule is displayed daily without cost in the Harrisburg newspaper alongside of those of the Harrisburg stations. No specific or separate geographical location identification is made other than Harrisburg in these program listings.

There being no Lemoyne telephone exchange, WCMB's telephones are all listed in the Harrisburg directory through the Harrisburg exchange with Harrisburg numbers. Long distance telephone calls placed by station call letters and location only must necessarily be held up for routing information. Identification as "Harrisburg and Lemoyne, Pennsylvania" would facilitate the placement of calls, which would be especially important in the case of national emergency.

Along with all other radio stations, WCMB receives express shipments daily of transcriptions, records, music, and merchandise. Many of these are held up due to the address designation of Lemoyne, Pennsylvania, which has no express office. All express destined

for Lemoyne is handled by the Harrisburg express agency. There are numerous instances when programs have been delayed because of incorrect routing of transcripts.

WCMB deems it a progressive step to accept affiliation with the Mutual Broadcasting System, effective August 3, 1952. From a program and sales standpoint as well as a listener identification, it would be highly beneficial for the Mutual Network to be able to place WCMB under a "Harrisburg and Lemoyne, Pennsylvania" listing, since its program schedules are scanned weekly by many persons other than those familiar with the geographical location of Lemoyne in the Harrisburg market. Being listed as an MBS affiliate in Lemoyne, and only Lemoyne, would certainly place WCMB at a distinct disadvantage in the national sales field. WCMB does not plan to divorce itself from Lemoyne, Pennsylvania, should this request meet with Commission approval. Rather it will continue to identify itself as Harrisburg and Lemoyne. In its growing program of community and public service activity, WCMB will continue to offer facilities to both Harrisburg and the West Shore communities through dual location studios and a 24-hour schedule of operations.