

Collection #
M 1428
OM 0702

**AM STEREO AND MAGNAVOX
COLLECTION, CA. 1975–1984**

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Processed by

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COLLECTION INFORMATION

VOLUME OF COLLECTION: 4 manuscript boxes, 1 oversize manuscript folder, 1 photograph folder, 3 color photograph folders, 1 35mm slide folder, 1 artifact

COLLECTION DATES: Ca. 1975–1984

PROVENANCE: Robert D. Streeter, Fort Wayne, Indiana

RESTRICTIONS: Slides and color photographs in cold storage need at least 4 hours to acclimate, so patrons should call ahead if they wish to view materials that are in cold storage.

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RELATED HOLDINGS:

ACCESSION NUMBER: 2008.0297

NOTES:

HISTORICAL SKETCH

With the increasing popularity of FM Stereo, preferred over AM for its clarity in sound, several companies began looking at improving AM radio by implementing AM Stereophonic Broadcasting as a way to compete with FM. In 1977, the Federal Communications Commission (FCC) stepped in with the intention of choosing a single AM Stereo system as the standard. The FCC had five systems from which to choose: Belar, Motorola, Harris, Kahn/Hazeltine, and Magnavox.¹

After three years of research, the FCC announced Magnavox as the chosen company to set the standards for AM radio. This decision created uproar among industry professionals including Magnavox's competitors. In response, the FCC chose to continue their research. In March of 1982, the FCC decided to let the marketplace decide which company would set the standards for AM radio. Instead of competing for the FCC, these companies would have to compete against each other in the consumer market.

In 1992, President Bush signed the *Telecommunications Authorization Act*, which required the FCC to choose a single standard for AM Stereo. By this point, the clear victor of the marketplace was Motorola's C-Quam system, which was used by the majority of radio broadcasting stations and was already incorporated by many radio manufacturers in their products.

Sources:

"AM Stereo Broadcasting." Federal Communications Commission. December 11, 2015. Accessed September 13, 2018. <https://www.fcc.gov/media/radio/am-stereo-broadcasting>.

Huff, Kelly. "The FCC'S AM Stereo Experiment: Seven Years in the Uncharted Broadcast Marketplace." November 1989.

Magnavox Co., and Commercial Wireless and Development Co. "History of the Manufacturer: Magnavox Co." Radio Museum. Accessed September 13, 2018. https://www.radiomuseum.org/dsp_hersteller_detail.cfm?company_id=2789.

¹ Magnavox was founded in San Francisco in 1917, but by the 1930s had moved offices and production to Fort Wayne, Indiana. In 1975, Magnavox merged with the North American Philips Corporation.

SCOPE AND CONTENT NOTE

Series 1: This series contains documents for the FCC regarding the AM Stereo broadcasting inquiry (Docket #21313). The documents cover various comments, research findings, and responses from and about the five competing companies. Also included in this series are several public notices about AM Stereo published by the FCC.

Series 2: This series contains two large documents from the National AM Stereophonic Radio Committee. The first document is the official report of their findings regarding AM Stereo Broadcasting. The second document, which was kept in the same order as it was found, is the committee report which includes much of the same information as the official report as well as various notes, meeting minutes, and communications.

Series 3: This series contains documents relating to Magnavox/North American Philips. Included are communications, reports, news releases, and technical papers.

Series 4: This series includes miscellaneous documents related to the AM Stereo inquiry. There are news clippings, articles, and informational publications all covering various aspects of AM Stereo. Also included in this series are several letters of support or against the FCC's AM Stereo inquiry, some of which take a stand for or against specific companies.

Series 5: This series is comprised of photographs, most of which are in color. The photographs are from 1982–1983 and show Magnavox products and employees either at conventions/demos or working on the equipment in a radio station.

Series 6: This series contains a single artifact: a FM Stereo/AM Stereo radio manufactured by Sony in 1983.

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FCC, AM Stereo Broadcasting, Section 73.128(b)(2), Documents, 1983	Box 2, Folder 6
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Magnavox Communications, 1976–1981	Box 4, Folder 3
Low Frequency AM Stereo Broadcast and Receiving Apparatus, Magnavox Patent, 1976–1981	Box 4, Folder 4
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Articles about Magnavox AM Stereo System, 1976, 1980, & 1984	Box 4, Folder 6
Magnavox AM Stereo Program, Status Reports, 1977	Box 4, Folder 7
Magnavox Performance Curves, Jun–Aug 1977	OM 0702 Folder 1 of 1
Magnavox Law Representation Communications, 1980–1982	Box 4, Folder 8
KEC, AM Stereo Study Report, 1981; Examination of KEC Report by R.D. Streeter, 1981	Box 4, Folder 9
"Engineering Report on Tests of the Magnavox Systems for AM Stereophonic Broadcasting at WOWO, Fort Wayne, Indiana", 1981	Box 4, Folder 10
"Specifications for AM Stereo Exciter", 1981–1982	Box 4, Folder 11
NAP Consumer Electronics Corporation, Communications, 1981–1983	Box 4, Folder 12
NAP News Releases, 1982–1983	Box 4, Folder 13
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National Semiconductor, AM Stereo Booklets, 1981–1982	Box 4, Folder 18
AM Stereo Study Report, 1982	Box 4, Folder 19
National Radio Broadcasters Association, AM Stereo Forum Publication, 1982	Box 4, Folder 20
Delco Electronics (GM), Call for AM Stereo Evaluation Participation, 1982	Box 4, Folder 21

AM Stereo News Clippings, 1983–1984

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Magnavox System at KMJJ Radio Studio, 1982

Sound Emporium, Magnavox Demo, 1982

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