

BROADCASTERS'



NEWS BULLETIN

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December 31, 1931

AS WE CONTEMPLATE 1932!

The American broadcaster contemplates 1932 with mixed feelings of pessimism and optimism.

Since 1920 he has been devoting his time, his energies and his money to establish the American system of radio. Now he is confronted with a fight to preserve what he has established.

And if present conditions may be taken as an indication, most of the economic, legislative and legal problems which confronted the industry in 1931 will be magnified in 1932.

If the broadcaster will take time to examine the present status of American radio he will find the copyright question still unsettled, he will find that certain legislators are seeking more regulation, he will find certain newspapers are still selfishly decrying radio advertising, he will find organized educators demanding fifteen per cent of all broadcast frequencies, he will find a small but mouthy minority of certain groups yelling for destruction of the American plan of broadcasting, and he will find this same group with a few others preaching government ownership.

In the face of all this, the broadcaster meekly cries for stability. This great industry, with the daring of the pioneer and the virility of youth, crying, yes crying, for the natural right to existence. How much longer will enemies of radio continue to make a mockery of the power of radio?

December 31, 1931

NETWORK HEADS REVIEW BROADCASTING

"Organized broadcasting was only eleven years old last November," M. H. Aylesworth, president of NBC, stated. "Its growth, technically, artistically, and industrially has been rapid. Until a year ago, this growth was physical. The broadcast structure was being erected. Now the building is complete, at least for the present. We have begun to furnish it tastefully and to bring to it charm and spiritual value. There is need for interpreting the potent forces of this medium of expression and communication in terms of world understanding, universal culture and industrial expansion. We must seek to adapt the structure of broadcasting to the many needs of humanity. Such matters have received the profound attention of those engaged in broadcasting in 1931. The work is not as spectacular as the advances of former years, but its value will be fundamental and permanent."

"A general rise in program levels may be expected of radio broadcasting in 1932," William S. Paley, president of CBS, stated. "More and more every field of talent is opening up and the public is ever quicker to respond to the finest things we can do. Continual improvement in transmission encourages us to do our best because we know the listener, equipped with a modern radio set, is going to receive almost as well as we send. Competition has never been as keen, and that is good for all of us. Of public interest and benefit is the fact that commercial sponsors of programs are showing increasing willingness to work with us in providing the best entertainment and in keeping commercial credits both short and interesting. The general satisfaction of the American public with broadcasting under the American system is encouraging broadcasters to feel that their business is stable and permanent and to make larger and larger investments to improve the industry."

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CHICAGO MUSICIANS PLAN STRIKE

Announcement was made by James C. Petrillo, president of the Chicago Federation of Musicians, that union musicians employed by Chicago broadcasting stations were prepared to strike at midnight Thursday night unless demands for shorter working week and increased staff orchestras were met. About 400 musicians at 13 stations would be affected. The musicians are also demanding that musicians replace technicians at control panels.

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SIXTEEN MILLION SETS

A total of 16,026,620 American homes are equipped with radio receiving sets at the close of the present calendar year, it is estimated by the Columbia Broadcasting System. The estimate is based on the U. S. Census taken in April, 1930, set sales for the remainder of 1930 and estimated set sales for 1931 from RADIO RETAILING.

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December 31, 1931

HERE'S A SUGGESTED SPEECH

The following is a speech by H. A. Bellows, chairman of the Executive Committee of the NAB, given as part of a joint New Year's Day program over KSTP, St. Paul and WCCO, Minneapolis, Minn. Mr. Bellows is liberal with his copyright privileges and any NAB member may use this or a similar speech without any danger from infringement. Stations KSTP and WCCO are to be complimented for their co-operation in presenting the program. The speech follows:

"Good afternoon, everybody. The broadcasting industry of America, in wishing every radio listener in the country a Happy New Year, pledges itself to giving a better service to the public during 1932 than ever before in the brief but amazingly swift development of the broadcasting art. The broadcasters pledge themselves to a further increase in the variety and scope of their programs, and to a steady improvement in the mechanical means of transmission, to the end that every American radio listener may have at all times the choice among two or more programs of the highest possible quality.

"In accordance with the American ideal, broadcasting in this country has developed, not as a government monopoly, but as a highly competitive enterprise. Here in the Northwest, for example, the two stations which are today broadcasting this program are bringing to you daily the programs of two great broadcasting systems, each constantly striving to outdo the other in serving the public. If the National Broadcasting Company sends out programs by one of the great symphony orchestras, Columbia promptly tries to arrange symphony programs even better in quality. If Columbia discovers a popular singer, NBC forthwith seeks one of even wider popular appeal. If one chain brings an outstanding international feature from London, the other answers with a broadcast from Paris. In all this competition, the public is the beneficiary.

"There are some who have so little faith in our American way of doing things that they want to see radio broadcasting administered by the government. At a time when the cry of the entire nation is for a reduction in taxes, they want to see new taxes imposed on every owner of a receiving set. They want to do away with competition, and have radio broadcasting administered in the same way in which farm relief has been administered by the Federal Farm Board.

"It is not surprising that such a proposal should be actively supported by interests which cannot without alarm see the growth of a new advertising medium. They would naturally like to destroy a medium with which they fear they cannot compete. Advertising support of radio broadcasting has given America the finest radio service in the world. It has made possible that element of keen competition which is the surest safeguard of the public interest. It has prevented monopoly and kept broadcasting out of politics.

"That there are some abuses in the advertising use of radio broadcasting we are fully prepared to admit, and the industry at its recent convention has definitely pledged itself to remedy those abuses. We do not propose to permit any section of the public to be exploited by unscrupulous, untruthful or fraudulent advertising, nor do we propose to permit the public taste to be offended by blatant or vulgar advertising announcements. We do, however, insist that the best possible service to the radio listeners of America is absolutely dependent on the continued expenditure by advertisers of between eighty and one hundred million dollars a year, spent for the sole purpose of giving the listeners the best music, the finest entertainment, the most varied service, obtainable anywhere in the world.

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HERE'S A SUGGESTED SPEECH (Continued)

And so, in once again wishing all of you a very Happy New Year, I want to remind you that radio broadcasting is a public service maintained without expense to you, and for your sole benefit, by means of the millions of dollars paid annually by advertisers to bring you service and entertainment. It is for you to say what form this service and entertainment shall take. You are the only censors of radio broadcasting, and it is for your benefit that America has built up, through private initiative and energy, a competitive broadcasting system which spends annually for program service vastly more than all the rest of the world combined. When you read attacks on this system, I hope you will analyze them carefully enough to understand the motive behind them, and I hope that throughout 1932 you will all remember that the sole object of the two great broadcasting chains, and of every individual station, is to find out what you want and see that you get it. Thank you."

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TELEVISION'S FUTURE

The Television Committee of the Radio Manufacturers' Association has submitted to the Federal Radio Commission a plan whereby television would be fully developed within five years. Scientists and engineers of leading companies in the field of experimental television collaborated to draft the plan which is based upon the use of the ultra high frequencies above 43,000 kc, with channel widths 20 times as wide as those now in use. The committee proposes that visual broadcasters abandon the four existing television frequencies: 2,000-2100, 2,100-2,200, 2,750-2850, and 2850-2950 kc because they are not suited to broadcasting images.

The Federal Radio Commission, in its annual report, stated that there is no immediate expectation of commercial television.

William S. Paley, president of CBS, says that in his own judgment "there is a rather promising prospect some time during the coming year that television of a genuinely entertaining character will be available in a few large cities." He doubts that similar broadcasting service will be available to the country at large during the year.

M. H. Aylesworth, president of the NEC, says that while his company takes cognizance of the work being done in the receiver field, it "does not believe that the time has arrived yet for visual broadcasting on a regular program basis."

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RETAIL DISTRIBUTION REPORTS

The Bureau of Census is ready to release for publication a special report on retail distribution by counties, in which the number of stores and the total net sales in each of nine principal business groups and in seven specific kinds of business are shown for each county and for each city with a population of 10,000 or more.

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RADIO LAW LACKS PRECEDENT

"The complexity of legal problems confronting the Commission makes many cases difficult to decide because of the lack of precedent in radio law," Commissioner Harold A. Lafount declared this week. "However, each case handed down serves as a thread in the rapidly growing cloth of legal status in radio. Future years will see more and more threads added, until established legal fundamentals for all branches of radio communication have been woven to form a set basis by which disputes may be decided.

"Questions to be answered in future cases include those ranging from most important fundamentals, such as whether the Radio Act itself is constitutional, and whether the test of 'public interest, convenience, or necessity' as laid down by the act is a sufficient limitation on powers vested in the Commission, to questions of less importance, but which must eventually be settled by courts, such as what constitutes a 'radio signal' as that term is used in the act."

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NINE LEGISLATURES MEET

The Legislatures in nine States will hold regular sessions during 1932. Eight of them shall convene during the month of January. During 1931 regular sessions were held in 44 states. In five of these, sessions are held annually, while in Alabama a session is called every four years. In the other 42 States sessions are held regularly in the odd-numbered years.

Massachusetts, New Jersey, New York, Rhode Island, and South Carolina hold annual sessions. Kentucky, Louisiana, Mississippi and Virginia hold sessions biennially in even-numbered years. The States in which regular sessions will be held in 1932, the date of convening and the legal limitation, are as follows: Kentucky, January 5, 60 days; Louisiana, May 9, 60 days; Massachusetts, January 6, no limit; Mississippi, January 5, no limit; New Jersey, January 12, no limit; New York, January 6, no limit; Rhode Island, January 5, no limit; South Carolina, January 12, 40 days; Virginia, January 13, 60 days.

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DENIAL RECOMMENDED OHIO CASES

The applications of two new applicants for broadcast facilities in Ohio were recommended for denial this week by Examiner Hyde in reporting findings to the Commission in the cases, (Report No. 313) involving the applications for new stations filed by Community Broadcasting Company, Toledo, Ohio, and Clayton B. Johnson, Sandusky, Ohio. Both applicants requested authority to erect a station on 1500 kc with power of 100 watts and unlimited time. The examiner concluded that Toledo and the surrounding area are now well supplied with programs, and the applicant failed to show a need for additional service in view of the probability that the new station would create interference in the reception of other stations. In addition, the examiner failed to find the applicant had sufficient financial ability to establish and maintain the proposed station. Failure of the Sandusky applicant to show sufficient financial ability to construct and operate the station, and the additional conclusion that the applicant is "inexperienced in the radio business", and that the establishment of the station at Sandusky would result in interference, were among the reasons given for recommending denial of the application of the Sandusky request.

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SHULER RECORD DESIGNATED

The Commission this week filed Designation of Record in the case involving the Appeal of Station KGEF, Los Angeles, California, (Docket 5445). This case arose on the action of the Commission denying license renewal to the station and from which the appeal was taken by Trinity Methodist Church, former licensee of the California station.

Designations of record were also filed by the Commission in the cases involving the appeals of stations WNJ, Newark, N. J., and WKBO, Jersey City, N. J., (Dockets 5545, 5562 and 5546.)

The motion of the attorneys to withdraw their appearance for the plaintiff in the case of Brahy (station WLBX, Long Island City) v. F R C (Docket 5414) was granted by the Court of Appeals during the current week.

The same Court granted the motion of the Commission requesting additional time to file brief until January 28th, in the case of Strawbridge & Clothier, Philadelphia Pennsylvania, (WFI) v. F R C (Docket 5436).

The Commission under Court Order is allowed until January 28 to file brief in the case of Woodmen of the World Life Insurance Company, (WOW, Omaha, Nebraska) v. F R C (Docket 5425). The motion of station WCAJ, Nebraska Wesleyan University, Lincoln, Nebraska, to file brief in this case was granted, but the motion of this same intervenor to take part in the oral argument was denied.

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NAB MEMBERSHIP RISE

Active members of the National Association of Broadcasters on December 31, 1930 numbered 88 and Associate members numbered 25. On December 31, 1931, active members total 146 and Associate members 28. Eight members resigned and seven others were dropped for non-payment of dues during the year.

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DAVIS PLANS INVESTIGATION

Shortly after Congress reconvenes after the holiday recess, Chairman Ewin L. Davis, of the House Merchant Marine and Fisheries Committee, expects to call a meeting to consider whether or not his committee will undertake an investigation of radio. No definite plans have been proposed but such an investigation would undoubtedly cover the entire field of radio.

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90 STATIONS FOR CBS

With the addition of Station WMBD, Peoria, Illinois, Station WODX, Mobile, Ala., and WSFA, Montgomery, Ala., the number of stations affiliated with the Columbia Broadcasting System will total 90 on the first of the new year.

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RMA AND IRE MEETINGS

The annual convention of the Radio Manufacturers Association will be held at Chicago, May 23-26. The annual convention of the Institute of Radio Engineers will be held at Pittsburgh April 7-9.

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APPLICATIONS RECEIVED

During the current week, the following applications were received at the Commission:

<u>FRC FILE</u>	<u>CALL</u>	<u>NAME OF APPLICANT</u>	<u>NATURE OF APPLICATION</u>
<u>SECOND ZONE</u>			
2-PB-2429	WCAU	Universal Brdcstg. Company Philadelphia, Pennsylvania	C. P. move auxiliary transmitter to 1618 Chestnut Street.
<u>THIRD ZONE</u>			
3-MLB-926	WSFA	Montgomery Brdcstg Company Montgomery, Alabama	Mod. Lic. increase day power to 1 KW and increase operating hours to unlimited time. Facilities of station WODX are requested.
<p>The applicant is now licensed to operate on 1410 kc with full experimental day operation, sharing at night with station WODX, Mobile, Alabama. Both stations are now licensed to operate with 500 watts power. The granting of the application would not increase the quota. Attention is called to an application filed recently by station WODX seeking full time on 1340 kc asking the facilities of station WCOA, Pensacola, Florida.</p>			
<u>FOURTH ZONE</u>			
4-MPB-283	KFDY	South Dakota State College Brookings, South Dakota	Mod. C. P. extend completion date from 12/21/31 to 1/5/32.
4-PB-2427	WNAX	The House of Gurney, Inc. Yankton, South Dakota	C. P. change equipment; increase day power from 1 to 2½ KW.
<p>The applicant is now licensed to operate unlimited time on 570 kc with power of 1 KW. The closest station on this frequency to Yankton is KGKO, Wichita Falls, Texas, approximately 640 miles distant and operating with 500 watts and unlimited time. The granting of this application would increase the quota. The Fourth Zone is over quota; South Dakota is over quota.</p>			
4-FB-155	WTMJ	The Journal Company Milwaukee, Wisconsin	Authority to install automatic frequency control.
<u>FIFTH ZONE</u>			
5-PB-2430	KGY	KGY, Inc., Olympia, Washington	C. P. move station from Lacey, Washington to Olympia, Washington and increase power from 10 to 100 watts.

APPLICATIONS RECEIVED (Continued)

FIFTH ZONE (Continued)

The applicant is now licensed to operate unlimited time on 1200 kc. The closest station to Olympia on this frequency is KVOS, Bellingham, Washington, operating unlimited time with 100 watts and approximately 135 miles distant. The recommended separation under similar circumstances, according to the 50 kc mileage separation tables of the Commission Engineering Division, is 200 miles. Station KTW, Seattle, Washington, approximately 45 miles distant, operating with power of 1 KW, is now assigned to 1220 kc. The recommended separation under the 50 kc tables under similar circumstances is 74 miles. The granting of the application would not increase the quota.

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LICENSE APPLICATIONS RECEIVED

During the current week the Commission received application for license following construction permit from the following station: WBZ, Boston, Massachusetts.

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CONSTRUCTION PERMITS RECEIVED

During the current week applications for construction permits covering changes in equipment or in location of transmitters were received at the Commission from the following stations: WPEN, Philadelphia, Pennsylvania, WCBS, Springfield, Ill.

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APPLICATIONS RETURNED

During the current week the Commission returned the following applications, as they did not conform to regulations:

4-ML-B-916	Commodore Broadcasting, Inc. Decatur, Illinois	WJBL	Increase hours of operation. (G. O. 102).
5-ML-B-918	E. F. Peffer Stockton, California	KGDM	Change from Daytime to Limited time. (G. O. 102).
5-P-B-2410	R. L. Blake, Roseville, California	NEW	New station on 1410 kc. (G. O. 102, 115, 116).

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LULL IN WASHINGTON

With the Federal Radio Commission and the Congress in holiday recess, radio activity in Washington has been at its lowest ebb of the year. Both the Commission and Congress will resume activities next Monday and prospects point to the busiest winter in many years.

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