



Issued by

THE NATIONAL ASSOCIATION OF BROADCASTERS**NATIONAL PRESS BUILDING ♦ ♦ ♦ WASHINGTON, D. C.****PHILIP G. LOUCKS, Managing Director.**

January 5, 1932

READ THIS CAREFULLY

A careful review of the activities of the past year has proved the desirability of discontinuing such committees as the Commercial, Educational, Agricultural, Engineering, Regional and Local Committees and the establishment in their stead of well-organized sections.

For example, there were upward of 30 applicants for membership on the Engineering Committee and between 30 and 40 applicants for membership on the Commercial Committee. This interest in the work of the Association is gratifying and should be stimulated.

In order that all stations may derive the same benefit from deliberations of groups of the Association it was decided that there shall be established three sections as follows: 1. Commercial; 2. Engineering; and 3. Program.

It will be observed that this classification follows the natural departments of each broadcasting station.

Each member station is entitled to one membership in each of these sections. While it is suggested that the commercial manager be designated for membership on the Commercial Section, that the chief engineer be designated for membership on the Engineering Section and that the program director be designated for membership on the Program Section, it is not mandatory that this suggestion be followed.

COMMERCIAL SECTION

President Shaw has designated H. K. Carpenter, Station WPTF, Raleigh, N. C. as chairman of the Commercial Section. Mr. Carpenter will be charged with outlining the program for this section, the appointment of a number of committees to consider specialized matters, and report at the annual convention the deliberations of this Section along with such resolutions as the Section desires to propose.

It is planned that the Commercial Section hold its meeting at the time of the annual meeting of the Advertising Federation of America. The Association now holds membership in the Advertising Federation of America, and this organization has consented to provide a place in its program for a meeting of the NAB Commercial Section.

The Managing Director will serve as secretary to the Commercial Section.

ENGINEERING SECTION

John V. L. Hogan, New York, has been designated as chairman of the Engineering Section. Mr. Hogan will be charged with formulating a definite program for this section, the appointment of various committees to consider specialized matters, and report at the annual meeting of the Association the deliberations of this section along with such resolutions as the Section desires to propose.

It is planned that the Engineering Section hold its meeting at the time of the annual convention of the Institute of Radio Engineers. Most of the engineers attached to NAB stations attend the IRE meetings anyway and the meeting of the NAB Engineering Section meeting therefore will entail no additional expense to stations.

Eugene V. Cogley, assistant to the managing director, will serve as secretary to the Section.

PROGRAM SECTION

The Program Section will be headed by Edgar L. Bill of Station WMBD, Peoria, Ill. As the Commercial Section absorbs the Commercial Committee and the Engineering Section absorbs the Engineering Committee, the Program Section will absorb both the Educational and Agricultural Committees. Mr. Bill will have charge of outlining the program for this section, will appoint committees to study different phases of program content and presentation and will report the deliberations of his section to the annual meeting of the Association along with such resolutions as the Section desires to propose.

No time or place has been planned for the meeting of the Program Section and it may be necessary to hold the meeting in conjunction with the annual convention of the Association although another date would be more desirable.

One of the tasks which has gone ahead of the organization of the Program Section is the cooperation with the Office of Education, Department of the Interior, in the preparation of a factual study of education by radio. This work is being undertaken by the Association by invitation from the Office of Education and the fullest cooperation of all stations is being sought.

John J. Daly of the managing director's staff will serve as secretary to this section.

OTHER COMMITTEES

The creation of sections does not in any way supplant certain standing and special committees. The Executive Committee, the Legislative Committee, the Membership Committee, and the Copyright Committee are among the standing committees that will be continued. Special committees on Credit Bureau, Cost Accounting, Income Tax, and International Radio, likewise will be appointed to function during the year.

The Ethics Committee will be abolished and the work of this group will be taken over by the Board of Directors. This is proper inasmuch as the Constitution and By-Laws as well as the Code of Ethics itself make the Board the proper body to consider the matter of ethics.

It will be observed that each of the three sections has as its secretary a paid employe of the Association. This is done in order to relieve the section chairmen and committee chairmen of as much of the administrative work as possible.

From the funds of the Association there will be set aside an appropriation to carry on the work of all committees and sections.

In abolishing the Regional and Local Committees it should be borne in mind that the work of each of the three Sections should be arranged to give proper consideration to clear, regional and local channel stations. Stations of different classes have differing problems whether they be in the studio, the engineering or sales departments. It is not intended that the problems of any class of station shall be neglected.

CONCLUSION

This new plan comes as a natural development and is based upon the experiences of the past year. It is believed that it will serve to bring about better cooperation among NAB members and produce profitable results. Furthermore, it will tend to distribute the work more equitably among members and enable the Association to expand its activities.

As pointed out before, each member station is entitled to name a delegate to each of the three sections. It is not obligatory that he name any but the opportunity is made available.

PLEASE USE THE NEXT SHEET TO NAME YOUR DELEGATES TO THE COMMERCIAL ENGINEERING AND PROGRAM SECTIONS AND DROP IT IN THE MAIL IMMEDIATELY.

Philip G. Loucks, Managing Director
National Association of Broadcasters
National Press Building
Washington, D. C.

Dear Sir:

Our station desires to name the following delegates
to serve on the newly created sections of the NAB.

Commercial Section _____

Title _____

Engineering Section _____

Title _____

Program Section _____

Title _____

Cordially yours,

(Signed) _____

(Station) _____