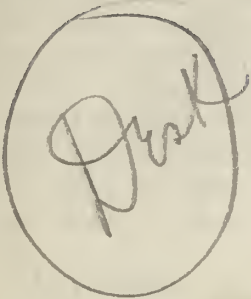


HEINL RADIO BUSINESS LETTER

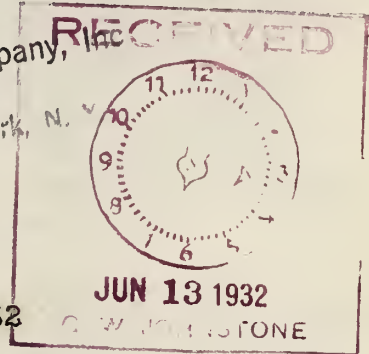
INSURANCE BUILDING

WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::



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Federal Radio Commission Submits Voluminous Report to
Senate - A digest of the 300-page report filed with
the President of the Senate in compliance with the
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No. 536



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FEDERAL RADIO COMMISSION SENDS VOLUMINOUS REPORT TO CONGRESS

The most extensive survey of the broadcasting industry yet made is contained in a report of the Federal Radio Commission, recently submitted to the Senate in response to the Couzens-Dill resolution passed last January. A questionnaire was sent out to radio broadcasting stations and other interests closely allied to radio broadcasting. Compilation of this information is perhaps the greatest single task ever undertaken by the Federal Radio Commission, with the result that there is now available a veritable encyclopedia on radio broadcasting. For the first time the public has a fair picture of American broadcasting based on actual facts and figures, not hearsay and guess work.

Although the information is now in the hands of the Senate, it is unlikely that any legislation will result for several months. Since the chances are that this information will not be available in printed form for some time, a fairly complete digest of the 300 page report is given.

The first thing asked for by the Senate committee which framed the resolution was available information on the feasibility of government ownership and operation of broadcasting facilities. The Commission was able to base its reply on the experiences of certain European nations only, since there has been no governmentally owned broadcasting system in North America. Conditions in Europe and the United States are so totally different that none of these systems could be applied practically in the United States.

"There are many possible broadcasting systems which could be operated in the United States under government control", the report points out, "but the determination of a proper technical system depends upon the aim to be accomplished. The United States is made up of 48 political subdivisions having varying areas, populations, and interests. The policy adopted might take into account the particular interests of the people of the various states with the selection of programs in the control of each State, or all stations could be nationally owned and operated with the selection of all programs in the control of a national organization.

"Each policy requires a different system of technical operation, and it is not possible to formulate a definite plan of technical operation without a determination of policy. For example, it might be decided that each person in the United States, no matter where located, is entitled to receive the same number of programs, each with a satisfactory signal free of interference. Such a service might be accomplished by means of a large number of low power stations operated in several synchronized chains. It is estimated that such a system would require approximately 1000 stations for each program. To supply three programs would require an initial cost for installation of approximately \$120,000,000 with an annual technical maintenance of approximately \$100,000,000.

"Another possible policy might be to give two or more national programs which could be heard at night throughout the United States and provide one or more stations to be operated independently by each state to give programs of interest to the States. The national coverage could be provided by several high-power stations geographically arranged so as to give satisfactory rural service. The state stations would vary in power depending on the area of the state to be served. To give such a service would require an initial investment of approximately \$50,000,000 with an annual technical maintenance of approximately the same amount.

"These two plans are simply examples which have been developed to show the possibilities and to give some idea of cost".

The cost of talent was not included in the above estimate.

"The Federal Radio Commission is ready to prepare detailed plans for a technical arrangement to meet the needs of any policy which may be determined if it should be decided that government ownership and operation of broadcasting is desirable in the United States", this phase of the report concluded.

Brief reviews of the broadcasting systems in use in Argentina, Australia, Austria, Brazil, Canada, Chile, France, Germany, Great Britain, Italy, Mexico, Russia and Spain were submitted at this point.

"Radio broadcasting in the United States has grown to be a very large industry", the report continues. "This industry engages 607 stations located geographically so as to insure consistent radio reception at night over about 46 per cent (56.2 per cent daytime) of the total area of the continental United States and by about 89.6 per cent (94 per cent daytime) of its total population. The entire area and total population of the United States receive intermittent service at night. Actual investments as of December 31, 1931, totaled approximately \$48,000,000. During the year 1931 gross receipts amounted to \$77,758,048.79, and gross expenditures amounted to \$77,995,405.68, which included \$20,159,656.07 for regular employees, \$4,725,168.23 for equipment, and \$36,226,144.47 for miscellaneous expenditures."

The report reminds that the quality of the sustaining programs depends upon the amounts received from sale of time for commercial purposes. Of the total hours used by 582 stations during the period of the survey 63.96 per cent was used for sustaining programs and 36.14 per cent was used for commercial programs. Of the total hours used by this same group of stations, 12.52 per cent was used to broadcast educational programs, 80.04 per cent of which were presented as sustaining features.

Detailed arrangements between the networks and their affiliated stations are set forth, giving production costs and information about the type of program material offered by the networks.

The National Broadcasting Company made available to its networks during the year 1931, 20,160 hours and 15 minutes of program service divided as follows: Sponsored, 6823 hours, 35 minutes (33.8 per cent); Sustaining, 11,544 hours, 35 minutes (57.3 per cent); Institutional (programs for which all costs are borne by NBC, such as Metropolitan Opera, Damrosch Hour), 1792 hours, five minutes (8.9 per cent).

The total cost of non-commercial programs, including talent and proportionate share of expenses including wire or line charges amounted to approximately \$8,729,000 in the year 1931. The NBC estimated that it gave time worth approximately \$2,000,000 for the broadcasting of 430 hours of speeches by government, state or city officials.

The Columbia Broadcasting System operates only one network of radio stations. It made available 6,550 hours, 30 minutes of programs, of which 1,437 hours, 15 minutes (21.94 per cent) were commercial, and 5,113 hours, 15 minutes (78.06 per cent) sustaining. The total cost of sustaining programs, including talent and proportionate share of expenses, including wire or line charges amounted to \$3,357,731.00 for the year.

Columbia estimates that, at regular rates, it gave time worth \$1,407,586.00 based on total network or \$844,171.50 based on average hookup of 45 stations, for broadcasting of 98 hours, 15 minutes of speeches by the government, state and city officials.

Station powers and zones are taken into consideration in the analysis of rates. Figures for one-quarter of an hour at night for sponsored programs are averaged as follows: 100 watts- \$15.32-\$18.80; Over 100 watts but under 500 watts - \$34.02; 500 watts- \$44.11; 1000 watts- \$56.37; Over 1000 watts but under 5000 watts- \$80.00; 5000 watts- \$99.28; Over 5000 watts - \$172.95.

The Commission replies to the question: "To what extent are the facilities of a representative group of broadcasting stations used for commercial advertising purposes?" as follows:

"During the seven day period covered by the survey, 582 stations that furnished satisfactory reports used 43,054 hours, 58 minutes to broadcast programs during the hours 6 a.m. to 12 midnight. Of the 43,054 hours, 58 minutes, about 68 per cent was used between 6 a.m. and 6 p.m. and about 32 per cent was used between 6 p.m. and 12 midnight.

"Of the 29,356 hours and 39 minutes used between 6 a.m. and 6 p.m., 48.77 per cent were local sustaining programs and 16.96 per cent were chain sustaining programs; 29.57 per cent were local commercial programs and 4.7 per cent were chain commercial programs.

"Of the 13,698 hours, 19 minutes used between 6 p.m. and 12 midnight, 47.08 per cent were local sustaining programs and 12.77 per cent were chain sustaining programs; 25.37 per cent were local commercial programs and 14.78 per cent were chain commercial programs.

"Therefore, of the total number of hours used during the seven broadcast days, 63.86 per cent were sustaining programs and 36.14 per cent were commercial programs. Of the total number of hours used to broadcast sustaining programs, 75.53 per cent were local and 24.47 per cent were chain; and of the total number of hours used to broadcast commercial programs, 78.12 per cent were local and 21.88 per cent were chain.

"Sales talks or a description of commodities advertised, consumed 2,819 hours, 7 minutes. This represents 6.55 per cent of the total hours used for both sustaining and commercial programs and 18.11 per cent of the hours devoted only to commercial programs."

The above figures are the first ever made available showing the ratio between local and chain broadcasting; local commercials and chain commercials; local sustaining and chain sustaining features.

In answer to the question: "To what extent the use of radio facilities for purposes of commercial advertising varies as between stations having power of 100 watts, 500 watts, 1000 watts, 5,000 watts and all in excess of 5000 watts?", the Commission prepared the following table:

100 watts - 201 stations reporting total of 13,679 hours, 23 minutes on air, divided as follows: Commercial programs, 4,733 hours, 14 minutes. Hours used for sales talk, 899 hours, 38 minutes. Percentage of hours for sales talk, 6.58 per cent. Percentage of commercial hours for sales talk, 19.01 per cent.

500 watts - 125 stations reporting total of 8,874 hours, 24 minutes on air, divided as follows: Commercial programs, 3,131 hours, 34 minutes. 608.06 hours used for sales talk. Percentage of hours for sales talk, 6.85 per cent. Percentage of commercial hours for sales talk, 19.41 per cent.

1000 watts - 99 stations reporting total of 9,061 hours, 15 minutes on air, divided as follows: Commercial programs, 3,562 hours, 45 minutes. 580 hours, 47 minutes used for sales talk. Percentage of hours for sales talk, 6.41 per cent. Percentage of commercial hours for sales talk, 16.30 hours.

5000 watts - 33 stations reporting total of 3,159 hours, 29 minutes on air, divided as follows: Commercial programs, 987 hours, 42 minutes. 144 hours, 22 minutes used for sales talk. Percentage of hours for sales talk, 4.56 per cent. Percentage of commercial hours for sales talk, 14.60 per cent.

Above 5000 watts - 32 stations reporting total of 3,009 hours, 22 minutes on air, divided as follows: Commercial programs, 1294 hours, 45 minutes. 179 hours, 29 minutes used for sales talk. Percentage of hours for sales talk, 5.97. Percentage of commercial hours for sales talk, 13.86 per cent.

The Commission based its answer to the question, "What plans might be adopted to reduce, to limit, to control, the perhaps, to eliminate the use of radio facilities for commercial advertising purposes?" upon the premise that the present system of broadcasting will be retained.

"Any plan the purpose of which is to eliminate the use of radio facilities for commercial advertising will, if adopted, destroy the present system of broadcasting," the report continues.

"Any plan to reduce, limit and control the use of radio facilities for commercial advertising purposes to a specific amount of time or to a certain per cent of the total time utilized by the station, must have its inception in new and additional legislation which either fixes and prescribes such limitations or specifically authorizes the Commission to do so under a general standard prescribed by that legislation. While the Commission may under the existing law refuse to renew a license to broadcast or revoke such license because the character of program material does not comply with the statutory standard of public interest, convenience and necessity, there is at present no other limitation upon the use of radio facilities for commercial advertising.

"Such regulation whether specifically undertaken by Congress or delegated by it to the Commission could extend both to the quality and quantity of commercial advertising. While the quality and quantity of commercial advertising could be limited to certain hours in the day or night and to a certain number of such hours; also, provision could be made limiting the advertising matter to a certain per cent of the time devoted to total programs or commercial programs.

"Any such system of regulation should, however, recognize and apply the differences in the needs and requirements of stations of the several classes, i.e. clear, regional and local. Also, basis for classification may exist in the fact that certain programs are originated locally for local consumption, whereas others are originated by chain companies for the edification and entertainment of the country as an entirety or at least for very large sections thereof.

"Thus, it will be observed from the matter collected in this report that while sales talks, etc., consumed 6.55 per cent of the total hours used during the sample week by the 582 stations of all classes and that such matters consumed 18.11 per cent of the total commercial hours of such stations, sales talks and related matters consumed only 11.27 per cent of the commercial programs of chain stations as compared to 20.02 per cent of the commercial programs of local stations. A flat restriction based upon the amount of time used for sales talks without regard to the location, power and activities of stations, would, in all probability, work inequitable results.

"Moreover, and in any case or class, limitations upon the use of time for commercial advertising, if too severe, would

result in a loss of revenue to stations which, in all probability, would be reflected in a reduction in the quantity and quality of programs available to the public.

"The Radio Act of 1927 was obviously designed to permit the licensees of broadcasting stations the maximum of latitude in the matter of program material. Such licensees are in a singularly favorable position to learn what the audience wants to hear and to make the necessary changes in program material and in methods of presentation that will cause their programs to be favorably received by a substantial majority of the listeners. The adoption of regulation of the sort herein described should be undertaken only when it clearly appears that a majority or at least a considerable number of the licensees have failed to operate their stations in a manner acceptable to a majority of the listening public. If, in the opinion of Congress, that time has now arrived, we conceive it to be advisable to enact such legislation as will permit the Commission to impose such regulations as the circumstances from time to time seem to warrant rather than legislation imposing specific restrictions and unflexible limitations."

In a letter attached to the report, the Senate is advised that "Commissioners Saltzman and Lafount do not agree with the statement contained in the views expressed in the above answer, believing that the provisions of Section 4 of the Radio Act of 1927 give the Commission the necessary authority.

"Broadcasting systems in foreign countries that are supported entirely by revenue derived by a tax or license fee for receiver-set ownership or by government subsidy do not as a rule, accept commercial advertising, whereas stations owned and operated by private interests are supported mainly from advertisements and subsidies paid voluntarily by the listening public", the report replies to the question about rules and regulations adopted by other countries to control or to eliminate the use of radio facilities for commercial advertising purposes.

"A few foreign governments have rules and regulations to insure high quality programs by simply restricting advertising matter to short announcements or according to the amount of time consumed -- generally from 10 to 40 minutes daily. In other countries, there is no censorship on advertising but they have rules and regulations to prevent the broadcasting of objectionable statements, prejudicial to the government. Ten of the thirteen foreign countries that were investigated permit commercial advertising and with one exception have laws, rules or regulations governing advertising."

"It would not appear to be practicable and satisfactory at the present time, and in the ordinary case, to permit only the announcement of sponsorship of programs by persons or corporations", is the Commission's reply as to the practicability of

that sort of regulation.

"The American system of broadcasting is predicated upon the use of radio facilities as a medium for local and national advertising. Upon this use depends the quantity and quality of commercial and sustaining programs. The competition between advertisers insures the employment of the best talent available and a variety in kind of commercial programs. The commercial programs furnish the principal source of revenue to stations. The quality and character of sustaining programs are dependent upon the revenue received from the sale of time for commercial advertising purposes.

"A radio broadcast station can present sustaining programs that are of great educational value and rich in entertainment only in a degree measures by the revenue derived from the sale of time for purposes of commercial advertising.

"Information made available to the Commission shows that sponsorship of programs by name would amount, in ordinary cases, only to good-will advertising. A few products and their uses may be so well and generally known as to permit this. On the other hand, and as to the majority of products, such advertising would involve an expense which national advertisers are not now willing and in a position to bear.

"It should be borne in mind that if a restriction permitting sponsorship by name only should cause a number of advertisers to discontinue the use of radio facilities as a medium for commercial advertising, such non-use would immediately and inevitably be reflected in a decrease both in the quantity and quality of programs available to the public.

"As a matter of fact, the situation should have its own cure within itself. There should be a keener appreciation by both the broadcaster and the advertiser that radio facilities not only offer perhaps the greatest opportunity for reaching the greatest number of people but that their use imposes upon them a very great responsibility for the manner in which programs are presented.

"The employment of national surveys of program and station popularity, better showmanship and tact by advertisers, and a strict supervision of all programs by the licensees of stations should develop a technique that would be more satisfactory to the listening public and beneficial to the industry."

In support of this reply, several letters from advertisers, advertising agencies and a detailed reply from the American Association of Advertising Agencies were offered as exhibits.

The next questionnaire division asked for any information available concerning the investments and net income of a number of representative broadcasting companies or stations.

Invested capital ranged from \$15,000 for a 10-watt station to \$200,000 for a 50 kilowatt station. The reports from 558 stations showed an invested capital of \$36,845,045.94.

Investments, according to wattage, were set forth as follows:

Under 100 watts - 33 stations - \$288,202.05 - approximate average investment - \$8,700; 100 watts - 191 stations - \$4,107,502.18 - approximate average - \$21,500; over 100 watts and under 500 watts - 54 stations, \$2,396,354.37 - \$44,400; 500 watts - 123 stations - \$6,659,815.49 - \$54,100; 750 watts - 1 station - \$20,500 - \$20,500; 1000 watts - 95 stations - \$9,889,802.17 - \$104,100; over 1000 watts but under 5000 watts - 4 stations - \$200,455.56 - \$50,100; 5000 watts - 31 stations - \$5,221,464.78 - \$168,400; and/5000 watts - 26 stations - \$8,061,119.34 - \$310,000. over

The chain companies show actual invested capital as follows: National Broadcasting Company (NBC) - \$6,193,670.16. Columbia Broadcasting System (CBS) - \$4,527,459.12. Shephard Broadcasting Service (Yankee Network) - \$313,074.02. Total investment of the chains is \$11,034,203.30.

The combined total for independent stations and chains is an aggregate investment of \$47,879,249.24.

A total investment in technical equipment, generators, transmitters, antenna, etc. approximated \$20,196,137.22 for 570 stations. Good will estimates aggregated \$18,264,215.00 for the same group of stations. Real estate, furniture and fixtures, etc. account for the balance.

Gross receipts reported for individual stations varied from a few hundred dollars to over \$1,500,000, aggregating \$38,461,302.41 were reported by 525 stations for last year.

The National Broadcasting Company reported a gross advertising revenue of \$25,895,959.34; Columbia, \$11,621,424.31; Don Lee, Inc., \$999,832.79; and Shepard Broadcasting Company (Yankee network) \$779,529.94, or a total of \$39,296,746.38.

Gross receipts reported for single stations and chain companies totaled \$77,758,048.79.

Expenditures of 571 individual stations for talent, programs, employes, equipment and other expenses, totaled \$37,354,082.68. Chain companies reported expenditures of \$40,641,323.00 for the same purposes. Total expenditures were \$77,995,405.68. Of this total expenditure \$20,159,656.07 was estimated to have been spent for talent alone, while employes received \$16,884,436.91. The total value of equipment was \$4,725,168.23.

Differences between receipts and expenditures showed a loss of \$2,241,757.12 for NBC; a gain of \$749,724.89 for CBS, a gain of \$107,562.01, for Don Lee, Inc., and a loss of \$5,106.40 for the Shepard Broadcasting Company.

"For individual stations separate statements were obtained of profit or loss, to be computed without counting depreciation as an expense", the report concluded this financial section. "Profits thus computed were reported for 333 stations aggregating \$5,451,717.05 and varying from \$13.94 to \$376,279.00 for particular stations. Losses similarly computed were reported for 180 stations, aggregating \$2,200,743.76 and varying from \$22.50 up to \$178,535.72 in the case of a company operating two stations."

"Since education is a public service paid for by the taxes of the people and therefore the people have a right to have complete control of all the facilities of public education, what recognition has the Commission given to the application of public educational institutions?" is the next question listed.

"In the period from February 23, 1927 to January 1, 1932", the Commission granted radio station licenses to 95 educational institutions, 51 of which have been classified as public educational institutions, and 44 of which are private educational institutions. As will be seen, 44 of these stations were in operation as of January 1, 1932; the licenses of 23 had been assigned voluntarily at the request of the educational institution to a person or corporation engaged in commercial enterprise; 18 had been deleted by reason of voluntary abandonment; and 10 had been deleted for cause".

Several tables, detailing the above, were set forth.

"In the period from February 23, 1927 to January 1, 1932", the Commission declared, in reply to the question, "What applications by public educational institutions for increased power and more effective frequencies have been granted since the Commission's organization? What refused?", "the Commission considered 81 applications from educational institutions for additional and more effective radio facilities. 32 of these applications were granted in full; 27 were granted in part; 10 were denied after having been designated for public hearing; 10 were dismissed at request of applicant after having been designated for public hearing; and 2 were retired to files for lack of prosecution after having been designated for public hearing.

"In no case has the exclusive use of a clear channel been granted to an educational station. However, three educational stations are authorized to share time on clear channels, and in addition, four educational stations are authorized to operate on clear channels during certain hours specified in licenses."

"How many quota units are assigned to the National Broadcasting Company and the other stations it uses? To the Columbia Broadcasting System and other stations it uses? To other stations under control of educational institutions?" is the next

inquiry.

"During the period covered by the survey (November 8 to 14, inclusive, 1931), there were charged to stations owned, controlled and operated by the National Broadcasting Company 44.27 units and to the other stations it was using 140.63 units, a total of 184.90 units", the report continues. "During the period covered by the survey there were charged to the stations owned, controlled or operated by the CBS 29.07 units and to other stations it was using 85.03 units, a total of 114.10 units. During the period covered by the survey there were charged to stations under control of educational institutions 24.14 units, of which 18.33 units were charged to publicly controlled educational institutions and 5.81 units were charged to privately controlled educational institutions."

"There are two instances in which the Commission did grant licenses to commercial stations for facilities applied for by educational institutions", the report stated in reply to the next question. Copies of its decisions in the high power cases in which WSB, Atlanta, Ga. was given preference over WAPI, Birmingham, Ala. An application of the Mississippi Agricultural and Mechanical College to build and operate a station on 1270 kilocycles was denied because the institution was shown to be unable to finance and operate the station.

"It was shown that in four cases the Commission granted applications filed on behalf of educational stations for facilities used by commercial stations. Six applications filed on behalf of educational institutions for commercial station wave lengths were denied by the Commission.

"To what extent are commercial stations allowing free use of their facilities for broadcasting programs for use in schools and public institutions? To what extent are such programs sponsored by commercial interests? By chain systems?", is the next Senate question.

Definitions of "education" and "educational programs" were given before the following information was offered:

"Of 533 stations that submitted reports, exclusive of stations that are operated by educational institutions, 521 (97.75 per cent) reported that they had offered their facilities to local educational institutions and 12 (2.25 per cent) reported that they had not offered their facilities to local educational institutions. Of the 521 that offered their facilities, 444 (85.22 per cent) reported that their facilities were offered free; 21 (4.03 per cent) reported that their facilities were offered free except for the cost of remote control equipment; 38 (7.29 per cent) reported that their facilities were offered free but that they specified the programs must be meritorious, of high quality and in the public interest; 4 (0.77 per cent) reported that their facilities were offered free but that they specified the programs be restricted to talks

or that programs be presented according to a regular schedule; 6 (1.15 per cent) reported that their facilities were offered free but that they restricted their use to meet the convenience of the station; 2 (0.385 per cent) reported that their facilities were offered at actual cost of operation; 2 (0.385 per cent) reported that their facilities were offered at regular rates and 4 (0.77 per cent) failed to state any term or condition. The 444 stations that have offered their facilities free and without qualification include all but one of the authorized amounts of power and are well distributed geographically.

"Of 5,390 hours, 14 minutes used by 582 stations during the second week of November, 1931, to broadcast educational programs 1,076 hours, 8 minutes (19.96 per cent) were sponsored by commercial interests. Of the 5,390 hours, 14 minutes, 519 hours, 9 minutes (9.63 per cent) were chain commercial and 556 hours, 59 minutes (10.33 per cent) were local commercial.

"Because the period of time named in the Commission's questionnaire (November 8 to 14, inclusive) covered 'National Education Week', a supplemental questionnaire was addressed to the stations requesting identical information concerning educational programs for the week beginning November 1. Five hundred twenty-eight stations that answered the supplemental questionnaire reported a total of 4,783 hours, 51 minutes were used to broadcast educational programs during the week November 1 - 7, inclusive. Of these 1,078 hours, 55 minutes (22.55 per cent) were sponsored by commercial interests. Of the 4,783 hours, 51 minutes, 493 hours, 14 minutes (10.31 per cent) were chain commercial and 585 hours, 41 minutes (12.24 per cent) were local commercial. The average amount of educational time per station for the first week in November was 9 hours 4 minutes and for the second week 9 hours 16 minutes.

"During the calendar year 1931 the two major chain companies used a total of 5,562 hours 47 minutes to broadcast educational programs. Of these, 3,496 hours 38 minutes (62.86 per cent) were sustaining and 2,066 hours, 9 minutes (37.14 per cent) were commercial.

"The present attitude of the broadcasters justifies the Commission in believing that educational programs can be safely left to the voluntary gift of the use of facilities by commercial programs."

Of the 540 stations that answered the question, "Has the use of your facilities been requested by local schools, colleges and universities", 367 (67.96 per cent) answered 'yes' and 173 (32.04 per cent) answered 'no'. Of the 367 that answered 'yes', 43 qualified their answer by such remarks as 'little', 'varies', 'occasionally', 'rarely', 'not lately', etc.

Of the 538 stations that answered the question, "To what extent have your local schools, colleges and universities used your station?", 343 (63.75 per cent) reported the use of

698 hours, 33 minutes per week, 103 (19.15 per cent) reported the use of their facilities 'occasionally', 'irregularly', or 'seldom', 92 (17.10 per cent) reported their facilities were not used by local educational institutions.

Of 534 stations that answered the question, "Are you now broadcasting for any local schools, colleges and universities? If so, during how many hours per week and under what schedule?", 298 (55.21 per cent) reported they were broadcasting for local educational institutions, 1118 hours, 03 minutes per week, 40 (7.49 per cent) reported they were broadcasting for local educational institutions but did not indicate the amount of time used, and 196 (36.70 per cent) reported that they were not broadcasting for local educational institutions.

In reply to the question, "Do local educational institutions use all the time you are willing to provide?", 525 stations answered, 496 (94.48 per cent) in the negative and 29 (5.52 per cent) in the affirmative.

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BIGGEST RADIO CHAIN FOR CONVENTIONS

Four years ago when President Hoover had a 107 station hookup and Gov. Alfred E. Smith spoke over 108 stations simultaneously, it was the talk of broadcasting, and everyone thought chain broadcasting had reached its peak. However, if both NBC networks and the CBS network are on the air simultaneously, there will be a total of 177 stations carrying one voice from the Republican and Democratic National Conventions.

In addition short wave stations may pick up important addresses for transmission to distant parts of the world.

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WOR ANNOUNCERS LOSE IDENTITY

Because Station WOR, at Newark, N.J., one of the first broadcasting stations in the country, feels that the listening audience is no longer interested in the identity of the announcer, names will no longer be used over the air in signing off programs. The only exception is when the announcer has had a part in the preparation of the continuity or the program.

With the passing of distance tuning, listeners have become accustomed to turning the dial for the programs themselves, not to hear a certain announcer say that is Station So-and-So.

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