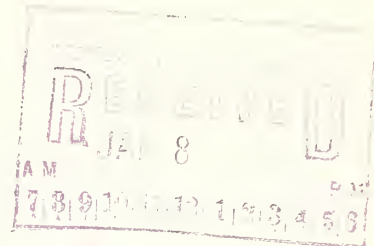
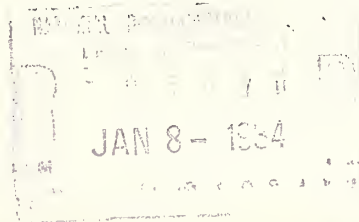


# HEINL RADIO BUSINESS LETTER

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No. 686

*Handwritten signatures and initials at the bottom left of the page.*

January 4, 1934

## NEWS BROADCAST PROTEST FAILS TO GET RISE OUT OF COMMISSION

Although the attack on the radio-press news broadcast proposal now being considered by the press associations and networks by Station KNX, Los Angeles caused the Radio Commission to be flooded by letters and telegrams the only action taken by the Commission was to draft a circular to be sent in reply stating that the Federal authorities know of no movement to abolish news broadcasts. The reply explains that only a change in the method of broadcasting the bulletins is being considered. Where at present some of the news is being gathered by an agency set up by one of the networks under the new agreement, if it should prevail, the news would be supplied by newspaper press associations.

It was said at the Commission that about 15,000 letters and telegrams of protest had been received from KNX listeners many of whom seemed to be under the impression that news broadcasts were to be entirely abolished. M. H. Aylesworth, president of the National Broadcasting Company is reported to have likewise been deluged with similar letters.

According to advices from the Pacific Coast the KNX appeal to listeners, which was carried by other stations linked to the Los Angeles station, was to the effect that the chains in the east had sold out to the newspaper interests.

The program opened with the playing of 'Rule Britannia', with an announcer explaining that this was symbolical as the broadcast was to show the public that it was the newspapers hereafter that are to rule the waves--air waves.

The KNX appeal reviewed the proposed agreement between the networks and the newspapers and pointed out the probability of the creation of a news censorship board for radio which will censor all news and supply only bulletins that have previously been printed before.

Satirizing what might happen under such regulations weather reports of the day before were read with this angle of the broadcasting ending: 'For today's weather see today's papers'.

Another element of sarcasm followed with the pretended broadcast of a mythical meeting at Washington between President

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Roosevelt and ambassadors of foreign nations on the debt question. It was interrupted as the President was about to be introduced by stating that the program had been censored.

An official of the Radio Commission said that it would be impossible to reply to all communications received because many were written anonymously or the addresses were illegible.

Commissioner Lafount, who represents the western states, said that in addition to the letters received by the Commission that he had received more than 300 communications from the states of Washington, Oregon, California, Nevada, Utah and Wyoming.

Mr. Lafount said he had likewise received several hundred telegrams and letters from Alaska. Up there the listeners too seemed to get the impression that news broadcasts were to be done away with entirely. This, if true, they said would be more serious to them because in the wilds of the great North in the ordinary course of events it took from four to six weeks for newspapers to reach them and in some places even newspapers could not penetrate and thus without radio they would be deprived of news for months at a time. Mr. Lafount is acknowledging these protests as rapidly as possible but it will doubtless be Spring, if not longer, before many of them hear from him.

It was denied that the National Association of Broadcasters was opposed to the plan to end the radio-press war. "If this impression prevails" said Philip Loucks, Managing Director of the Broadcasters, it is erroneous. The fact is that the matter has never officially been brought to the attention of the Association nor has the Association been called upon to take any action on the question which is one at the present time participated in only by representatives of press and newspaper associations and representatives of the networks.

The proposal is looked upon with favor by Broadcasting which says editorially in its current issue:

"At the price of a few sponsored news flash periods, yet without conceding its right to place commentators before the microphone and to cover big news events directly from the scene, radio has secured an agreement with the leading factors in the American newspaper field that even radio's bitterest critic, the newspaper trade periodical EDITOR & PUBLISHER, calls "mutually liberal, intelligent and workable" which "should yield sound benefits to press radio and public."

"Broadcasting, by the agreement, concedes to journalism that news-gathering is merely incidental to radio's prime function of entertaining and educating, and radio secures from the press a plainly implied acceptance of the fact that sponsor-support is the proper American way of broadcast operation.



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"Radio is willing, as it always had been, to cooperate with the press locally and nationally, and the agreement clearly indicates that enlightened leaders of the press recognize that radio can actually help the sale of newspapers."

There may be some losses to radio in actual or potential revenues, chiefly in local sponsored news spots if the individual stations locally join the agreement, but we believe this is a small price to pay for a friendly alliance with the press associations and the newspapers. The agreement, of course, is primarily as between the networks and the press associations, but it will be noted that the twice daily news flashes are available at very small cost to any individual stations that may want them. Though the agreement only suggests what should be done locally, those who drew it up apparently believe the local radio-press squabbles will be amicably settled by following along the same course.

"Except for momentous events, at which radio usually can have its own announcers on hand, short news bulletins are all that radio has ever wanted--and these are to be furnished, at the relatively insignificant cost of editing the reports of the three big press associations, together with flashes on news breaks of "transcendent importance." With radio competition in news-gathering out of the way, radio wants from the press only an assurance that its program listings, indisputably news to the great mass of newspaper readers, shall be carried as news."

"Altogether, it is a peace that recognizes a mutual right to exist, each in its own sphere, and one that augurs an ultimately satisfactory settlement of the whole ramified national and local radio-newspaper issue."

The proposed news-broadcasting agreement is to be considered at a meeting of the Board of Directors of the Associated Press in New York Tuesday, January 9.

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#### TO CONCLUDE POLICE ALLOCATIONS STUDY NEXT MONTH

Ample time will be given to states whose police frequencies are changed to permit them to make the necessary changes in equipment by May 1. The result of the North and Central American Radio Agreement, adopted last year at Mexico City, made it possible for the Radio Commission in its revision of the rules and regulations last October to allocate several additional telephone channels in the bands 1655-1715 kilocycles and 2300-2500 kilocycles for use by state and municipal police radio stations.

In assigning these frequencies to stations in the United States, however, Dr. C. B. Jolliffe, chief engineer of the Federal



Radio Commission states, the Commission must give due consideration to the present and future needs of other nations which are parties to the Central and North American Agreement. Consequently a thorough study of the allocation of frequencies to police stations has been taken in order to provide the maximum facilities for all stations now authorized and for additional stations which may be established in the future. It is expected that this study will be completed next month and that notices will be sent to all licensees as to the frequency that each licensee should designate in its application for renewal of license. Those applications are due to be filed March 1.

At the present stage of development it appears that the zone system of allocation must be continued in effect for municipal police stations. In the case of state police stations it will be necessary that the frequencies be shared with other states as at present. It is believed that the mileage separation between two states sharing the same frequency will not be less than the distance between Massachusetts and Michigan. The Commission does not contemplate the adoption of any rule which would require state police stations to co-operate with municipal police stations. However, in the case of municipal police stations it will be necessary as in the past for all licensees within a zone to co-operate in the use of the frequency assigned to their particular zone in order to avoid interference.

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#### INCREASED PRODUCTION OF RADIO SETS IN GERMANY

Stimulated by the interest of the Government in radio, production of receiving sets in Germany has increased to a marked degree during recent months, according to a report to the Commerce Department from Assistant Trade Commissioner, Rolland Welsh, Berlin.

Some time ago, the report states, the Minister of Propaganda effected an agreement with twenty-six German radio manufacturers to concentrate on the production of a special low-priced three-tube receiving set. This particular set is not capable of receiving distant stations.

It is believed locally that the Government's desire is to have as many people as possible in the country in a position to hear the programs which are broadcast from the German stations which it owns and operates.

From August to October, the first quarter of the current fiscal year, German producers sold 500,000 receiving sets, most of them being of the type referred to above, which retail around \$20.

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Ninety-eight per cent of the radios sold were for electric light socket connection. The fact that only 2 per cent of the receiving sets were for battery operation indicates that most of them were bought by city users.

The institute of Business Research which has been investigating the radio situation in Germany believes that the present high rate of production and sale of receiving sets will continue and that at the end of next year there will be a total of 5,000,000 radio listeners in the country.

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#### WPHR WINS POINT AGAINST REMOVAL

George H. Hill, Radio Commission examiner, recommended the commission delay the application for removal of Station WPHR at Petersburg, Va., from the air.

At the same time, Hill proposed WPHR be granted their application for a regular six months' license renewal to operate on 1,200 kilocycles, 100 watts night-time power and 250 watts power until local sundown.

Hill said there was an insufficient showing of evidence to warrant a curtailment of the service rendered by the Petersburg station. He said also there was a possibility of interference of WMBG at Richmond with WPHR if the Richmond application for an increase in power from 150 to 250 watts day-time power were granted.

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#### NEW MAYOR HAS EYE ON WNYC

Although the new Mayor of New York, Fiorello La Guardia, has appointed Seymour Siegel assistant director of the Municipal broadcasting Station WNYC he said that the question as to whether or not the station would be scrapped in his Administration had not been definitely decided.

Inasmuch as the operation of the station is said to be costing the city more than \$50,000 an year LaGuardia is believed to be inclined to do away with it but has decided to investigate the situation thoroughly before taking action.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

(January 2, 1934)

WGST	Ga. School of Technology Atlanta, Ga.	Granted CP to make changes in eqpt. and increase day power from 500 watts to 1 KW.
WNRA	Kathryne Jones Muscle Shoals City, Ala.	Granted license covering erection of new station - 1420 kc, 100 watts. Daytime.
WCAD	St. Lawrence Univ. Canton, N. Y.	Granted Auth. to operate from 10 AM to 12:30 PM, and from 4 to 4:45 PM, Jan. 15.
WMBH	W. M. Robertson Joplin, Mo.	Granted special temp. auth. to op- erate from 2:30 to 3:30 PM, CST, Sunday afternoons Jan. 7, 14, 21 and 28, 1934; and from 9:30 to 10 PM, CST, Sat. Evenings Jan. 6, 13, 20 and 27th.
WSVS	Elmer S. Pierce, Principal Seneca Vocation- al High School, Buffalo, New York	Granted special temp. auth. to op- erate from 8:15 to 9:30 PM, EST, on Monday evenings, Jan. 8, 15, 22 and 29, 1934.
WSUI	State Univ. of Iowa Iowa City, Ia.	Granted special temp. auth. to op- erate from 10 PM, CST, Jan. 12, 1934, to 1 AM, CST, Jan. 13/34.
WJBK	James F. Hopkins, Inc. Detroit, Mich.	Granted special temp. auth. to op- erate from 8 to 9 PM, EST, on Jan. 4, 7, 11, 14, 16, 18, 21, 25, and 30, 1934; provided WIBM remains silent.
WIBM	W I B M, Inc. Jackson, Mich.	Granted special temp. auth. to <del>sign-off</del> at 7 PM, CST. instead of 8 PM, on Jan. 4, 7, 11, 14, 16, 18, 21, 25, 28 and 30.

SET FOR HEARING

New	Brooklyn Daily Eagle Brdcastg. CP, 1400 kc, 500 watts, unlt'd. Co. Inc., Brooklyn, N. Y.	time (Facilities WBBC, WLTH,
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SET FOR HEARING (Cont'd)

New	Brooklyn Daily Eagle Brdstg. Co. Inc., Brooklyn, N. Y.	Ward & WVFW). Also denied petition of Brooklyn Daily Eagle Brdstg. Co. Inc., asking that the Commission instruct its Examiner to hold up his report on the pending appls. of the four Brooklyn stations until hearing is held on the application of Brooklyn Daily Eagle Brdstg Co. Inc., and that the Examiner be authorized to consolidate all of said appls. into one case.
New	The Journal Co. ( The Milwaukee Journal) Waukesha, Wis.	Spec. Exp. license; 620 kc, 2½ KW, 1 KW night; Emission high speed facsimile. time of operation from 12 midnight to 6 AM, and not more than 3 minutes at one time during broadcast day; To be heard before the Commission en banc Feb. 21st.

APPLICATIONS GRANTED  
(Other than Broadcasting)

W4XI	City of St. Petersburg, Fla.	Granted Gen. Exp. license; freqs. 34600 and 41000 kc. 15 watts.
WPGL	City of Dinghamton, N. Y.	Granted Mod. of CP extending <del>completion</del> date to Jan. 8, 1934.
WEEX	American Radio News Corp. Tinley Park, Ill.	Granted Mod. of CP to extend commencement date to Feb. 1, 1934 and completion date to Aug. 1/34.
WPGS	County of Nassau, Police Dept. Mineola, N. Y.	Granted Mod. of License to increase power from 200 to 400 watts.
K6XO	RCA Communications, Inc. Kahuku, Hawaii	Granted Mod. of Lic. to add frequency 5845 kc.
W6XI	Same - Bolinas, Cal.	Granted Mod. of Lic. to add freqs. 5105, 7715 and 15430 kc.
KGHO	State of Iowa, State Bureau of Identification, Des Moines, Ia.	Granted renewal of lic. in exact accordance with existing license.

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The Commission also granted 149 amateur station licenses, of which 51 were new and 98 Modifications or reissues.

RATIFICATIONS

(Action taken Dec. 13  
1933)

KFTP	Mackay Radio & Telg. Co. San Francisco, Cal.	Granted 60 day auth. to operate 100 watt transmitter aboard Vessel Catalina; freq. range 375 to 500 kc. (Action taken Dec 16)
1 NRA	Kathryn Jones, Muscle Shoals City, Ala.	Granted extension of program test period for 30 days from Dec. 16, pending action on license appl.
WBCH	Radiomarine Corp. of America "TEXAS", Wash. D. C.	Granted 3rd Class public ship lic. (Action taken Dec. 20th)
WKBV	Wm. O. Knox, -d/b as Knox Battery & Elec. Co., Richmond, Ind.	Granted extension of program test period for 30 days, pending action on license appl. (Action taken Dec. 21st)
WcFZ	Irving H. Buck and Howard Folsom, d/b as Boys World Cruises New Orleans, La.	Granted temp. auth. to operate station aboard Yacht BUCCANEER on freqs. 6210, 11040 and 8280 kc calling; 1670, 11025, and 8290 kc working; 30 watts.
	New England Tel. and Tel. Co. Boston, Mass.	Granted temp. auth. to operate on freq. 2110 kc in addition to pres- ent assignment for the unexpired period of existing licenses, cov- ering stations aboard vessels FLOW, FRANCES C. DENNY and GERTRUDE M. FAUCI.
KDAT	Radiomarine Corp. of America Washington, D. C.	Granted 60 day auth. to operate 500 watt transmitter aboard vessel POMONA, pending receipt and action on formal appl. (Action taken Dec. 26th)
WHAM	Stromberg Carlson Tel. Mfg. Co., Rochester, N. Y.	Granted license, 1150 kc, 50 KW. Unltd. time.

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KFOR	Cornbelt Brdestg. Corp. Lincoln, Neb.	Granted CP to move transmitter locally in Lincoln.
KROW	Educational Brucstg. Corp. Oakland, Cal.	Granted license to cover CP, 930 kc, 500 watts night, 1 KW day, sharing with KFWI.
WBAX	John H. Stenger, Jr. Wilkes-Barre, Pa.	Granted CP to make changes in eqpt.
KUOA	KUOA Inc. Fayetteville, Ark.	Granted license, 1260 kc, 1 KW, daytime.
KTFI	Radio Broadcasting Corp. Twin Falls, Idaho	Granted CP to move transmitter and studio locally.

(Action taken Dec. 27th)

KUSD	Univ. of So. Dak. Vermillion, S. Dak.	Granted special temp. auth. to remain silent from Dec. 30 to Jan. 4th.
WDFW	Mackay Radio & Telg. Co. New York, N. Y.	Granted 60 day auth. to operate 50 watt transmitter aboard Vessel ALAMO; freq. range 375 to 500 kc, pending action on formal appl.

(Action taken Dec. 28th)

New	City of Ashland, KY. Police Dept.	Granted CP; freqs. 30100, 33100, 37100, 40100 kc. 15 watts.
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(Action taken Dec. 29th)

The Commission granted the following applications for renewal of broadcast station licenses;

WACO, Waco, Tex; WILM, Wilmington, Del; KGIW, Alamosa, Colo; KIDW, Lamar, Colo., and WRAK, Williamsport, Pa.

KGAR	Tucson Motor Serv. Co. Tucson, Ariz.	Granted renewal of license on a temporary basis, subject to such action as may be taken on pending appl. for renewal, which was designated for hearing.
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## WOULD MAKE COMMERCIAL BROADCASTING PUBLIC UTILITY

A bill introduced into the new session of Congress by Representative Huddleston of Alabama would regulate the rates of commercial broadcasting stations as a public utility. His bill would add the following section to the Radio Act:

"The radio stations licensed under this Act and which may be operated directly or indirectly in whole or in part for hire, or compensation, are declared to be public utilities and instrumentalities of Interstate Commerce and shall under such regulations, rules, practice and supervision as may be adopted from time to time by the Federal Radio Commission, serve transmit and broadcast without discrimination, for all who may apply for same for a just and reasonable charge and compensation, to be fixed and stipulated from time to time, by the Federal Radio Commission; provided that radio stations operated by the United States or by and agency thereof shall be excepted from the provisions of this section."

Representative Huddleston, who is a Democrat from the Birmingham district, and a member of the Interstate and Foreign Commerce Committee, when asked if he intended to press the bill said that he would await the public reaction to see how much interest there was in it. He is a Spanish war veteran and has been in Washington from the Sixty-fourth to the present Congress which is the seventy-third.

One person guessing as to who might have inspired the Huddleston bill said that it wouldn't surprise him if it had been the National Committee on Education by Radio which has been opposing certain radio interests.

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## AWAIT ROOSEVELT COMMUNICATIONS RECOMMENDATIONS

There was no indication at the White House as to when the President might send his recommendations to Congress regarding unified control of communications. One theory was that this would be done early in the session.

On the other hand due to the general feeling that this session of Congress will probably confine itself to emergency matters and that communications may not be considered in that category there was another theory that this problem might not be tackled just yet.

It was argued by one of the latter belief that the President would wait and see how his budget recommendations set with

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Congress before recommending anything not of an emergency nature and as highly controversial as it is believed a communications bill may prove.

It is believed that Senator Dill of Washington may oppose monopoly recommendations and that Senator White of Maine and others may oppose other phases of the communications recommendations. Thus it might go beyond party lines, a thing believed not to be desired by the Administration at this time.

In the President's Budget recommendations the authorized obligation for the Radio Commission for 1934 was set down as \$640,000 and the budget estimate for 1935, \$668,885.

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#### STATION SYNCHRONIZATION HEARING SET

The Radio Commission, Wednesday February 14, will hold a hearing upon the applications of Station WBAL of Baltimore and WTIC of Hartford with regard to their synchronizing with other stations. The Connecticut station desires to synchronize with KRLD at Dallas and WBAL with WJZ, New York, with which it has heretofore been synchronized. WBAL also desires to operate simultaneously with KTHS, Hot Springs, during certain hours.

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#### CODE AUTHORITY TO CONSIDER INTERPRETATION

A meeting of the Code Authority of the Broadcasting Industry Monday January 15 in Washington, according to James W. Baldwin, code officer. The main business of the meeting will be the consideration of interpretation of the code regulations. Harry Shaw, of Station KTM, of Waterloo, Ia., is the only governmental representative thus far selected but it is expected the other two will be named in time for the meeting.

E. O. Sykes, chairman of the Federal Radio Commission, will probably be another of the governmental representatives and William Farnsworth Assistant to Deputy Administrator Sol Rosenblatt has been mentioned as a third. It is said that the labor people tried to name all three representatives but have now been prevented from doing so.

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#### MISS LAURA LEE GUTHRIE ARRIVES WITH THE NEW YEAR

Heralding a Happy New Year to Mr. and Mrs. F. P. Guthrie was the birth of a daughter Laura Lee Guthrie, in Washington, Thursday, December 28th. Mr. Guthrie, who has a host of friends in the radio industry, is District Manager in Washington of R.C.A. Communications, Inc.