

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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COMPOSERS-BROADCASTERS PAVE WAY FOR NEGOTIATIONS

What may prove to be a significant step towards a better understanding between the warring factions of the Composers and the Broadcasters, for the time being at least, was the authorization by the Board of Directors of the American Society of Composers of the appointment on behalf of the Society of a committee to initiate negotiations with the broadcasters looking toward a five-year agreement. This action was taken in New York last week and the five-year agreement to be negotiated will follow the present three-year term which expires September 30th of this year.

John C. Hostetler, counsel, and Philip Loucks, Managing Director, speaking for the National Association of Broadcasters, are reported to have welcomed the Composers' move. It is understood that the Broadcasters therefore will soon appoint a representative committee to meet with the Composers.

Upon hearing that the Composers had taken the initial step, a prominent broadcaster remarked, "It looks to me as if the Composers being faced by a Government suit are running to cover." This was vigorously denied by one speaking for the Composers, who said:

"As a matter of fact, there is no feeling of weakness on our part, and no fear of the outcome of the suit; and ASCAP has been big enough to take the initiative toward a constructive solution of problems, regardless of the outcome of the suit."

How soon the Composers and Broadcasters may appoint their committee to participate in the music copyright license negotiations is not known, but now that the way has been paved for the new conferences, doubtless they will be carried on without loss of time during the early Spring and Summer.

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CONGRESSMEN FORCE FCC'S HAND IN MEXICAN PROTEST

Becoming restless at not receiving any acknowledgment from the Federal Communications Commission of a petition asking the Commission to cancel the broadcasting licenses of all NBC stations which transmitted a recent Thursday night program sponsored by the Mexican Government, a group of 16 Congressmen, headed by Representative Connery, of Massachusetts, made the fact known at the Capital last Wednesday. It became noised

about Washington sometime before that such a demand had been made but the Federal Communications Commission denied that any complaint had been received.

As a reason for the cancellation of the licenses of the stations which carried the Mexican offering, the program on Thursday, March 21st, was cited which was alleged by "America", a Catholic weekly, to have been indecent.

The translation of the poem, as furnished to Mr. Connery by the Communications Commission, differs somewhat from the translation sent him by Rev. Wilfred Parson, Editor of "America".

The Federal Communications Commission's version is as follows:

"O, the night I spent there,
At the side of a girl
Of graceful and regal bearing,
Firm and wide proportions.

"Later she sang to me,
Interspersing her song with kisses,
Some war song
To the accompaniment of my guitar.

"And then my heart
With enthusiasm filled,
As if at the call of arms,
In conflict, I had engaged.

"But my greatest pleasure
Was when she disrobed her flowing gown,
Like a flexible branch,
She disclosed her beauty.
An early rose
Which had broken loose from its bud,
Boasting of all its beauty."

The last stanza, as furnished by Father Parsons, was as follows:

"But my greatest delight
Was when she stood naked
Of her flowing garment;
And like a bending branch
Of a willow, uncovered to me
Her beauty, an unfolding rose,
Which breaks its bud
And displays all its loveliness."

The petition which asks that the licenses of the stations broadcasting the Mexican Government program be cancelled was signed by Representatives Connery, McCormack (D), of

Massachusetts; Healey (D), of Massachusetts; Daly (D), of Pennsylvania; Pfeifer (D), of New York; Stack (D), of Pennsylvania; Citron (D), of Connecticut; Kopplemann (D), Connecticut; O'Neil (D), of Kentucky; Igoe (D), of Illinois; Higgins (D), of Massachusetts; Fitzpatrick (D), of New York; Welch (R), of California; McGrath (D), of California; Casey (D), of Massachusetts, and Smith (D), of Connecticut.

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PRESS-RADIO TO CONTINUE BUT U.P. AND I.N.S. MAY SELL NEWS

The American Newspaper Publishers' Association in convention at New York decided to continue the Press-Radio Bureau for another year, with a less restricted policy, but not without considerable discussion and differences of opinion among the members. The convention finally adopted their Radio Committee's four recommendations which follow in which, however, the United Press and International News Service reserved the right to sell news to broadcasters if they so desire:

"1. That the public interest requires the continuation of the press-radio bureaus in order to make certain that reliable and authentic news is disseminated through the medium of radio broadcasting (The National Broadcasting Company and the Columbia Broadcasting System have pledged their support for another year if this recommendation is adopted).

"2. That the committee in charge of the operations of each of the press-radio bureaus be authorized to adopt such rules and regulations as in their opinion are essential to a better service.

"3. That the newspapers owning or affiliated with radio stations, subject to the regulations of the Press-Radio Bureaus, be allowed a more flexible use of wire reports as those reports are received in their own offices for broadcasting of news; provided, that such newspapers make announcement of the news sources as required of those who receive their reports from the Press-Radio Bureaus.

"4. That publishers should individually take every step necessary to prevent the improper use of news and the prostitution of news in their own communities, even to dropping the programs of the offenders from their columns.

"The United Press and the International News Service, in concurring in the action of the conference, reserved the right, when and if, in their opinion, it should become necessary, to sell a news service to advertisers or radio stations for broadcasting purposes under such restrictions as they shall impose to preserve the purity of the news. They stated that, in principle, they were opposed to the sale of news for radio

sponsorship as a source of revenue, and that such news would be sold only for sponsorship when competitive broadcasting of news warranted such action."

J. R. Knowland, of The Oakland (Calif.) Tribune, and a Director of the Associated Press, declared that the A.P. cannot and will not sell news to anyone except newspapers.

The Radio Committee recommended against press associations selling news to radio advertisers for sponsorship over the air for the following two reasons:

"First - The practice would permit the advertiser to censor and edit the news to suit not only his own advertising program but also his prejudices on social, economic, religious and political questions, and thus news would degenerate into propaganda for the advertiser.

"Second - Since the sale of news is the basis of the newspaper publishing business, this asset should not be sold to the broadcasters to be used in competition with the newspapers.

"To get to the essence of the problem which has confronted the radio committee, the general public is demanding news by means of radio broadcasting because of its speed and convenience. Many radio stations are not inclined to give away the time for broadcasting news when this 'radio time' can be sold to an advertiser for a substantial amount of money. News also can be sold easily to almost any radio advertiser."

Roy Howard, of the Scripps-Howard newspapers, looks upon radio as a rival news distribution service.

W. E. Thomason, of The Chicago Times took the same view and said it was only a question of whether the newspapers were going to supply the radio stations with news or allow the situation to get away from them.

Frank D. Throop of The Lincoln (Neb.) Star and Frank S. Hoy of The Lewiston (Me.) Sun-Journal, said they never heard of a newspaper losing a subscriber on account of radio. The latter added that radio could not have hurt the newspapers during the past two years because newspaper circulation everywhere went up.

One publisher said that he had bought two radio stations but that he was very carefully observing the restrictions of the Press-Radio Bureau in broadcasting the news. This was John D. Ewing, of The Shreveport (La.) Times, who said the proposition of owning and operating a newspaper and radio stations was working out in a highly satisfactory manner, adding,

"If you get together with your local radio people you can possibly find a way to give them the news they are really entitled to, in exchange for an agreement that they are not to pirate news."

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B.B. PRESENTS NEW TYPE OF ANNUAL

The British Broadcasting Corporation Annual for 1935, just published, differs in many respects from its predecessor the B.B.C. Year-book which, after a career of seven years, has been discontinued not for lack of support, but because some of its features seemed to have outlived their usefulness to the general public, and because it was desired to present listeners with an integrated picture of the B.B.C.'s activities as a whole instead of, as formerly, a number of vignettes.

The first section of the new Annual, entitled "A Five-Year Review of Broadcasting", aims at giving through a classified record an idea of the fields covered over a substantial period, and so, by inference of the Corporation's program policy. This review contains a concise summary of the more important programs in various categories, broadcast during the past five years concluding with the Christmas messages of H.M. the King broadcast in 1933 and 1934, which are reproduced in extenso.

The second section may be regarded as the Corporation's annual report to the listeners of Great Britain and Northern Ireland. It contains articles on the various program activities of the Corporation and includes special sub-sections on Engineering, Public Relations, Publications, and Foreign Relations. At the end of this section and distinct from it is a similar report of the activities of the Empire Service and a resume of the more important programs which have been broadcast to the Empire since the inception of the Service on December 19, 1932.

Finally there is a new feature, which it has been found convenient to call "The Forum". The Corporation has long felt that there was too little well-informed critical study of the social and artistic significance of broadcasting as distinct from itemized comment on current programs. Broadcasting is continually posing new problems and forcing a reconsideration of old ones, and, like other public affairs, needs the help of the detached and yet cooperative outside mind. Hence the reasons for "The Forum", which consists of the views of eminent personages on various aspects of broadcasting. Professor Ernest Barker deals with the possibilities and problems of broadcasting on an international plane. Wyndham Lewis and C.R.W. Nevinson approach independently and from different angles the relation of art to patronage. Equally independent Sir Arnold Wilson examines the question of free speech from a juridical standpoint; Hamilton Fyfe examines its relations with Democracy. Further contributions to "The Forum" are made by Ernest Newman, Dr. Ernst Schoen, Dr. Adrian Boulton, Douglas Woodruff, and Tyrone Guthrie. The authors alone are responsible for their expressions of opinion. The Corporation expresses neither agreement

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nor disagreement, nor does it comment. The essential purpose of "The Forum" is in fact to provide a platform for free discussion by independent writers.

Thirty-three illustrations are interspersed throughout the Annual, which is issued in crown quarto with a blue canvas cover and published at a price of 2/6d net (about 50 cents U.S. currency).

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LARGE DEMAND IN MEXICO FOR ALL-WAVE SETS

The progressive development of radio broadcasting in Mexico is creating an increased demand for receiving sets in that market, according to a report to the Commerce Department from Assistant Trade Commissioner Horton Henry, Mexico City.

American radio sets, he points out, enjoy a virtual monopoly in Mexico, the only competition coming from a Dutch product which, however, accounts for less than 1 per cent of total sales.

Mexican imports of radio receiving sets advanced from a total value of 2,521,322 pesos in 1933 to 3,696,701 pesos in 1934, an increase of 46 per cent. It is estimated that there are now approximately 130,000 sets in operation throughout the country. (Average value of peso in 1933 and 1934 was 28 cents, US).

The past two years, the report states, have witnessed an increasingly larger sale for all-wave receiving sets in Mexico, it being estimated that this type accounts for between 50 and 60 per cent of the total demand. The accelerated trend in the demand for sets capable of receiving distant programs, it is pointed out, confirms other indications that Mexican listeners-in are manifesting greater interest in distant reception.

Mexico City, located on a plateau at an altitude of more than 7,000 feet above sea level, affords an ideal location for broadcasting stations. It is reported that reception from even the relatively low power stations of the Capital is clear in certain sections of the United States, particularly in the Mississippi Valley.

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HAM FISH PUBLISHES SUPPRESSED RADIO SPEECH

An an aftermath of his mixup with Station WHN in New York recently, Representative Hamilton Fish (R), of New York, inserted in the Congressional Record his speech which caused all the trouble. In doing so Representative Fish, addressing Congress, said:

"Under the leave granted me to extent my remarks, I include a copy of a speech that I was to give over radio station WHN in New York City on Friday, April 19, 1935, at 6:15 P.M., but which was not delivered because the officials of the station notified me an hour beforehand that owing to the fact that a copy of my remarks had only been received 2 hours in advance that I would not be permitted to speak.

"In my opinion, this was just a flimsy, fictitious excuse and a brazen interference with free speech by WHN on political issues. It is a form of censorship that is repugnant to free American citizens, particularly when there are hundreds of paid publicity agents at Washington doing nothing but getting out news and propaganda in defense of the 'new deal' day and night over the radio and in the press. There is no regulation by the Federal Communications Commission that requires a copy of a radio speech to be delivered in advance.

"I have spoken many times over different radio stations and have never been censored in any way before. The attitude of WHN, a comparatively small station, which had invited me to speak is a typical example of the state of terror that exists in some of the smaller stations that they might not have their license renewed.

"I have too much respect for the membership of the Federal Communications Commission to conceive for one moment that partisanship would or could be carried to that extent. The action of WHN was probably inspired by fear of the bureaucracy and regimentation in Washington, but even the 'new dealers' do not dare to interfere with freedom of speech and if they ever attempt it, it will be a political boomerang and a blunder of the worst kind.

"Naturally, the Republicans would take up the challenge without delay or evasion in behalf of freedom of speech and our free institutions.

"I am inserting herewith a copy of a telegram sent by me in reply to one from the American Civil Liberties Union, offering their cooperation to fight against suppression of free speech:

"Replying to your telegram, am in favor of the fullest freedom of speech and of the press for all American citizens regardless of race, colors, creed, or party affiliations, except

to the extent of urging the overthrow of our republican form of government by force and violence, which is guaranteed to each State by the Federal Constitution.*****Will be glad to cooperate with you for the fullest and freest discussion of political and economic problems; clear stations for legal responsibility except for libel, slander, and sedition; require public records of reasons for refusing or censoring political economic talks; and to set up a commission to investigate radio control. The attempt of the Federal Government to censor, control, or interfere with the rights of American citizens to expose the tragic failure of the 'new deal' experiments is a menace to our free institutions and popular government.*****"

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PUBLISHERS AD BUREAU DISCUSSES RADIO ADVERTISING

The annual report of the Bureau of Advertising presented to the convention of the American Newspaper Publishers' Association had this to say about radio advertising:

"A continuous check on leading broadcast programs, reported bimonthly to the bureau, throws more light on the question of broadcast coverage and cost than anything previously developed. These reports cover the following points with respect to each chain broadcast program:

"1. Number of radio sets in area where the program is being broadcast.

"2. Number of sets actually in operation at the time the program is on the air.

"3. Number of listeners who can identify the entertainment.

"4. Number of listeners who can identify the product or the advertiser.

"5. Cost of the program (time and talent).

"6. Cost per 1,000 homes identifying the product or advertiser.

"These findings vary greatly, of course, by individual programs - from a cost of \$1.25 per 1,000 listeners in one instance to as high as \$48.42 per 1,000 in another. The average findings to date are as follows:

"Of all homes with radio sets (a figure now generously estimated at 20,000,000) from 72 per cent to 87 per cent are occupied between the hours of this survey - 7 to 10 P.M.; while 36.5 per cent have their sets in operation at some time during these evening hours.

"Of the sets in operation, the average number listening to any one program (i.e., able to identify the entertainment) is 20 per cent - while the average number able to identify the product of the advertiser is only 14.4 per cent.

"While there can be no quarrel with success, the reports submitted to the bureau show that a great number of advertisers - even the more successful - are using radio at a cost that points strongly to a more profitable use of other mediums.

"One program broadcast by a leading automobile company, for example, reaches an average audience of 545,600 listeners (only 399,100 of whom can identify the advertiser or product) at a cost of \$11,698. For the same amount of money this advertiser could buy more than a page and a half of newspaper space reaching 1,000,000 readers."

The Bureau of advertising reported that although 61.5 per cent of the Nation's homes have radios, only 4.5 per cent are tuned in to a single program and only 3.2 can identify the advertiser or his product.

F. A. Miller of The South Bend (Ind.) Tribune told the publishers that "radio will never supplant the newspapers."

"But the relationship between radio and the newspapers is very close", he continued. "Radio rounds out the opportunity of the newspaper to furnish news to its readers. Radio bulletins increase the desire for further news."

Mr. Miller said radio, the automobile and good roads had had a powerful influence upon the contents of newspapers because increased facilities of distribution had obligated editors to increase the supply of news and features.

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RCA IS TARGET OF PETITION TO ROOSEVELT

A petition addressed to "President Franklin D. Roosevelt, United States Senators and Representatives, to Government Officials and to all liberal minded, free-thinking American citizens" was sent to the White House by H. M. Lyman of 142 Liberty Street, New York City who describes himself as "eighteen months front line veteran of the World War, hard-working, honest family man, and small timer in the radio industry since its inception."

The petition, which was about 5,000 words in length, and more or less rambling in character, requested that the Department of Justice take immediate action towards the dissolution of the Radio Corporation of America as a monopoly and violator of all anti-trust acts."

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A. T. & T. 2-WAY PHONE TALK AROUND WORLD

The first two-way telephone conversation around the world took place yesterday morning when two officials of the American Telephone and Telegraph Company, using telephones only fifty feet apart, talked over a 23,000-mile telephone and radio circuit. The electric loop began and ended at the long-distance building of the telephone company at 32 Sixth Avenue. The voices girdled the globe in a quarter of a second.

At 9:30 A.M. Walter S. Gifford, President of the American Telephone and Telegraph Company, picked up a telephone and said he wished to speak to Vice President T. G. Miller, head of the company's long-distance lines department. The call was routed through San Francisco, Java, Amsterdam, London and back to New York to Mr. Miller, who was in a nearby room.

Mr. Miller's words were put on the air at Lawrenceville, N. J., and were received at Baldock, England, with the aid of short-wave receivers. From England the message went by wire through London to Amsterdam, where a short-wave radio telephone station once more hurled the voice impulses through the ether to Java, where a connection was made with San Francisco, and thence by land wires, on to New York.

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RADIO ADVERTISING MILD TO THIS

Commenting upon the post-marks on an envelope containing a letter which he had just received from Nairobi, Kenya, Africa, Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation of Chicago, said:

"The people in the United States are complaining about the advertising on the radio. Just cast your eyes on what the Africans do in putting advertising in their post-office cancelling machinery."

Appearing twice on the envelope in large letters was the following:

"Kenya Coffee unblended is real coffee. Ask your grocer for it."

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TO DECIDE REGARDING COPYRIGHT BILL HEARINGS

Senator McAdoo, of California, Chairman of the Patents Committee, who has recovered from his recent illness, has called a meeting of that Committee for next Wednesday morning at 11 o'clock. At that time the question will be decided as to whether or not hearings will be held on the copyright bill.

Senator Duffy, the author of the bill, has taken the position that the meetings of the Interdepartmental Committee, where everybody concerned had a chance to be heard, served the purpose of hearings.

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APPLICATIONS GRANTED BY FCC BROADCAST DIVISION

WKAR, Michigan State College, E. Lansing, Mich., CP to make changes in equipment; W8XH, WBEN, Inc., Buffalo, N. Y., C.P. (Exp. Gen. Exp.) to install new transmitter and increase power from 50 to 100 watts; WMMN, A. M. Rowe, Inc., Fairmont, W. Va., CP to install new transmitter and increase power to 1 KW day, 500 watts night, and change transmitter night; KWSC, State College of Washington, Pullman, Wash., C.P. to make changes in equipment and increase day power from 2 KW to 5 KW; WCFL, Chicago Federation of Labor, York Township, Ill., modification of C.P. to extend completion date from 5/1/35 to 6/15/35; KGW, Oregonian Publishing Co., N. Portland, Ore., license to cover CP, authorizing increase in day power to 5 KW, frequency 620 kc., 1 KW night, unlimited time.

Also WFDF, Flint Broadcasting Co., Flint, Mich., license covering CP authorizing changes in equipment; WJAG, The Norfolk Daily News, Norfolk, Neb., license covering CP to make changes in equipment; KPCB, Queen City Broadcasting Co., Seattle, Wash., authority to install automatic frequency control; KHJ, Don Lee Broadcasting System, Los Angeles, Cal., modification of C.P. as modified, to extend commencement date to 5/1/35 and completion date to 12/1/35; W8XCE, Westinghouse E. & Manufacturing Co., Pittsburgh, Pa., renewal of special experimental station license for period April 24, 1935, to July 24, 1935, in exact conformity with existing license.

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