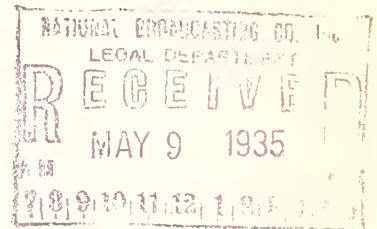


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PRALL BELIEVES SCHOOLS WILL USE RADIO MORE AND MORE

An increasingly greater use of radio in the schools and universities of the country was predicted by Anning S. Prall, Chairman of the Federal Communications Commission, addressing the Fifth Annual Assembly of the Council on Radio in Education and the Sixth Annual Ohio Radio Education Institute, at Columbus.

"Fortunately there has come to us, as if to meet the broader need of education, a voice vibrant with the personality of the living teacher, the voice of radio", Chairman Prall said. "It speaks to all: to the mother busy with her household tasks; to the worker pausing for his noon-day meal; to the young, to the old; to the solitary recluse, to the family circle; to the rich; to the poor; to the scholar, to the unlettered; in remote mountain hamlet, in crowded city tenement; everywhere radio sends alike its friendly human greeting.

"I would compare it, in its educational influence, with the press, but the press falls far short in universality of circulation, it lacks the directness of appeal; the press depends upon the printed symbol and falls short in the variety of radio's avenues of expression. Whatever the human interests may be, be they civic, political, religious, social, musical, dramatic, literary, current news, sports - everywhere radio brings us relaxation, growth, enrichment, recreation in the best sense of the term. It enlarges our circle of acquaintances to include the President himself; it broadens our sympathy for fellow citizens in remote parts of our country; it enlightens our understanding of important public questions and clarifies our thinking in relation to them; it is an immediate aid in helping us reach decisions."

Mr. Prall said that if such is the magnificent educational service of radio to a nation out of school, radio promises almost equally significant aid to the school itself in its search for those larger modern citizenship objectives. Quite generally throughout our country the school is trying to break away from its over-emphasis of the traditional three R's.

"It is accepting more and more as its legitimate responsibility the so-called cardinal objectives concerned with health, worthy use of leisure time, vocational guidance, worthy home and community membership, increased emphasis on the creative arts. Scan the daily programs of our broadcasting stations and see how closely these cardinal school objectives are paralleled by the numbers broadcast over the radio. Many a radio program

reads like a page from the curriculum of a progressive school. This should not surprise us, for the school and radio as institutions have much in common. Both must need study their clientele, must know and appeal to their interests; both build success upon activity and personality; both seek vital life relationships; both are at their best when they pulsate with human interest.

"I would not have you infer that I exalt the radio above the school, for, after all, education is much more than a listening process. But there are times when appreciative and discriminating listening is appropriate even within school hours. Since radio can afford to put on the air only the ablest talent and outstanding authorities, we have the assurance of something worth listening to. The school does well to tune in directly; it is doing so more and more. Many a teacher will tell you that in this way her pupils have learned to love good music, have become interested in important civic questions and current news items, and have later discussed them with profit."

Chairman Prall remarked that there are those who show concern because the schools have not made more general use, during school time, of the truly remarkable educational opportunities so generously provided.

"I would assure them that it is not a matter of pure obstinacy on the part of school people, of failure to know and to appreciate. School curricula and time schedules are not yet sufficiently flexible to permit the ready and easy use of radio programs. That so many schools have surmounted these obstacles is a tribute not only to an appreciation of the high quality of the service, but also to the ingenuity of school administrators. My experience with schoolmen over a long period of years convinces me that they do genuinely appreciate the value of educational radio service within school hours and that they will increasingly find the way to secure for their students those great radio influences that make for better human relationships, that give the school greater relevancy to life outside, and that contribute toward an enriched curriculum. For the excellent quality of the educational programs and for the very helpful manuals provided by our broadcasters, the schools are deeply grateful.

"But whether the school tunes in or not, it still has the fundamental obligation of recognizing radio as an important recreational and educational factor in the out-of-school life of the pupil. The modern teacher uses these outside radio contacts as dynamic factors in the classroom proceedings. Songs, chorals, instrumental and orchestral music, current news items, civic discussions, dramatic moments in history, journeys in geography, drama, literature, science, and a thousand and one matters of human interest relate themselves quite naturally to the activities of the modern class-room. Interesting student reports and fruitful discussions arise from them. The wise teacher uses them as the basis for developing standards of taste in listening to the best in radio offerings."

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Mr. Prall said at the Educational Conference arranged by the Federal Communications Commission, to begin in Washington on May 15th next, divergent views for harnessing education with radio will be presented for consideration.

"Let us do our share to bring to a successful conclusion the work of this conference", the speaker concluded. "It is very apparent to me that educational groups anxious to support a practical plan, having the sympathetic cooperation of the broadcasting industry - plus the full and complete backing of the governmental agency which I represent today, cannot fail in this effort to offer the people of our country a real demonstration of education by radio by means simple, certain, and successful."

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~~NO~~ NEWSPAPER-RADIO STATION BILL THIS SESSION

Although he said that he had by no means changed his mind on the subject, Senator Wheeler, of Montana, Chairman of the Interstate Commerce Committee, has intimated that he would not introduce a bill this session designed to prevent newspapers from owning broadcasting stations. Senator Wheeler declared that it was monopolistic and not in the public interest for a newspaper to own a broadcasting station, and that, in his opinion, the two should be operated by separate ownership.

It was the Senator's intention to write this into a bill to be introduced into the Senate this session but so many other things have come up that he believes his newspaper-radio bill will have to go over for awhile.

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KING GEORGE A RADIO ENTHUSIAST

In connection with the Jubilee, reports from England are to the effect that King George is quite enthusiastic on the subject of radio. Perhaps this is due to his success at the microphone. It seems, though, he has been interested in the subject of wireless almost from its beginning and was among the first in London to own a crystal set.

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U.P.-HEARST MOVE JEOPARDIZES PRESS-RADIO

Concessions made by the United Press and the International News Service, the Hearst organization, with regard to broadcasting their news were seen to seriously affect the status of the present Press-Radio Bureau. Their move, however, was not entirely unexpected inasmuch as these press associations stated, at the American Newspaper Publishers' Association meeting in New York recently, 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."

The action taken by the press association was for the purpose of meeting the competition of the Trans-Radio press service, organized solely for the intention of supplying radio stations with news, and now reported to be serving close to 200 stations.

The Associated Press is reported by Editor & Publisher as about ready to follow the lead of the United Press and the International News if efforts to arrive at a more comprehensive Press-Radio agreement embracing all three news services are not worked out.

"The consensus among interested parties is that under the announcements by United Press and International News Service that their news will be available for advertising sponsorship (a situation which the original Press-Radio agreements was designed to discourage) chaos surpassing pre-Press-Radio day prevails."

The new United Press policy allows four 15-minute broadcasts, with credit to the U.P. and the newspaper, authorized newspapers, owning or affiliated with radio stations to use U.P. news in their own city during hours for which the report is bought, at a rate approximately 15 per cent of the basic charge. "There may be no commercial sponsorship unless special arrangements are made between the publisher and the United Press."

Hugh Baillie, President of the United Press, said:

"After more than a year it has been found that the Press-Radio agreement cannot control news broadcasting to the extent originally intended.

"This is due to the fact that many radio stations are not cooperating with the committee. Some of these radio stations are owned by newspapers.

"Furthermore, the restrictions on news broadcasting have brought an entirely new factor into the situation, namely, the radio news agencies.

"Many stations - including quite a number owned by newspapers - are buying news from these agencies and broadcasting it as they please, regardless of the regulations of the Press-Radio Committee.

Therefore, we have relaxed the restrictions on United Press clients so as to make it possible for them to meet their broadcast requirements without having to go out and buy a non-newspaper news service for that purpose.

"It should be understood, of course, that the Press-Radio Bureaus are continuing and that the United Press as well as the other associations, is furnishing its news report to the Bureau so that all radio stations which desire to obtain its service may do so, the same as heretofore."

"The broadcasters will not fall for this maneuvering which is actuated solely by greed", Herbert Moore, head of Trans-Radio said, adding, "that the stations would realize that Press-Radio had been continued for a year so that if Trans-Radio could be forced out of the picture, the association would have a plan of operation to go into." From his experience in selling Trans-Radio service, Mr. Moore said that broadcasters don't want a free news service, no matter how good unless it can be sold for sponsorship.

"Chaos may be an extreme word to apply to the confusion of acts and motives that this past week developed from the report of the A.N.P.A. radio committee, permitting the sale of news to radio stations, under certain conditions, by the United Press and International News Service", Editor and Publisher said editorially. "It will not be an extreme term if the existing situation goes its course unchecked. No matter what limitations are now set by the services around the sale of their news for other purposes than newspaper publication, it will not be long before all bars are down, and newspapers without a radio station will find themselves in news competition with department stores, garages, restaurants, and whoever has the money to lay on the news service counter. Unless governed by rules which protect all interests, this past week's breakdown of the Press-Radio agreement brings back, worse confounded, the confusion that plagued newspapers and broadcasters a year ago. * * * * *

"The radio people are the least alarmed of any concerned in the prospect for their future.

"Why not? Out of this week's confusion they see possibilities of tremendous gain in their own prestige as news carriers. Some radio leaders know the limitations of their medium, others look upon a daily hour of news as presenting no more difficulties than any commercial program. All know the attraction of a news program to the general public, and to prospective advertising sponsors."

"A safer and better means of settling this question can and must be found."

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PROGRAMS TO OTHER CITIES NOT THIRD CHAIN, SAYS FLAMM

WMCA is now furnishing program service to Stations WCBM, Baltimore, Md., WDEL, Wilmington, Del., and WOL, Washington, D. C. The stations in these three cities have been linked to WMCA with a permanent 24-hour service A.T.&T. line. With WIP in Philadelphia already receiving WMCA programs, this gives WMCA program coverage in five important cities.

In discussing this development, Donald Flamm, President of WMCA, said:

"In furnishing program service to stations in Washington, Baltimore and Wilmington, WMCA is not attempting to become the key station of a new network. The rendering of this program service to out-of-town stations is merely an expression on our part of cooperation with other broadcasters. In the case of our tie-up with WIP in Philadelphia, we have found it a mutually successful venture. Line charges are shared by both stations and already more than a dozen clients have contracted for service in these two great markets over Stations WMCA and WIP. The cue line, 'This is an Inter-City Presentation' has already become a familiar radio phrase in New York and Philadelphia.

"Under the terms of our arrangement with the Southern stations, WMCA will sell time over all five stations for simultaneous broadcasting. The advertisers will pay only for the station time as the line charges are being absorbed by the stations themselves.

"It is indeed a compliment to WMCA that these stations are picking up our programs and it will be our pleasure to serve them. Other stations in nearby states have asked for similar cooperation and it is quite likely that they may be included in our program service. An interesting feature of this arrangement is that it is not contingent upon the sale of time for existence.

"If a new network should develop in this manner, it will have to come into existence quite naturally, without any one group or individual 'holding the bag'.

"Programs from Baltimore and Washington will soon be fed to WMCA and the Philadelphia Dance Parade each night has already become a popular feature of the WMCA program schedule."

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MEXICAN PROPONENTS POINT TO OPERAS BROADCAST

Those defending the Mexican Government against the charge of broadcasting an indecent song have countered by asking:

"How about the stories of some of the grand operas which are regularly broadcast, such as Faust, Manon, Madame Butterfly and Carmen? In the strictest sense of the word, the plots of these operas and many others are indecent, yet they are given repeatedly and will continue to be given."

As yet the Federal Communications Commission has taken no action upon the petition submitted by Representative Connery, of Massachusetts, and sixteen members of the House requesting the cancellation of the licenses of all the radio stations of the National Broadcasting Company chain that broadcast the Mexican Government program each Thursday night. It was alleged that the words of a certain song, which was broadcast, were improper. In reply to this, someone defending the singing of this song said:

"The Mexicans have probably been singing that song for a hundred years and very likely themselves don't know, or if they do know hardly realize, the significance of its words. Who of us, for instance, even knows the words of 'Annie Laurie', or 'Coming Through the Rye'? In criticizing this song the enemies of Mexico simply went out of the way to try to get something on that country."

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WOULD NOT GRANT LOS ANGELES STATION APPLICATION

An Examiner has recommended against the Federal Communications Commission granting the application of A. Tornek and R. Lillie doing business as the Metro Broadcasting Company in Los Angeles, and Fred L. Packer and A. Rosenberg of the same city.

The former applied for a construction permit for a station on 820 kc. with 250 watts power and limited time with Station WHAS, of Louisville. Messrs. Packard & Rosenberg, applied for a frequency of 1160 kc., 250 watts power for daytime operation.

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RCA TO SPEND \$1,000,000 IN TELEVISION PROJECT

High definition television will be taken from the laboratory by the Radio Corporation of America for the first comprehensive field demonstration in the United States under a definitely formulated three-point plan, David Sarnoff, President of RCA, announced today to the stockholders of the corporation at the annual meeting in New York City.

In his statement Mr. Sarnoff drew a clear distinction between the status of television as a laboratory achievement, and as a possible system comparable to sound broadcasting. The latter, he said, remains the fundamental system of radio communication to the home with television promised as a step by step development that would supplement, not supplant existing radio service.

Mr. Sarnoff pointed out the severe limitations of television in its present stage: the short range of television transmitters, from 15 to 25 miles; the great number of stations required to serve the three million square miles of the United States with huge costs involved; the serious technical problem of inter-connection to create a network system by which the same program might serve a large territory; the necessary obsolescence of both television transmitter and receiver if technical progress is to be made, and the program problems.

Work will begin at once on RCA's three-point plan, but from twelve to fifteen months will be required for erecting an experimental television transmitter, manufacturing observation receivers, and beginning the transmission of test programs in a single area. The estimated cost to RCA of the project will be approximately one million dollars.

Through this field demonstration which will employ high definition television, the Radio Corporation will seek to determine from practical experience the "technical and program requirements of a regular service to the home." Mr. Sarnoff stressed the point that the demonstration does not mean that a regular service of television is here or "around the corner."

"The results attained by RCA in laboratory experiments", Mr. Sarnoff said, "go beyond the standards accepted for the experimental television service in Europe. We believe we are further advanced scientifically in this field than any other country in the world."

Discussing the field demonstration, Mr. Sarnoff said:

"The all important step that must be taken now is to bring the research results of the scientists and engineers out of the laboratory and into the field."

"Television service requires the creation of a system, not merely the commercial development of apparatus. The Radio Corporation of America with its coordinated units engaged in related phases of radio communication services is outstandingly equipped to supply the experience, research and technique for the pioneering work which is necessary for the ultimate creation of a complete television system. Because of the technical and commercial problems which the art faces this system must be built in progressive and evolutionary stages.

"Considering these factors and the progress already made by your company", Mr. Sarnoff told RCA stockholders, "the management of RCA has formulated and adopted the following three-point plan:

"1. Establish the first modern television transmitting station in the United States, incorporating the highest standards of the art. This station will be located in a suitable center of population, with due thought to its proximity to RCA's research laboratories, manufacturing facilities, and its broadcasting center in Radio City.

"2. Manufacture a limited number of television receiving sets. These will be placed at strategic points of observation in order that the RCA television system may be tested, modified and improved under actual service conditions.

"3. Develop an experimental program service with the necessary studio technique to determine the most acceptable form of television programs."

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PHILLIPS LORD IS CLEARED OF CHARGE OF S O S HOAX

The Australian Government dropped the Seth Parker incident last Saturday, the Ministry of Defense announcing it was convinced that Phillips Lord, radio entertainer and captain of the four-masted schooner, did not ask for assistance unnecessarily last February, an Associated Press dispatch from Australia reports.

The warship "Australia," with the Duke of Gloucester aboard, twice responded to S O S calls from the "Seth Parker".

The information that the Australian Government did not intend to make any charge for aiding Mr. Lord was contained in a letter sent to him by Captain MacLeod of the "Australia", who had been asked in a letter from Mr. Lord whether he believed charges that the "Seth Parker's" S O S calls were a hoax.

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 :::: INDUSTRY NOTES ::::
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Reporters, newspaper editors and photographers, radio commentators, magazine writers and news-reel photographers, who have done outstanding work during the past year, will be honored during the National Headliners Frolic of the Atlantic City Press Club over an NBC-WJZ network at 8:00 p.m. EDT on Saturday, June 22.

Ten awards covering every medium of journalistic endeavor will be made.

Members of the committee of judges included: Joseph V. Connolly, President of International News Service; Earl J. Johnson, News Director of the United Press; Carl W. Ackerman, Dean of the Columbia University Pulitzer School of Journalism; Frank E. Mason, Vice-President of the National Broadcasting Company and Harold E. Wondsel, Editor of Pathe News.

Broadway will witness the presentation of a new radio play, "The Hook-Up" at the Cort Theatre, Wednesday night. Jack Lait and Stephen Gross have written a satire on radio and its manifestations.

The editorial, "Freedom of the Air", written recently by David Lawrence in the United States News, which attracted much attention in the radio industry, was reprinted in the Congressional Record of May 3 at the request of Senator Wallace White, of Maine. Those desiring copies of the Record for this date may secure them by addressing Senator White.

David Sarnoff, of the Radio Corporation of America, was one of those ^{to} whom Peter Zmindak, New York youth arrested for extortion, planned to write extortion notes. Among other notables Zmindak evidently had in mind were Judge Irving Lehman, brother of the Governor of New York; Louis Bamberger, the department store owner of Newark, N. J., and Irving Berlin the song writer.

The May issues of various trade magazines will carry the first ad of a new series which WOR is addressing to advertisers. The series is designed to appeal to the average young advertising or agency executive who goes to ball games and fights and plays golf over the week-end. Humor will be the keynote of the campaign which will make generous use of cartoons.

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RESTORATION OF WLW'S 500,000 NIGHTTIME POWER SEEN

Although no opinion was expressed by the engineers of the Federal Communications Commission, the experiments being made with a directional antenna by Station WLW, of Cincinnati, to prevent interference with Station CFRB, at Toronto, were progressing so satisfactorily that it was reported that the Commission might restore its old nighttime power of 500,000 watts to the Crosley station.

Station WOR, of Newark, which had anticipated interference from WLW through the Cincinnati station's use of a directional antenna, has withdrawn an objection placed with the Commission. WOR operates with 50,000 watts on 710 kc; WLW, since its power has been cut down, has likewise been using 50,000 watts, on a frequency of 700 kc, and CFRB, the Toronto station, which has a licensed power of 10,000 watts, has been using 690 kc.

When the Commission on December 21st reduced WLW's power following the Canadian complaint, the station first resorted to court action, but when the Commission was sustained, began the work of installing a directional antenna.

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GOVERNMENT AIR CONTROL CHARGED

A new book, "Handout", written by two Washington correspondents under the pen name of "George Michael" (Putnam, \$2) is a discussion of the allegedly nefarious propaganda activities of the Roosevelt government and, according to John Chamberlain, book review of the New York Times, attempts to show "that the control of radio broadcasting is effectively lodged with the Chief Executive.

"The radio is 'controlled through a governmental commission, the members of which hold their offices only at the 'pleasure' of the President.' A commission 'supposedly engaged in the preventing of interference or 'spraying' of one station's programs by another' takes no apparent action when the 'spraying' affects a 'program opposed to the policies of the administration.' Alleged victims of the 'spraying' are Huey Long and Father Coughlin. 'Spraying' is slang for the phenomenon of overlapping wave lengths, or bands. Inasmuch as each radio station has an allotted wave length, or band, there should be no 'spraying.' The phenomenon occurs when a radio station uses too much power in its broadcasting either accidentally or with malice."

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