

# HEINL RADIO BUSINESS LETTER

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## INDEX TO ISSUE OF APRIL 17, 1936

Presidential Announcer Gives Tips On Radio Speech.....	2
Hearst Acquires Oklahoma City Station.....	3
SubCommittees On Radio-Education To Meet.....	4
AFM Recalls All Station Licenses.....	4
Radio Offers Challenge To Education, Says Harbord.....	5
"Brooklyn Cases" Hearing Set For May 18.....	6
U. S. All-Wave Receiver Popular In Britain.....	6
House Committee To Meet April 20 On Copyright Bills.....	7
Brazil An Outstanding Market For Radios.....	8
Dozen Broadcast Stations May Apply For Super-Power.....	8
Pratt Finishes Work As NAB Attorney.....	9
Radio Set Tabulation Expected Any Day Now.....	9
General Motors Buys Crosley Plant.....	10
Report Of C.C.I.R. Lisbon Meeting Printed.....	10
Industry Notes.....	11
Quarterly Journal On Radio Out July 1.....	12
Novel Aerial On New British Station.....	12

No. 920

*Handwritten:* Young L. M. J.

## PRESIDENTIAL ANNOUNCER GIVES TIPS ON RADIO SPEECH

While aspirants for public office from the presidency down are making a study of the technique of speaking over the radio, Carleton Smith, Manager of Station WMAL, Washington, D. C., and National Broadcasting Company's presidential announcer, has prepared some tips to both listeners and speakers on the subject.

Realizing that much of President Roosevelt's popularity is due to his ability to transmit his personality over the air, G.O.P. contenders are training themselves toward the same end. Governor Alfred M. Landon is reported to be taking lessons in microphone delivery from a Chicago radio director, and even Herbert Hoover has noticeably altered his style of speaking over the air since he was President.

"A primary consideration in speech that is well spoken" said Announcer Smith in a recent address to George Washington University students, "is the cultivated use of the voice. And in no place is good speaking style more important than on the radio.

"Personality plays a big part in radio speech. Smiles - actual smiles - seem to make themselves 'heard' on the air. The widening of the mouth in a smile affects the sound of your voice in a way which is definitely pleasing when it comes through the loud speaker.. The speech and pronunciation of any locality is acceptable when it is uttered in a well-modulated voice and without striking or discordant localisms.

"The ablest radio speakers have gained confidence in speech delivery and skill of tongue by much practice and by much ear experience.

"In preparing an address for the radio you should be guided by the same fundamental principles that you would use in preparing for any kind of public speaking. But your audience is different. It is made up of people of all ages, both sexes, of people in all kinds of work. Your talk on the air will be heard by strangers - persons who won't overlook your little faults in grammar, pronunciation, and enunciation. The radio audience is more critical of your mistakes than your friends would be.

"Radio addresses should be written and timed carefully in advance of the broadcast. Very few persons are capable of speaking extemporaneously and still keep within the definite time limits of radio periods. And broadcasting today is a split-second operation - it must necessarily be so, especially in network broadcasting.

"I believe it is generally considered to be wise, when speaking without a visible audience, that is, in the studio, to speak in conversational style. Speak naturally, don't shout, don't whisper, and your listeners will understand your message more clearly and readily. The speaker should be seated comfortably with his breathing free, then smile and proceed.

"And I should like to say that the radio operator who monitors the program and the announcer or other persons supervising the broadcast can be of much help to the radio speech maker. Different types of microphones and other radio equipment have different characteristics and those experienced in radio can help you in adjusting the microphone to your voice for the best results.

"In making an address from the studio many speakers find it helpful to visualize some particular party which may be listening in and in their minds address themselves directly to that party.

"It is generally considered wise to keep your words and language simple. The radio is not a good place to try out the big and seldom-used words in your vocabulary unless you're quite sure of yourself. Reading the speech aloud before you go on the air will show you whether certain words and phrases should be changed or deleted for clarity.

"Radio is no doubt responsible for the short, meaty introductions and speeches in vogue today. Not so long ago, 15 and even 30 minute introductions were not uncommon and orators on the hustings rambled on and on at great length. The time limitations of radio have shown these same speakers that by choosing their ideas and words carefully they can transmit their thoughts much more simply and plainly and usually with better results in less time."

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#### HEARST ACQUIRES OKLAHOMA CITY STATION

Continuing to acquire broadcasting stations for a potential network, Hearst Radio, Inc., this week obtained an option on Station KOMA, Oklahoma City, Okla. KOMA forthwith filed an application with the Federal Communications Commission for permission to transfer its license to the Hearst subsidiary.

So far the FCC has not approved Hearst's purchase of four Texas stations from the Southwest Broadcasting System, and the publisher is awaiting a decision of the District of Columbia Supreme Court on his suit to force the heirs of M. A. Leese to sell him WMAL, Washington, D. C.

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## SUBCOMMITTEES ON RADIO-EDUCATION TO MEET

Two sub-committee meetings of the Radio-Education Committee named last December by the Federal Communications Commission have been scheduled for this month in anticipation of a second general committee session.

The Technical Subcommittee will meet on April 24 to prepare a report on the general projects suggested at the first full committee meeting. On April 27th the Conflicts Subcommittee will meet to recommend policies for the committee relative to handling complaints and other matters that have arisen.

When the radio-education projects are prepared, they will be submitted to prospective financial sponsors.

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## AFM RECALLS ALL STATION LICENSES

Broadcasters who have been having endless troubles with music copyright owners are now running into difficulties with the musicians.

The American Federation of Musicians this week notified all radio stations and networks holding AFM band-booking franchises that the licenses have been recalled and are to be turned in. Notices were signed by Joseph N. Weber, President of the Federation. Columbia Artists' Bureau only last week went out of the field by arranging a deal with Music Corporation of America. National Broadcasting Company and the AFM are now discussing the status of this network's standing insofar as band work will definitely be out of the field within two weeks.

AFM stated that the reason the franchises are being withdrawn is that the musicians felt that the broadcasters offered too much competition to other bookers by placing their network and remote broadcasting facilities at the disposal of any spot buying a station or network-managed band. Result has been that the musicians have been feeling a squeeze; that a select group has been getting the choice bookings and that it has become increasingly difficult for bands to build themselves up. It was also felt, it is said, that broadcasters should only broadcast and not book bands.

Another point which was not confirmed, was that there was a definite possibility of broadcasters sponsoring a rump union. This could easily come about, it is pointed out, through a condition which might arise when the broadcasters found themselves in control of the majority of choice radio band bookings, club and hotel bookings and studio staff jobs.

In addition to NBC and CBS, WHN, New York; WOR, Newark; WSAI, Cincinnati; WLW, Cincinnati; WMC, Memphis; WCAM, Camden and WLS, Chicago and others have been affected.

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## RADIO OFFERS CHALLENGE TO EDUCATION, SAYS HARBORD

Increasing use of radio in education, both directly in the schools and on a broader scale in the homes, is apparent today and looms larger in the future, Gen. James G. Harbord, Chairman of the Board, Radio Corporation of America, said at an anniversary of the University of Chattanooga, April 17th.

"The future of radio's educational influence is even brighter than its present", he asserted. "The day will come when television will add sight broadcasting to the basic service of sound broadcasting.

"No one can say when television will be ready for the homes of the United States; we are just about to launch our first experimental field tests. But think what an impetus will be given to radio's educational uses when television finally is ready as a practical service.

"Pupils in our schools and listeners in fireside arm-chairs can watch, as well as hear, important current events, the symphony orchestra, an opera, a drama. A lecturer on architecture can show his hearers the buildings he is describing. They can see the paintings about which an art critic is talking.

"The radio facilities of today, and those that are still to come, offer a challenge as well as an opportunity. It is vital that radio be kept free, in accordance with the democratic principles under which it has developed in America, and not be made the tool of propaganda which it, as well as the press, has become under dictatorships abroad. It must interest a multitude, because in speaking only to the few it would sacrifice the very power which sets it apart from other methods of conveying information and makes it so valuable to education.

"The challenge is being well met, the opportunity well fulfilled. Educational broadcasting does not stop with programs heard in classrooms. No one who tunes his home receiver with even a reasonable discretion need lack in the United States today for valuable information and cultural influences, or for authoritative discussions that help him apply what he is learning, or has learned, in school to the rapidly moving modern world with which radio keeps step. With such results attained in a decade since network broadcasting was inaugurated we can look forward confidently to the future of radio in education."

The voice of radio in its educational application can never take the place of the classroom teacher and the printed word, General Harbord said. Radio is most successful when it heightens the desire of its hearers for more study and more reading. He said that broadcasters realize and accept their responsibilities, that they have studied and continue to study the educational problem.

4/17/36

Every year sees an improvement, he asserted, and advances already made represent a large achievement. He cited that twenty per cent of the programs of the National Broadcasting Company now are put on for an educational purpose, including religion, which is presented without any denominational tinge. Fully fifty per cent of the programs have educational value, including "some music, but no jazz."

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#### "BROOKLYN CASES" HEARING SET FOR MAY 18

The Federal Communications Commission this week postponed from May 7th to May 18th the hearings on all applications involved in the so-called "Brooklyn case".

The latest applications, which center about the previously-ordered deletion of three Brooklyn stations, are from WLTH and WARD for voluntary assignment of their licenses to Kings Broadcasting Corporation.

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#### U. S. ALL-WAVE RECEIVER POPULAR IN BRITAIN

The American radio industry has benefitted from the British short-wave service, according to the British Broadcasting Corporation Annual just issued. The yearbook states:

"Not only does the design of the short-wave receiver play a large part in the amount of interference a listener will experience, but it also materially affects the general standard of reception of the Empire Service. The Empire Broadcasting Service has considerably increased the sale of American all-wave receivers, not only in the U.S.A. but also in Empire countries. The 1935 Olympia Radio Exhibition, however, showed that the British manufacturer is at last making an effort to meet the demand for British receivers suitable for use in Empire countries to receive the short-wave service from Daventry. The production of good receivers at a price the Empire listener can pay is a most important factor of the development of the Empire Service."

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## HOUSE COMMITTEE TO MEET APRIL 20 ON COPYRIGHT BILLS

The first executive session on the three pending copyright bills, on which extensive hearings were held, has been scheduled for April 20th by the House Patents Committee, as Directors of the National Association of Broadcasters prepare to receive the recommendations of their Managing Director, James W. Baldwin, on copyright matters April 27th in Chicago.

The future course of the Patents Committee is conjectural in view of the divergence of opinion among its members. Broadcasters are fearful that a sub-committee may be set up to draft its report, and that this sub-committee will be 3-2 against the Duffy Bill which they espouse. The Sirovich and Daly bills also are before the Committee.

If appointed, such a sub-committee probably would comprise Chairman Sirovich and Representatives Lanham (D.), of Texas, and Daly (D.), of Pennsylvania. Deen (D.), of Georgia, and O'Malley (D.), of Wisconsin. The first three are antagonistic toward the Duffy Bill, while the latter two favor it.

The copyright problem will loom large on the agenda of the Fourteenth Annual Convention of the NAB, scheduled this week to be held in Chicago on July 5, 6, 7 and 8 at a hotel to be announced later. The Directors, it is expected, will have a recommendation to make to the full convention upon the basis of Mr. Baldwin's report.

E. C. Mills, General Manager of ASCAP, has invited NAB to copy ASCAP indexes of and to all musical compositions, Mr. Baldwin said. This will make available to broadcasters an index of 25,000 active musical selections and furnish essential groundwork if a per piece system of copyright fees is adopted eventually.

The final hearing before the House Patents Committee was occupied with repeat arguments by Dr. Wallace McClure, of the State Department, and Nathan Burkan, ASCAP general counsel, on April 15th. Dr. McClure reiterated previous testimony favoring deletion of the \$250 minimum penalty for copyright infringement, as provided in the Duffy Bill, and United States entrance into the International Copyright Union.

Mr. Burkan again opposed American participation in the Berne Convention and attacked the Duffy Bill and some of its sponsors.

Copies of the hearings, which began February 25th, are now available in printed form at the Patents Committee room.

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## BRAZIL AN OUTSTANDING MARKET FOR RADIOS

That Brazil is today one of the world's best markets for radio receiving sets is revealed in a report to the Department of Commerce from its Rio de Janeiro office. It is estimated that the number of receiving sets in use throughout the Republic totals approximately 300,000, the great bulk of which are in the Federal District, the State of Rio de Janeiro and the State of Sao Paulo. The demand thus far in the interior of the country has been small, it is pointed out.

The recent appreciably increase in the sale of radio receivers in the Brazilian market, according to the report, may be attributed to improved economic conditions and a notable advance in local radio broadcasting.

American radio sets control the greater part of the market, but the Dutch make "Philips" ranks as the individual set most in demand, accounting for about 10 per cent of total sales. The success of the Philips radio is due entirely to the extremely liberal terms granted Brazilian dealers, the report shows.

It is the consensus of the local trade, however, that unless the Philips set is improved considerably, dealers will be inclined to overlook the credit concessions in favor of American sets which unquestionably enjoy a greater popularity in the market by virtue of superior performance and better service facilities, according to the report.

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## DOZEN BROADCAST STATIONS MAY APPLY FOR SUPER-POWER

"Super-power" broadcasting stations, such as the new 500-kw transmitter proposed for WJZ, New York, constitute the best possible remedy for radio interference and noises that disturb listeners, said Dr. Orestes H. Caldwell, editor of Radio Today, and former Federal Radio Commissioner, addressing the joint committee on radio interference of the Edison Electric Institute, the National Electrical Manufacturers' Association, and the Radio Manufacturers' Association, meeting at New York City Thursday afternoon, April 16..

Strong broadcasting signals from such super-power stations override local interference and electrical noises and bring the splendid programs of great artists to the listener free of irritating disturbances, explained Dr. Caldwell.

WJS's proposed increase of power to 500 kw marks the start of a veritable high-power parade on the part of ten or twelve broadcasting stations, commented the former Radio



4/17/36

Commissioner who has long been an advocate of the highest possible radio powers on all clear channels. He urged that the Federal Communications Commission, instead of being slow to grant permission for high power, should require all stations on clear channels to go to 500 kw.

Farm and rural listeners will be the first to benefit if 500-kw powers are generally adopted by broadcasters, said Dr. Caldwell. About 40% of the nation's population lives on the farm or in rural communities, most of which are far removed from any broadcast station. With 500-kw transmitters, however, these farmers and rural listeners, who are far from movies and other amusements, can depend upon their radios for entertainment, news and market information, he added.

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#### PRATT FINISHES WORK AS NAB ATTORNEY

After only two months' work, Elmer W. Pratt, Washington radio attorney and former Examiner for the Federal Radio Commission, this week resigned as Special Counsel for the National Association of Broadcasters. He has returned to private practice.

James W. Baldwin, Managing Director of the NAB, explained that Mr. Pratt had finished his work on State and Municipal taxation and that he was leaving NAB with the friendliest attitude.

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#### RADIO SET TABULATION EXPECTED ANY DAY NOW

While originally scheduled to be released early in February, the tabular report of radio sets in operation in States and cities throughout the country is expected to be released to the industry the latter part of this week or early next.

Copies are now in the hands of the Committee of Fifteen, comprising five from each of the following organizations: National Association of Broadcasters, American Association of Advertising Agencies, and Association of National Advertisers.

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## GENERAL MOTORS BUYS CROSLEY PLANT

The General Motors Corporation has re-entered the radio industry through the purchase of the Kokomo division of the Crosley Radio Corporation at Kokomo, Ind., effective May 1st, it was announced April 16th in New York. General Motors will produce automobile radios at the plant. The price paid for the plant was not disclosed.

The last venture of General Motors in the radio business - General Motors Radio Corporation - was liquidated in 1933. It produced a general line of radios, including household sets, for several years.

Alfred P. Sloan, Jr., President of General Motors, said that a "rapidly increasing number of cars sold by General Motors dealers throughout the country are being initially equipped with radios."

The statement issued by General Motors said:

"The Kokomo plant will be known as the Delco Radio Division and will operate as a subsidiary of the Delco-Remy Division. It will manufacture automobile radios for General Motors cars. The corporation will continue, however, to purchase a considerable portion of its automobile radio requirements from outside radio manufacturers.

"Ray C. Ellis, now a member of the engineering staff of General Motors, will be General Manager of the new division.

"Output of the new division will be sold to the various automobile manufacturing divisions of General Motors for installation as initial equipment of new cars at the factory and to General Motors dealers through established channels."

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## REPORT OF C.C.I.R. LISBON MEETING PRINTED

The report of the United States delegation and appended documents incident to the third meeting of the International Radio Consulting Committee (C.C.I.R.), which was held at Lisbon, Portugal, September 22, to October 10, 1934, has been printed, the State Department announced this week. A limited number of copies are available at the Superintendent of Documents, Government Printing Office, at 50 cents a copy.

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 ::: INDUSTRY NOTES :::  
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The Federal Communications Commission this week issued a list of all March alterations and corrections to the roll of broadcasting stations of the United States dated January 1, 1936.

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The Bureau of Foreign and Domestic Commerce has issued radio market reports on Siam, Haiti, and Martinique. Copies may be obtained at 25 cents each from the Department of Commerce.

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Anning S. Prall, Chairman of the Federal Communications Commission, will be heard over combined NBC-Red and Blue and CBS networks on Wednesday, April 22, from 2 to 2:30 P.M., EST, when he presents the annual awards offered by the Women's National Radio Committee for the year's outstanding radio program, in the Hotel Astor, New York City.

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W. Ray Wilson, free lance radio writer for a number of Chicago radio stations and advertising agencies, has been appointed continuity editor of the Affiliated Broadcasting Company. Malcolm Eagle, ABC Production Manager, has appointed Bob White, Max Vinsonhaler, and Edwin Burke as members of his staff.

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An elaborate brochure, telling the story of the success of the Ward Baking Company with its children's program "News of Youth", on the Columbia network has been issued by Victor M. Ratner, Director of Sales Promotion for the network. It is labelled "Ward's Scoop."

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Among those whose applications for permission to hold executive positions with more than one carrier under Section 212 of the Communications Act of 1934 will be heard in New York April 21st, are Clarence H. Mackay, President of the Mackay Radio & Telegraph Co. The hearing will be in Room 901, Federal Building, New York City, at 10 A.M.

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Charles O'Connor, NBC announcer, and Miss Emily Ryan, daughter of Police Inspector Thomas T. Ryan, will be married on Wednesday, April 22, at St. Bartholomew's R.C. Church in Elmhurst, L. I.

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## QUARTERLY JOURNAL ON RADIO OUT JULY 1

The first issue of the new "RCA Review, A Quarterly Journal of Radio Progress" will be published under date of July 1.

All of the articles in the "RCA Review" will be from the pens of RCA employees, many of them being reprinted from journals of radio, sound motion picture, acoustical and optical engineering societies. The magazine will be issued every three months by the RCA Institutes Technical Press, a new department of the RCA Institutes.

Charles J. Pannill, President of R.C.A. Institutes and Radiomarine Corporation of America, is Chairman of the Board of Editors, which also includes Ralph R. Beal, RCA Research Supervisor; H. H. Beverage, RCAC Chief Research Engineer; L. F. Byrnes, RMCA Chief Engineer; L. M. Clement, RCAM Vice-President in Charge of Research and Engineering; Victor Division; Dr. Alfred N. Goldsmith, Chairman of the Board of Editors of I.R.E.; Harry G. Grover, RCA General Patent Attorney; O. B. Hanson, NBC Chief Engineer; Dr. Charles B. Jolliffe, Engineer-in-Charge, RCA Frequency Bureau; Frank E. Mullen, Manager, RCA Department of Information; Dr. C. H. Taylor, RCAC Vice-President in Charge of Engineering; Arthur Van Dyck, Engineer, RCA License Laboratories; and J. C. Warner, RCAM Vice-President, Radiotron Division, W. S. Fitzpatrick, R.C.A. Institutes, is Secretary.

In addition to the "RCA Review", the RCA Institutes Technical Press also will publish books and pamphlets on radio and kindred subjects from time to time. The subscription price for the new quarterly is \$1.50 a year.

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## NOVEL AERIAL ON NEW BRITISH STATION

A novel aerial is used on the new high-powered regional transmitter open by the British Broadcasting Corporation at Lisbourn, Northern Ireland, late in March.

A 475-foot steel mast constitutes the aerial. It is surmounted by a sliding top mast which has an additional maximum height of 75 feet. This top mast is adjusted in height to suit the wavelength on which the station operates. The top mast again is surmounted by a ring 26 feet in diameter, a combination which, to non-technical eyes, BBC engineers explain, is "For the purpose of reducing the length of top mast necessary by about 25 feet."

The new station, which operates on a wavelength of 307.1 metres with a power of 100 KW in the aerial, is designed mainly for the benefit of listeners in Northern Ireland, and replaces the 1 KW transmitter which has been in operation since 1924.

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