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ALPHABET VERBAL BULLETS, SAYS DUNLAP'S NEW RADIO BOOK

Chairmen Farley and Hamilton would do a great service to listeners in the forthcoming campaign, and at the same time vastly improve the public favor of their candidates, by placing in the hands of every political speaker a new book "Talking On the Radio" by Orrin E. Dunlap, Jr., Radio Editor of the New York Times. (Greenberg-Publisher, 67 West 44th Street, New York. \$2.00)

Copy No. 1 of Mr. Dunlap's timely book, which gives the practical "do's and don'ts" for radio speakers, should go to Representative Bert Snell, of New York, who by his long-winded introduction all but killed off Landon's acceptance speech radio audience. Copy No. 2 could well go to Senator Alben Barkley, of Kentucky, whose old-fashioned spread-eagle keynote speech was unquestionably awarded the leather-medal by radio listeners to the Philadelphia Democratic Convention.

As a rule handbooks are as dry as dust, but Mr. Dunlap's book, because of his long experience with radio, having virtually grown up with the new science, because of his opportunities of observation as one of the outstanding radio editors of the United States, and because of his ability to present a thing in a popular way and in words of one syllable, is the liveliest kind of reading. It is richly interlarded with anecdotes and microphone experiences of great orators, and such chapters as the one devoted to the expose of tricks of public speakers should prove of as much interest to listeners, desiring to get behind the scenes of broadcasting, as to those seeking microphone pointers. In the introduction the author notes the fact that there are only twenty-six letters in the English alphabet but adds significantly "they are the bullets of verbal broadcasting."

All radio speakers will gain by study of Franklin D. Roosevelt's technique, Mr. Dunlap observes, the simple formula of which is, "Be natural, be yourself."

"No 'high-falutin' words are in President Roosevelt's vocabulary of the air", the writer continues. "There is not much chance of Americans failing to catch the meaning of such expressions as, 'We cannot ballyhoo ourselves back to prosperity'; 'the kind of prosperity that will lead us into another tailspin'; 'I have no expectation of making a hit every time I come to bat'."

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"Mr. Roosevelt recognizes the all-important fact that a chat-type of radio speech to be effective must be groomed especially for an unseen audience. When talking directly to the people, he does not make the error of attempting to address both visible and invisible. He once revealed this sagacity when he canceled the broadcast of a speech before the Chamber of Commerce. He was mindful that he could not devote proper attention to the microphone and at the same time speak informally to a gathering of industrialists and bankers. Neither does he make the mistake of going to the microphone too often."

Mr. Roosevelt is an ace in the broadcasting art; and so is King Edward VIII as was his father King George, both human, sincere, friendly and effective on the air, the writer says, adding:

"And among the most effective broadcasters in the American radio forum have been: Charles Evans Hughes, Owen D. Young, Senator William E. Borah, Ogden L. Mills, Senator Pat Harrison, Senator Carter Glass, former Senator David A. Reed and Senator Robert Wagner.

"Helen Hayes, actress, and Anne Morrow Lindbergh have ideal radio voices, very natural and effective on the air. Walter Huston is an ace among the actors at the microphone."

Any doubt that Al Smith's days were over as a most effective "actor" at the microphone must have been dispelled in the minds of those who tuned-in his "bludgeon attack on the New Deal" at the Liberty League dinner last winter, the author notes.

He tells that when President Hoover, at Des Moines, overlapped Ed Wynn's comic time, the studio of WEAJ received 800 telephone protests, while the 60-station network had a total of 6,000 calls. Richmond reported 500 complaints, Worcester 200 and Rochester, 250. There are, however, words of praise for the former President in a chapter "The 'New Hoover' Appears."

Mr. Dunlap submits that the "non-sectional" voice of Governor Alf M. Landon of Kansas, is more like that of Hoover with the ends of the sentences dropping off to a lower pitch.

"It was noted that the 'clear thinking' Landon used 'simple, homely words' and on the air he sounded sincere, 'a man of sound judgment and moderate opinions,' as he appealed for economy, common sense and better housekeeping in government. William Franklin Knox, selected as the Vice Presidential nominee on the Republican ticket, is called 'a splendid, vigorous speaker.' His voice

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falls more into the ministerial class. He 'preaches' more as a business man, while Landon 'the Kansas Coolidge,' talks in a more 'neighborly' spirit."

Regarding broadcasting revenue from politics, Mr. Dunlap says:

"Radio gleaned at least \$1,000,000 from the 1932 campaign. The total political billing by the Columbia Broadcasting System was \$368,175, of which \$194,624 was Republican, \$ 167,171 Democratic, and Socialists, \$6,380.

"It was estimated, in the case of the National Broadcasting Company, operating two major networks, that the political expenditure ran up to \$1,000,000 and possibly higher."

Among Mr. Dunlap's 50 practical "do's and don't's" are the following kernels:

"Make every word count; a 75-station salvo costs thousands of dollars. Use simple words.

"Write the speech. Write as you speak not as you write. On the radio a miss is not as good as a mile; you cannot gloss over a mistake after it is microphoned any more than you can recall yesterday in order to alter it in accord with your second thoughts. Those who can extemporize successfully in the silence of the studio with no audience to 'lean on' are few and far between.

"Throw brickbats at your own risk, if at all; they are dangerous weapons, and like a 'whispering campaign' are likely to react against the thrower.

"'Big' names mean more in the campaign if they have not been on the air frequently; the curiosity value among the audience is diminished if the speaker's voice is well known. That is why Henry Ford, Charlie Chaplin and Elihu Root were stellar attractions in 1932.

"There is no rule against memorizing, but the broadcast may become sing-song or artificial; and there is always the chances of error slipping off the tongue. A printed copy of the talk is proof of what was spoken.

"These suggestions lead up to television", Mr. Dunlap concludes. "Campaigning by sound-sight will call for more strategy. Television will be another fascinating chapter in the art and science of political broadcasting. Then the old-time spellbinders.

may sweep satanic-like upon the stage again to haunt the electorate.

"Students will see the radio teachers; congregations the preachers; consumers the salesmen in the act of demonstrating their wares; club folks their lecturers, and vast audiences their entertainers. The ethereal mask will be ripped off the speaker's face and again he will be himself, not merely a disembodied voice striving with sound alone against such a mysterious thing as 'microphone technique' to get his personality across with a story. Broadcasting by radio will have its limitations too."

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BBC NOTES TRENDS IN BROADCASTING IN UNITED STATES

Under the heading, "Half-Yearly Review of Broadcasting in the U.S.A.", World-Radio, official BBC organ, notes the public interest in television and a definite trend toward "light" programs on American stations and networks.

After citing the secretive RCA experiments in television and the statement of Anning S. Prall, chairman of the Federal Communications Commission, that "Television is just around the corner, but we are a long way from that corner", the periodical adds:

"But as the possibilities unfold, the first half of 1936 passes and no form of practical television has come around the corner.' As yet the public has not even seen a glimpse of what can be done. Facsimile services have been used in communicating with ships at sea, but the men in whose hands the destiny of television rests are reticent about development.

"What has been the tendency in public demands in the way of programmes during the last six months? At the beginning of the year the prediction was made that amateur programmes would lose their appeal. This has decidedly not been the case. Major Bowes, chief exemplar of his ilk, was paid about 700 pounds for each broadcast at the beginning of the year. Now he has doubled that figure. And a radio man's pay in the United States is a pretty fair measure of the popularity of his programme. When the Major's new contracts are made in September, if he gets what he wants, he will receive 3,000 pounds for each performance.

"The public has shown a definite trend toward 'light' programmes. Comedians now have their day, for Americans demand more and more laughs over 'the radio'. Ed Wynn is back 'on the air'; Burns and Allen, the Easy Aces, and Eddy Cantor are other

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headliners in this group. In order to supply jokes to programme-planners, one organization at least has grown up, staffed by research workers who dig out funny stories, jokes, and patter from old books in libraries, bookstalls, and curio shops.

"Opera, of course, will always be popular. Edward Johnson, General Manager of the Metropolitan Opera Association, recently received a check for \$15 from a listener in California, who wrote: 'My wife and I so enjoyed the Gotterdammerung performance that we feel we are only doing the right thing in sending you the amount we would have paid for seats if we had attended in person.'

"Broadcasts of news events, mystery 'thrillers' and strictly educational programmes got their share of the billion hours a week that wireless manufacturers declare the United States spent during the first half of the year listening to broadcasting.

"With the cost of programmes mounting, advertisers who sponsor them have sought new ways to get the public to listen. Within the last six months daily newspapers and magazines have been used more and more as a medium to bring broadcasting programmes to the attention of readers. Advertisements in these publications are strikingly like those for motion pictures. Photographs of the principal performers and synopses of the programmes are given. Major Bowes's sponsor, for example, sells coffee. In household magazines of late have appeared large illustrated advertisements. Smiling amateurs greet you from the pages--amateurs who have been started toward success by 'your purchases of our coffee.'

"A few months ago, listeners had to scan the programme list in the daily papers to see what was 'on the air'. Now they look at the illustrated advertisements. Most people have formulated their own listening routine. They dial to a favourite programme, day after day or week after week, and know just when it is on. It is to win more of these regular listeners that newspaper advertising has arisen.

"During the first half of 1936 broadcasts from foreign lands were mainly of special events. The interest of United States listeners in regular programmes from abroad is so great, however, that manufacturers are marketing 'all wave' sets in greater numbers than ever before."

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BROADCAST BUSINESS FORECAST AT \$100,000,000

Radio is virtually certain to hit a \$100,000,000 gross this year, thereby topping 1935 by something like \$13,000,000, according to Variety. Over half of this gain--or \$7,000,000--will go into the pockets of the major networks.

"Most spectacular showing of this spectacular year will be turned in by CBS, which, according to its own prophecies, will seal the books at \$22,034,000", the amusement trade again predicts. "Last year the web grossed \$17,600,000.

"NBC's combined hookups are likewise due for a gain, though NBC is reticent on estimates of annual volume. Right now, after seven months, the combined links are still trailing 1935 by \$135,000. But the margin of loss is diminishing with July income reports, and fall bookings should provide the steam to keep the chain in the record-breaking class. Unofficial guesses assign NBC a year's total of \$32,000,000. Last year was worth \$31,150,000.

"Mutual, which so far has just rounded out \$1,000,000, ought to close shop with \$2,000,000 on January 1.

"In toto, current crystal gazing gives the four webs a year's gross of \$56,000,000 as against 1935's \$49,500,000.

"On the basis of experience during the first six months 54% of radio's \$1,00,000,000 revenue will be for national network advertising, 46% for national non-network, 21% for local, and the remainder for regionals.

"Survey of the take for the first six months gives this sector of 1936 a gross of \$50,802,179, of which \$28,181,976 was national network, \$11,527,860 national non-network, \$10,447,870 local, and \$644,473 regional. While the last half of the year normally is less productive than the fore part, the seasonal upturn which usually comes in September and October occurred this year in July and August, leading to expectations that the last half of the year will be a virtual doubleton of the first half."

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An increase in power from 500 watts to 1 kw. at night and 1 kw. to 5 kw., local sunset, was recommended for KRNT, Des Moines, this week by Examiner George H. Hill in a report to the Federal Communications Commission.

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STRICT REGULATION OF RADIO URGED BY PAYNE

Commissioner George Henry Payne of the Federal Communications Commission, in an address before the Bay Shore (L. I.) Rotary Club August 24, said great developments in radio and television required government regulations to prevent the industry from establishing a private monopoly like that existing in the telephone communication. Mr. Payne, a resident of Islip, was the guest of Paul Bailey, newspaper publisher.

Mr. Payne appealed for a keener public interest in the developments that are taking place.

"Inventions of this kind will affect the mental life and education, and possibly the material interest of every person in the country," he said. "Behind this development, fraught with so much importance to our people, a fierce struggle is going on for the great resource of the air."

Declaring that private interests favor private monopoly and want as little governmental supervision as possible, he continued:

"Those who believe that we must not repeat the mistake of the past and allow wasteful exploitation of our resources are just as keenly aroused in behalf of the government taking a strong stand to protect the public interest."

Mr. Payne warned that unless the public was aroused its interests were likely to be neglected. In this way, he said private monopoly, without warrant of law, established itself and the public would realize too late that it was difficult to recover ground that had been lost.

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The Federal Communications Commission this week reversed its action of July 2 denying the application of the Central Broadcasting Company, Eau Claire, Wisconsin, for a permit to build and operate a station on 1050 kc., 250 watts daytime, and ordered the application granted, effective September 15.

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SOVIET STATIONS FOLLOW ARCTIC FLIGHT

Throughout the whole of the recent flight of the Ant-25 from Moscow to Nikolaevsk-on-Amur, covering a distance of 9374 kilometres (5208 miles) mostly over Arctic territory, constant contact with land was maintained by means of radio, Radio Centre, Moscow, reports. The plane was fitted with a radio station made by the Orjonikidze Factory for long and short waves. Part of the flight was over uncharted stretches of the Arctic and all radio stations in the vicinity were constantly on the alert and sending out special signals, to give the airmen their bearings.

"Two-way communication with a plane crossing the Arctic regions is nothing unusual," Inna Mann, Chief Editor of Radio Centre, writes, "but the handling of such a service during a non-stop flight, particularly under the difficult weather conditions encountered, called for especially thorough organization. Many radio operators remained on duty during two days without sleeping. The operator at Kamenev Island radio station, who was the radio operator on the Chelyuskin, stayed continuously on duty during the flight in order to supply correct meteorological information and keep in touch with the plane.

Stations receiving messages from the plane immediately re-transmitted them via Dickson Island to the Moscow Radio Centre with a delay of no more than three or four minutes.

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Amos 'n' Andy made their debut on a brand new radio station this week--WPDW, Metropolitan Police of Washington.

It occurred because Lieutenant James Kelly, police radio engineer, wanted to test a new direct connection to all precinct stations, the Fire Department and Commissioners' offices.

Patrolmen cruising in radio cars missed the program, however. The regular Amos 'n' Andy broadcast was picked up on a receiving set in the police dispatcher's room and rebroadcast over the "ground wires."

Policemen in precinct stations were no little surprised to hear the famous radio pair speaking in place of the usual staid police announcer.

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NAME OF ELLIOT ROOSEVELT INJECTED INTO CAMPAIGN

The name of Elliott Roosevelt, son of the President and Vice President of Hearst Radio, Inc., was injected into the presidential campaign this week during a debate over the air by Secretary of Interior Harold L. Ickes and William Hard, G. O. P. commentator.

Seeking to defend Governor Landon from Ickes' charge that he is dominated by William Randolph Hearst, Mr. Hard pointed out that Hearst had formerly supported Roosevelt and that even now the President's son was employed by Hearst and his contact man with the Federal Communications Commission.

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NEW ZEALAND TO PERMIT GOVERNMENT-CONTROLLED RADIO ADS

For the first time commercial advertising will be permitted on New Zealand broadcasting stations under provisions of a law which became effective July 1, according to a report to the Commerce Department.

The act, which abolished the New Zealand Broadcasting Board and substitutes a director of broadcasting appointed by a minister of broadcasting, who in turn is named by the Governor-General, sets up a new class of stations.

The new law permits the government to establish, own, and operate so-called "C" stations which will be allowed to broadcast advertising matter. Hitherto, commercial advertising of any kind has been prohibited over both government-owned and private stations. The nature of the advertising to be permitted is, however, still uncertain and is likely to be greatly restricted in scope in view of the Government's previous opposition to the practice on grounds of policy.

"So strong has been the general distrust of commercial advertising over the radio that the Government did not even consider entrusting the new liberty to the hands of private commercial stations, but has confined its exercise only to new stations which may be established and operated by the government itself", the U. S. Consular report stated.

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SOLAR ACTIVITY DISRUPTS RADIO WAVES

Radio experts and amateurs alike were baffled this week by a sound wave "calm" that practically silenced all short-wave stations along the Pacific Coast on the night of August 25.

Short-wave signals from all parts of the world, ordinarily picked up on the West Coast, gradually faded and went "blind" for nearly an hour.

Ships at sea as well as powerful land stations were affected by the "calm", said Lieutenant Commander E. R. Melling of the Naval Communications Office in San Francisco.

The "blanketing" was described by him as a "very unusual sort of fading, not the usual and expected 'Summer fading.'" After about an hour of muffled signals, or silence, reception returned to normal, he said.

"A similar blanketing," he said, "occurred a few months ago at the time of the sun eclipse watched in Russia."

Radio men in New York reported that the blotting out of signals on the Pacific Coast also was recorded in the East, but was only of ten to fifteen minute duration.

Twenty to thirty meter channels to Europe were rendered inoperative, but other wave lengths were clear of the disturbance, laid to solar activity.

It was explained that the longer waves in the short-wave bands are seldom effected by solar activity, except that their signals grow stronger. On the shorter waves in the same bands, however, the result is generally opposite; the signals fade or disappear over certain distances of transmission. The New York radio men said that Tuesday's disturbance was "expected." Observations carried on year by year enable the experimenters to predict such periods in advance.

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"Governor Landon's talk yesterday calls attention to the possibility that with proper radio facilities Chautauqua may again become one of the world's most famous lecture centers," comments the Washington (D. C.) Evening Star editorially.

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FTC WON'T ENFORCE PATMAN LAW ON RADIO STATIONS

The Federal Trade Commission in its annual report makes the following statement regarding the Robinson-Patman chain store law, it was disclosed this week:

"Authority to enforce compliance with the new Act, as distinguished from criminal proceedings, is by virtue of Section 11 of the Clayton Act vested in the Commission in all cases in which the new Act is not applicable to common carriers subject to the Interstate Commerce Act, as amended, to common carriers engaged in wire or radio communications or radio transmission of energy or to banks, banking associations and trust companies.

"The Interstate Commerce Commission has authority to enforce compliance by common carriers subject to the Interstate Commerce Act as amended; the Federal Communications Commission has authority to enforce compliance in cases applicable to common carriers engaged in wire or radio communication or radio transmission of energy; while the Federal Reserve Board has authority to enforce compliance where the Act is applicable to banks, banking associations, and trust companies."

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RCA GRANTED PERMIT TO MODIFY N. Y. HARBOR STATION

The Telephone Division of the Federal Communications Commission this week granted an application of the Radiomarine Corporation of America for modification of an experimental license for W2XBG, New York, to test the feasibility of establishing one-way communication service for harbor craft.

The terms of the modification are as follows:

"Authority is granted to communicate on an experimental basis only under the exceptions of Rule 320 as a coastal harbor station in the coastal service in the New York harbor area on the frequencies 26,000 and 27,400 kc. for the purpose of determining the commercial feasibility of establishing a one-way communication service for harbor craft upon the express condition that this authority is granted upon a temporary basis only and may be cancelled without notice or hearing. Nothing contained herein shall be construed as a finding by the Commission that the operation of this station is or will be in the public interest beyond the express terms thereof; nor is this authorization to be construed as approval of the proposed tariff and rules filed with the application."

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