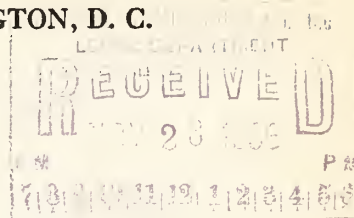


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CONGRESSIONAL PROBE OF FCC EXPECTED AT NEXT SESSION

Despite the preponderant New Deal majority in the 75th Congress, Washington observers are predicting that the long-delayed Congressional investigation of the Federal Communications Commission will occur.

House leaders, particularly Chairman John J. O'Connor, of the Rules Committee, were able to block several moves for a probe last session, but now they are said to be reconciled to an inquiry, confident that it can be kept under control.

The move for the investigation doubtless will originate in the Democratic ranks although many Republicans would be glad to sponsor it. At the last session Representative Connery (D.), of Massachusetts, was the most persistent in his demands for a probe.

Although the FCC has been boldly pro-New Deal in its policies, it has stirred up bitter opposition among prominent Democrats, as well as Republicans, by its decisions in sectional or factional feuds.

With the Democrats in such a dominant position, it is not likely that the investigation will delve very deeply into the pro-New Deal actions of the Commission. It more probably will be confined to reversals of Examiner recommendations and questionable decisions removed from national politics.

Among the matters that probably will be aired in the event of a Congressional probe are the Knox Broadcasting Company case, together with the "Willard Hotel incident", the unsuccessful attempts of the Paulist Fathers to obtain full time for WLWL, New York, and the Brooklyn cases which the FCC has still not decided after more than two years.

The "Vandenberg incident" will doubtless be brought up and may lead to a change in policy with regard to recorded broadcasting, but it is not likely that the FCC will be punished greatly for playing a hands-off policy in a row between the CBS network and the Republican National Committee.

The FCC is in a much more vulnerable position in its grant of facilities to the Star-Times Publishing Co., St. Louis, over the protest of WIL, St. Louis, the St. Louis Post Dispatch, and the Republican National Committee. Although the issue is now in litigation, the litigants and the Republicans are still

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aroused over what was termed "an outright gift of \$500,000" to a pro-Roosevelt newspaper on the eve of the election.

There are numerous minor incidents and regulations which have aroused various members of Congress and which would be aired if the inquiry gets under way.

About a year ago the FCC itself was sharply divided, and two members, the Chairman, Anning S. Prall, and George Henry Payne, the Republican Progressive, were not on speaking terms.

Within recent months, however, there has been no evidence of such a cleavage although one or two members have dissented from time to time on individual cases.

When the inquiry does begin it is expected that Mr. Prall, both because of his position as Chairman and because of his political background, will bear the brunt of criticism.

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EARLY U. S. RADIO SUPERVISOR DIES

With the death of Arthur J. Tyrer, 68, Assistant Director of the Bureau of Marine Inspection and Navigation of the Commerce Department, in Washington last week, the life of one of radio's original supervisors in the United States was brought to a close. While Mr. Tyrer himself did not continue to be closely associated with radio, nevertheless when the new science came to governmental attention through the spark wireless from ships, it was put under his supervision when he was head of the Bureau of Navigation in the Department of Commerce. It was through the ships that the Commerce Department inherited radio which the Department controlled many years before passing it along to the Radio Commission and later the Federal Communications Commission.

Mr. Tyrer created a Radio Division in the Bureau of Navigation of which W. D. Terrell, one of the two first radio supervisors in the United States, became the head. Mr. Terrell is still connected with the Communications Commission as Chief Supervisor.

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"SECRET" TELEVISION SET-UP REPORTED IN HOLLYWOOD

An under-cover television laboratory in Hollywood reputedly has some of the major eastern experimenters in the field of visual broadcasting worried, according to Variety, which this week tells the following story:

"In a Hollywood hideaway lab, 10 flights up, no signs on doors except positively no admittance and strong-arm human stop-signals to block guys who don't belong, is a television setup in the process of development that has Hollywood, Radio City and the big boys generally trying to buy in or close the thing out.

"Three efforts to get a piece for \$2,000,000, all generating, as investigation proved, from the same studio sources, have received the same brushoff.

"This television setup is the same as the others with this difference; instead of a 7 x 10 inch tintype, it can project an image the size of a standard motion picture screen.

"At present the image has certain distortions, like trick mirrors give, or color plates which don't line up perfectly, but this, the inventors contend, is a simple matter of mechanics, not an electrical difficulty, and they've been holding off general manufacture until their engineers in Chicago send the parts which have been ordered.

"The inventors are young engineers who worked with Lee de Forrest on the vacuum tube which turned radio from an exclusive proposition on reception down eventually to the current \$5 thing for the mob.

"Head of the organization is Dr. R. D. DeMert, who owns World Wide Television Corp."

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PALEY IMPRESSED BY DUTCH STUDIO DESIGN

William S. Paley, President of the Columbia Broadcasting System, was greatly impressed by the architecture of the new AVRO building at Hilversum, Holland, according to World-Radio.

Mr. Paley was so much struck with the Hilversum building generally, and with the insulation of the studios in particular, that he invited the architects, Messrs. B. Merkelbach and C. J. F. Karstens, to visit New York and advise the architects of the new CBS buildings on various points.

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WOV SALE TO BULOVA APPROVED AS WLWL LOSES FIGHT

The Federal Communications Commission this week apparently brought to an end the almost two-year fight between New York broadcasters when it cancelled a scheduled hearing and approved the sale of WOV by John Iraci to Arde Bulova, the watch maker and owner of WNEW.

A few days previously the FCC had rejected an application of WLWL, operated by the Paulist Fathers, for full time and had refused to permit it to withdraw without prejudice a request for a reshuffling of broadcasting facilities to file a new petition for the channel of WOV.

The Commission, in approving the WOV sale, said the action could not be construed "as a finding by the Commission upon the proposal to transfer an interest in Station WNEW at this time or at any time in the future." Such action, it added, may be taken only upon formal application.

The Paulist-Bulova fight has perplexed the Commission for months and has drawn into the controversy prominent churchmen, politicians, and Italian factions.

Under the original plan, which fell through, WOV was to have been sold to the Paulists, which in turn proposed to lease or sell WLWL, which then would become a full-time station on 1100 kc., to CBS.

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FCC TELEPHONE INQUIRY WILL RESUME ON DECEMBER 8

With the convening of the 75th Congress just about a month away, the Telephone Division of the Federal Communications Commission this week decided to resume its telephone inquiry on December 8th.

The hearing, which was authorized by the last Congress, has been carried on in somewhat spasmodic intervals for almost a year. It is expected that Congress will demand a report on the Commission's findings at the next session.

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PROGRAM OF EDUCATIONAL CONFERENCE IS RELEASED

The program of the First National Conference on Educational Broadcasting, to be held in Washington December 10-12, was announced this week. Its principal listings of the general sessions follow:

Thursday Morning

Welcome by Hon. Harold L. Ickes, Secretary of the Interior

Address: "American Radio", Anning S. Prall, Chairman,
Federal Communications Commission

Address: "Broadcasting in American Education", John W.
Studebaker, U. S. Commissioner of Education

Thursday Afternoon

Address: "Social Responsibility of Broadcasting", Hendrik
Willem Van Loon, Author and Journalist

Thursday Evening

Program arranged by the Institute of Radio Engineers,
C. M. Jansky, Jr., Committee Chairman

"The Evolutionary Development of Radio Allocation Regulations", T.A.M. Craven, Chief Engineer, Federal Communications Commission.

"Practical Limitations of the Broadcast Allocation Structure", C. B. Jolliffe, Chief of Frequency Bureau, Radio Corporation of America.

"The Ultra High Frequency Domain", Alfred N. Goldsmith,
Consulting Radio Engineer, New York City

Friday Morning

Address: "The Implications of Radio as a Social and Educational Phenomenon", Howard W. Odum, University of North Carolina.

Friday Afternoon

Address: "Radio Broadcasting as a New Force in American Politics", Arthur N. Holcombe, Harvard University

Friday Evening

Banquet - Theme: The Influence of Radio in the Comity of Nations

Saturday Morning

Address: "The Claims of Education in Broadcasting",
William Mathew Lewis, President, Lafayette College

Address: "Broadcasting in the American Democracy", David
Sarnoff, President, Radio Corporation of America

Other papers will be read at various conference
sessions.

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ALL WASHINGTON APPLICATIONS SAVE MEYER'S SCHEDULED

Hearings were scheduled this week on three of the applications for broadcasting stations in Washington, D. C., but Eugene Meyer, wealthy Republican publisher of the Washington Post, was left waiting by the Federal Communications Commission.

The applicants granted a hearing are the Continental Radio Company, a Scripps-Howard subsidiary associated with the Washington Daily News; Hearst Radio, Inc., owned by the publisher of the Washington Herald and Times; and the United States Broadcasting Co., one of whose executives is William Dolph, Director of Radio for the Democratic National Committee.

Although Mr. Meyer has filed three applications for facilities, one as early as May 14, he has not been granted so much as a hearing.

Only this week an Examiner heard the plea of former Senator C. C. Dill for a broadcasting station, in Washington.

The three applicants who have been granted a hearing are seeking the facilities formerly occupied by WOL, now on a regional channel. The requested channel is 1310 kc.

Mr. Meyer has asked the facilities of WMAL and assignments in the high fidelity experimental band.

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A new transmitter, claimed to be the most powerful in the Southern Hemisphere, has been ordered by the New Zealand National Broadcasting Service for 2AY, Wellington. The power is to be 60 KW, and the transmitter is to be erected on the high land north of Tahiti Bay. A single mast 700 ft. high will be used, and the wave length will be 526 meters.

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RMA MERCHANDISING PROGRAM GETS WIDE APPROVAL

Widespread approval and support, by the trade as well as manufacturers, has followed the proposed merchandising reform program developed by the RMA and submitted, in new trade practice rules, to the Federal Trade Commission, according to Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association.

Chairman E. F. McDonald, Jr., and the RMA Fair Trade Practice Committee have received many endorsements of the set manufacturers' plan to end prize contests, "spiffs", cruises and other undesirable practices in radio merchandising. The example and program of the RMA Set Division also promises to be followed by other radio groups. Other industries also are at work to abolish the "spiffs" practice and it is a matter under close government scrutiny, with possible developments also under the Robinson-Patman Act. The RMA has received formal resolutions from the National Electrical Wholesalers' Association urging that manufacturers discourage subsidies or donations of any kind to salesmen of distributors or dealers.

A majority of RMA set manufacturers already have transmitted to Association headquarters signed agreements supplementing the new trade practice rules on prizes, "spiffs", etc. now pending before the Federal Trade Commission. The trade practice rule would apply to manufacturers, while the supplemental agreement would obligate manufacturers to use "all lawful means" for observance by their distributors of the proposed trade practice rule, thus making it effective in the trade as well as directly by manufacturers.

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TALENT COSTS NET SPONSORS 40% OF RADIO BUDGET

The cost of talent on the big commercially sponsored network programs has increased about 10 percent within the past year and now amounts to about 40 percent of the sponsor's radio budget, according to an estimate of the American Association of Advertising Agencies.

In many instances, it reports, the talent costs for such head-liners as Eddie Cantor, Jack Benny and Burns and Allen equals or surpasses the charge for a nation-wide hookup of broadcasting stations.

A demand for more gag writers by the performers also was said to be responsible for part of the increased talent costs.

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EDUCATORS SET FORTH IDEAL RADIO PROGRAM STANDARDS

An ideal of what educators want in radio programs is set forth in a tentative report in the October issue of The Ohio Radio Announcer, which is published monthly by the Bureau of Educational Research of the Ohio State University.

The statement of standards as tentatively projected in Ohio follows:

Advertising: Amount - Advertising should occupy only a minor proportion of the time of any educational program.

Distribution - Mere mention of sponsor at beginning and end of program is best practice. Short sections of unobjectionable advertising at beginning and end of program are acceptable. Advertising distributed throughout the program is not acceptable for school use.

Nature - To be acceptable, advertising must be an honest representation of the product. No program is acceptable for school use which attempts to enlist listener's participation in advertising contests, or invites listener to send in cartons, labels, bottle tops, or the like, or appeals directly to children to persuade their parents to buy products in order that children may receive something free.

Personnel: Authority - In general, persons should be featured in programs who are accepted as authorities in the field which the program represents.

Prominence - Other things being equal a program with speakers of such prominence as to give significance to their views is to be preferred.

Manner - Speakers and announcers should be pleasing and unaffected in manner. "Talking down" is resented by children. Speakers should be easy to understand and interesting to follow.

Program content: As source of information - Information should be well organized, authoritative and reliable, pertinent and directly applicable to the work in which the class is engaged at the time, and should be such as to supplement the sources of information to which the pupils already have access.

As means of developing appreciations - A radio program of this type should exemplify the best standards in the area of expression concerned; it should represent a type of appreciation appropriate to the grade level at which it is to be used; techniques of presentation should be appropriate to the area of expression involved; and it should encourage the listener to extend his acquaintance with the area represented, or to explore the area as a means of self-expression.

As a directed participation activity - Directions should be definite and clearly stated, sufficient time should be allowed after each step for the pupils to make the expected response, and the type of activity involved should be appropriate for radio presentation.

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As directions for later participation - Successive steps should be definite and clearly stated and sufficient time should be allowed for necessary note-taking.

As direct teaching - Subject should be appropriate for radio presentation. It should not duplicate the type of teaching usually done by class-room teachers unless local trained teachers of that subject are not available. Each presentation should be built upon learnings of earlier programs in the series and furnish leads into programs to follow. The listener should be referred to supplementary learning sources so that the radio lesson will become part of a larger learning process. Advance information should be made available to the teacher which will enable him to have necessary materials and supplementary aids at hand. There should be definite suggestions for listener activity.

As source of opinion - There should be a clear distinction between material presented as facts and material which is someone's interpretation of the facts. The bias or specialized viewpoint of the program or speakers should be made clear. A speaker should be typical of the group represented or should be of sufficient prominence to make his individual viewpoint worthy of consideration.

Total effect: In general, the point of view of a program should be socially constructive. Its effect, if any, on the ideals and attitudes of pupils should be to encourage the formation of the kind which the school desires to have children form. The program should present a point of view, merely, and leave the acceptance or rejection of it to the intelligence of the listener, unless it be clearly obvious that the program represents special pleading and is not an objective presentation.

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KVOS LICENSE RENEWED AS FCC CONSIDERS REPORT

While considering the denunciatory report of Examiner Ralph H. Walker, the Federal Communications Commission this week granted a renewal of the license of KVOS, Bellingham, Wash., on a temporary basis subject to subsequent action.

The Examiner's report, recommending deletion of the station, has caused somewhat of a sensation in broadcasting and publishing circles because of the pending "news piracy" suit filed against KVOS by the Associated Press and now before the United States Supreme Court.

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EXAMINERS PRESENT TOUGH PROBLEM FOR THE FCC

The Federal Communications Commission has been given a tough, though minor, problem by its Examiners.

Recently one Examiner recommended that the application of KUJ, of Walla Walla, Wash., for a transfer from 1370 to 1250 kc. be granted and that, in event of this grant, that the application of Donald A. Wike and H. C. Studebaker for a permit to build a new station at Baker, Ore., for operation of 1370 kc. be granted also.

This week Examiner Robert L. Irwin recommended that the application of KIT, Yakima, Wash., for a transfer from 1310 to 1250 kc. be granted, providing the KUJ request is rejected or rejected if the KUJ application is granted.

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CRITICIZES NETWORK MEDICAL BAN

Dr. Victor Heiser in his widely read new book, "An American Doctor's Odyssey" says:

"I was particularly struck with the manner in which the Health Department in Russia handled venereal disease, which was being treated solely from an infectious standpoint. This is in great contrast to our attitude; ostrich-like we stick our heads in the sand and refuse to recognize that syphilis causes greater havoc than any other disease in the Christian world, and that efforts to deal with it should not be handicapped by regarding it as punishment for sin. The situation will remain hopeless as long as a prominent health officer of the leading state of the Union can be refused the use of one of the great radio broadcasting systems because he mentioned the word syphilis."

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PASSENGER BUSES EQUIPPED WITH RADIOS IN AUSTRALIA

Buses have been equipped with radio receivers for the entertainment of their passengers, according to a report in Radio Retailer of Australia.

"The proprietor of the bus is more than pleased with the reaction of his passengers and with the performance of the receiver", the periodical states.

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