

# HEINL RADIO BUSINESS LETTER

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No. 1037

## STUDEBAKER SEES PEAK IN SCHOOL USE OF RADIO

School use of radio next Fall will reach an all-time high in the annals of American education, United States Commissioner of Education John W. Studebaker this week reported to Secretary of the Interior Ickes.

The Commissioner based his report upon the hundreds of requests for educational radio scripts received each month from schools and colleges all over the United States by the Educational Radio Script Exchange.

"While many of the schools and colleges are planning to use our scripts for mock broadcasts over public address systems and for other intra-school purposes", Studebaker said, "many others tell us that they plan to produce them over local radio stations when the new school year begins. A number of schools plan to continue their broadcasting activities through the Summer months."

The Script Exchange has been responsible for nearly 1,000 local educational broadcasts since the first of the year. Letters requesting scripts from schools, colleges, universities, CCC Camps and civil organizations indicate that that number will be doubled, or even tripled, during the Fall school term.

The Script Exchange is America's only free education radio script agency, Commissioner Studebaker pointed out. Organized last October as a joint effort of the Federal Radio Education Committee and the Educational Radio Project of the Office of Education, U. S. Department of the Interior, the Exchange has won universal acclaim of educators and broadcasters. Proof that it has stimulated the use of radio for educational purposes is shown by the wide distribution of its scripts. The Exchange has distributed more than 40,000 copies of 100 tested educational scripts in the United States alone, and has aided in their production by sending to broadcasting units, on request, Radio Manuals containing suggestions for production, and Radio Glossaries, defining the many technical words and phrases used in the studio and control room. More than 10,000 Glossaries and Manuals have been sent to organizations that are producing or are planning to produce programs from the scripts.

The primary purpose of the Exchange is to supply good broadcasting material to American schools, colleges and universities, CCC camps, local radio stations and civic organizations interested in radio education, but so far has its fame spread that requests have been received from broadcasters all over the world.

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Sample copies of scripts have been sent to every continent. Among the countries that have requested Exchange scripts are Alaska, Argentina, Australia, Canada, Canal Zone, Colombia, Cuba, France, England, Denmark, Newfoundland, Puerto Rico, Virgin Islands and the Union of South Africa. The scripts have been produced in several foreign languages outside the United States.

Numerous organizations have produced Exchange scripts over local radio stations. These groups include the dramatic classes of schools, colleges and universities, P.T.A., CCC and Theater Guild units, groups from various civic organizations and the production units of local stations which use the scripts for sustaining programs.

Exchange scripts are used for many different purposes besides broadcasting. One of their principal uses is for mock broadcasting over the public address systems of schools, colleges and CCC camps. High school teachers say they use the scripts in connection with their history and science classes to create a greater interest among the students in their studies. College instructors use the scripts as supplementary texts in journalism and radio classes. Little Theater and civic organizations produce the scripts as stage plays.

The scripts and the manuals and glossaries are used successfully by numerous dramatic classes. The manuals and glossaries constitute a primary text for radio dramatics and the scripts provide vehicles for practice.

When the Exchange was organized under supervision of Commissioner Studebaker and Director William D. Boutwell of the Office of Education Radio Project, it offered only one series - six scripts called "Interviews With The Past." Since then many other scripts, covering a wide variety of subjects, have been added. Scripts now available include series on history, geography, civics, economics, science, literature and art.

Many other scripts will be added to the Exchange in the near future. Notable among these is a series dramatizing the services and costs of departments of municipal government.

The Exchange has about 1,600 other scripts on file which it has gathered from broadcasting units all over the country.

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## CONNERY DEATH SEEN AS END TO RADIO INQUIRY RESOLUTION

The death this week of Representative William Connery, Chairman of the House Labor Committee, was believed to have ended for this session any serious agitation on Capitol Hill for an investigation of the broadcasting industry.

Besides being the author of the resolution calling for a special House inquiry, Representation Connery was the chief force in promoting the investigation. However, a few weeks before his death, it appeared that the resolution would be pigeon-holed for this session.

Mr. Connery was chief spokesman in the House for Catholic and Labor interests that were dissatisfied with the administration of radio. He also was lined up with some of the more demanding of the educational groups.

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## CAIRO PREPARING FOR WORLD COMMUNICATIONS CONFERENCE

Egypt has begun preparations for the world conference in Cairo on radio and wire communication problems.

A report to the Department of Commerce from American Commercial Attache, James T. Scott, at Cairo, regarding the International Telecommunication Conference to be held beginning February 1, states that an organizing committee has been formed in the Egyptian capital under the chairmanship of the Minister of Communications.

The organizing committee has nominated an executive committee under the chairmanship of the General Manager of the Egyptian State Railways, Telegraphs and Telephones, to take charge of the general arrangement for the conference, according to the report.

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Renewal of the licenses of Press Wireless, Inc., New York, for operation of point-to-point stations KJX, Daly City, Cal., and WBS, Hicksville, N. Y., was recommended to the Federal Communications Commission this week by Examiner R. H. Hyde.

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## U. S. IS BIGGEST NON-PAYING SPONSOR ON THE AIR

The Federal Government is easily the largest non-paying sponsor on the nation's networks and radio stations, it was emphasized this week as the Byrd Committee on Government Reorganization disclosed that at least \$150,000 a year is being spent just to prepare programs.

Indications were that the Committee will propose strict budgetary control of the Government's radio activities and probably a pruning of the expenditures, which are growing yearly.

New Deal agencies are the chief users of radio time on the networks and independent stations in campaigns to promote New Deal policies. The programs are of an educational, informational, or propaganda nature for the most part with entertainment features at a minimum.

The Department of Agriculture is the biggest user of free radio time. Last year it sponsored programs on the major networks and more than 300 independent stations. It expended \$28,740 in 1936 preparing these broadcasts.

The U. S. Office of Education, however, is expanding its radio activities so rapidly that it threatens to overshadow all other governmental agencies. It recently acquired a well-equipped studio for the production of its programs in the new Interior Department Building. Last year the Office of Education spent \$54,962 preparing five programs for weekly broadcasts over NBC and CBS.

The Federal Housing Administration has made extensive use of radio in promoting home ownership and modernization. Last year it spent \$40,470 on this activity, of which \$7,741 was for talent.

The Resettlement Administration confined its radio promotion to transcriptions in order to reach rural areas via small stations. Last year it spent a total of \$28,615 on this activity.

The Works Progress Administration admittedly uses considerable radio time, but no figures were obtained by the Byrd Committee because this activity is inter-linked with the WPA theatre project.

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## MUNICIPAL STATION ALSO HAS TROUBLE PLEASING EVERYBODY

With sporadic suggestions of government ownership and operation of broadcasting stations still being made by educational organizations, the recent difficulties of the municipally-owned New York City station, WNYC, are proving interesting to commercial broadcasters.

Frederick J. H. Kracke, New York Commissioner of Plant and Structures, which operates the station, this week was called upon to defend a broadcast over the city's outlet before the Board of Aldermen because of complaints that it had been anti-Jewish.

The chief point of his defense was that freedom of speech over the air was involved.

Alderman Samson Inselbuch, of Brooklyn, had charged WNYC's broadcast on the night of June 5 of speeches presenting the Arab side of the conflict between Jews and Arabs in Palestine was anti-Jewish. On June 11, WNYC presented a one-hour program of four speeches, giving the Jewish side of the question. Rabbi Stephen S. Wise, Louis Lipsky, Zionist leader, Rabbi Abba Hillel Silver and Pierre van Paasen, journalist, were the speakers.

"WNYC operates for the instruction, recreation, entertainment and welfare of the inhabitants of New York City", Mr. Kracke told the Aldermen. "It is the foremost example of governmental radio station operation in the United States. It has often been pointed out that abroad government broadcasting monopolies have one of two policies regarding controversial subjects. They either broadcast the government viewpoint or they do not broadcast any viewpoint at all.

"It is contrary to American ideals to advocate regulation of radio by a government agency whose authority would extend to the point of exercising a complete censorship over programs. The use of the air as a public forum is important to the maintenance of a democratic form of government."

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H. H. the Maharaja Gaewar of Baroda and H. H. King Yeta III, Paramount Chief of Barotseland, appeared in the BBC's television broadcasts from Alexandra Palace, London, during their visit to England for the Coronation. They took part in a program entitled "Some Visitors to London", during which they were interviewed by Leslie Mitchell, one of the television announcers. Viewers saw King Yeta wearing the uniform that was presented to him by His Majesty King Edward VII.

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## PALACE OF SOVIETS TO BE AMPLY "RADIOFIED"

The Palace of Soviets which is now under construction in Moscow will be radiofied with the application of the most modern technique, according to the Russian Radio Centre.

"A specially important task is the radiofication of the big hall of the Palace of Soviets, the volume of which will be 970,000 cubic meters", the announcement states. "Its circular amphitheatre will seat 20,000 people. Its diameter will be 125 meters, its height more than 100 meters. The big hall is intended principally for mass meetings.

"To insure the hearing of translation of speeches of orators in different languages, high-frequency installations will be fixed in the hall. The places for delegates will be equipped with ultra-shortwave detectors able to switch on to all the wavelengths over which the translations of the different speeches will be transmitted simultaneously.

"The radio-fication plan foresees an internal and external broadcasting network, the aim of which will be the broadcasting of sessions and artistic productions, the directing of the movement of currents of people and the notification and summoning of different people from the premises."

A radio relaying station also is being installed in the "Komsomolskay" station of the Moscow Kaganovitch Underground Railway. The whole station is being wired for the radio. Passengers will be notified by radio of the departure of trains.

A plan is now being drawn up for the radiofication of all the tunnels of the underground, Radio Centre stated.

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## FOUR NEW STATIONS AUTHORIZED THIS WEEK BY FCC

Four new broadcasting stations were authorized this week by the Federal Communications Commission. Construction permits were granted to the following:

Owensboro Broadcasting Company, at Owensboro, Ky., to use 1500 kilocycles, 100 watts, unlimited time, effective July 13; Harold M. Finley and Mrs. Eloise Finley, La Grande, Ore., to use 1420 kilocycles, 100 watts night and 250 watts day, and unlimited time, effective July 13; Edwin A. Kraft, at Petersburg, Alaska, to use 1420 kilocycles, 100 watts, unlimited time, effective August 10; Okmulgee Broadcasting Corporation, Okmulgee, Okla., to use 1210 kilocycles, 100 watts and daytime operation, effective July 20.

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TRADE NOTES

Hearing in the special telephone investigation were resumed Thursday by the Telephone Division of the Federal Communications Commission, and will continue through June 30th.

William S. Paley, President of the Columbia Broadcasting System, is one of the Trustees of the Museum of Modern Art that will replace the Rockefeller mansion at 10 West Fifty-fourth Street, New York City.

When Francis Heric, 16, of Rochester, N. Y., rides his bicycle, he "peddles to music". He has rigged his bike with a two-tube radio of his own design that gives satisfactory reception of programs broadcast by local stations. The radio's chassis rests on the handlebars, the aerial is attached to the rear fender, and power is supplied by batteries in the front basket.

A new broadcasting station, WBIL, New York City, resulting from the purchase of WLW from the Paulist Fathers by Arde Bulova, jeweler, went on the air Thursday night. John Iraci, President of the International Broadcasting Corporation, which operates WOV, is the Director. WBIL operates from the WOV studios at 132 West Forty-third Street.

The Sherwin Williams Company, paint manufacturers, will sponsor the Metropolitan Opera auditions of the air for their third season on the NBC networks next season. Beginning October 3, the program will be heard over the NBC-Blue Network each Sunday from 5:00 to 5:30 P.M., EST.

Denial of the application of the Valley Broadcasting Company, Youngstown, O., for a construction permit to build and operate a station using 1350 kc., 1 kw power, unlimited time, was recommended to the Federal Communications Commission this week by Examiner Melvin H. Dalberg. The station would encounter serious interference, the Examiner found.

The R. J. Reynolds Tobacco Company will sponsor a Columbia Network series for Camel cigarettes and Prince Albert smoking tobacco for the fourth consecutive year.

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::: BROADCASTING ABROAD :::

Radio broadcasting in Estonia is conducted by the State Broadcasting Company which is entirely capitalized by the Government. This company was organized in 1934, when it took over the assets of a former private company, including the present two broadcasting stations. Of these, the large station of 15,000 watts is at Tallinn, the other, a small relay station of 500 watts, being located in Tartu. The Tallinn station operation 731 kc. (410 meters) and Tartu 517 kc. (580 meters).

There are no official calls assigned to these stations. In practice they are linked up for broadcasting, and are announced "Tallinn ja Tartu".

There are no short-wave broadcasting stations in Estonia. Short-wave programs are received from European broadcasting stations, the reception of American short-wave transmission not being entirely satisfactory.

The daily programs of the Estonian State Broadcasting Company last from about 7 to 8 hours. Usually from 7 to 9 a.m. and from 6 to 11 p.m. The items on the programs are generally classified into three groups: musical, verbal and miscellaneous broadcasts. Musical programs include orchestral music, operas, soloists and dance music, both from active performance and from phonograph records. Verbal programs have consisted of lectures, press news, etc., while church services, meetings, studio plays, advertising, etc., have constituted the "miscellaneous".

Radio advertising continues to be frowned upon by the Estonian State Broadcasting Company, with the result that during 1936, only 83 hours of total broadcasting time were used or the reading of advertising texts, as against 106 hours spent for this purpose in 1935.

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TWO-DAY NOTICE ON RELAYS NO LONGER REQUIRED

The Broadcast Division of the Federal Communications Commission this week deleted the provisions in the rules and regulations pertaining to the requirement of two-day notice and approval from the Commission for operation required of relay broadcast stations.

In the future, the operation of relay broadcast stations that may cause interference to other relay stations shall be governed by the provisions of Rule 1004. All the licenses of existing relay broadcast stations will be corrected in accordance with these amendments when the next renewals are issued.

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## THE PRESS AND RADIO: A BRITISH VIEWPOINT

The British viewpoint on the relationship of radio and the press was explained recently by the Director-General of the British Broadcasting Corporation, Sir J. C. W. Reith.

Discussing radio news bulletins, the Director-General said:

"They give a taste of the news, and to suggest that anyone who is within reach of a newspaper is going to be satisfied with the Empire news bulletins that are given out would, we submit, be quite absurd.

"You will agree", he went on, "that there is a good deal in common to journalism and broadcasting. Competitors or allies? I hear people in this country say there is no doubt at all that there is no competition such as would result in a decline of circulation of morning papers, but there may be in regard to evening newspapers. I don't know.

"Europe is at this time in a tremendous state, and every mutilated division of it looks to England for information and courage'. It sounds topical, but that is a remark recorded in a secret State paper over one hundred years ago. I think it is an extraordinarily interesting remark, and very significant. We will look for the fulfillment of that aspiration of one hundred years ago in regard to the article of courage to the politician.

"The other article, information, interests you and it interests us. 'We are a free Press', you say, and pride yourselves on it. A great deal is said about freedom of this and that, in this sphere and the other - a certain amount of nonsense included. What do we mean by freedom? It wants definition, and I doubt if there is any freedom which is not, or should not be, conditioned. What by? By this and that. By moral responsibility. Is every possessor of great power and influence conditioned by moral responsibility? Some of them may be, but some of them don't give much evidence of it. Anyhow, freedom wants defining.

"You mean you are independent of State control. Well, so is broadcasting. In whatever respects the freedom of the BBC is curtailed it is in black and white in the Charter. If and when the BBC is doing something which it does not want to do, by Government orders, then that would be clear.

"In Germany and Russia and Italy broadcasting is a mouthpiece of the State and an instrument of Government. A controlled Press and a controlled broadcasting system may mean biased or censored news. But there are other forms of control. I suppose it is possible to have a commercial control which produces something like the same sort of results - in general effect. I would say with regard to broadcasting that the dividend motive is incompatible with the public service motive. Well, maybe you will find a newspaper or two to which that remark might apply, and if it is not the dividend motive it may be some other motive.



"Has broadcasting any effect on irresponsibility of whatever kind it may be, any effect on these ulterior motivations, whatever they may be? It was possible for news to be suppressed or invented. Is it ever done today? Anyhow, it is less easy. There have been unscrupulous influences, I suppose you would admit. Will they be as common in the future? Will they get away with it as easily in view of the fact that the reading public is also a listening public?

"These ulterior motives, this irresponsibility and unscrupulousness, are to the embarrassment of honest and honorable journalism. Is not broadcasting an ally there? I submit that we are definitely allied to the responsible journalist. BBC news is accepted as accurate. There has been no demand for sensationalism in our news. Let us compete, if you like, in terms of who can give the best service. We are an extraordinary amenable body. There is all sorts of nonsense talked in this country about the unamenability of the BBC.

"The BBC is more than anxious to hear what people think about it, provided that those people are responsible.

"We are up against tremendous competition in the matter of foreign propaganda broadcasting, and the more you care for the Empire the more you will be willing to help us in perfecting and improving our Empire service."

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#### GOOD DEMAND FOR RADIO SETS IN IRISH FREE STATE

There is a good demand for radio sets in the Irish Free State and the market for sets is steadily expanding, according to Vice Consul E. J. King, Dublin, in a report made public by the Electrical Division, Department of Commerce.

Due to seasonal variations in radio reception and the availability of money in the agricultural communities which account for approximately two-thirds of the total population, the greatest demand for receiving sets is during the period from December to March, the report states.

Licensed radio receiving sets in the Irish Free State as of December 1, 1936, totalled 104,000 units compared with 78,600 units as of December, 1935, and 54,000 units recorded as of March, 1934, the Vice Consul reported.

As there is no domestic manufacture of radio receiving sets in the Irish Free State, the demand must necessarily be supplied by importations. Imports in 1936 were valued at £230,000 (\$1,150,000) compared with £235,000 (\$1,175,000) in 1935 and £225,000 (\$1,125,000) in 1934, official statistics show.

Both battery-operated and socket power radio receiving sets are used in the Irish Free State, it being estimated locally that approximately 55 percent of the sets in use are of the socket power type.

As electrification throughout the Free State progresses, however, the number of battery-operated radio is being reduced, according to the report.

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## EMERSON CORP. PLANS BIG PROMOTION CAMPAIGN

With bookings running considerably ahead of a year ago, the Emerson Radio and Phonograph Corporation will launch a greatly enlarged advertising campaign late in August or early September, it was announced this week at a showing of the 1938 line to more than 100 distributors at the Hotel New Yorker, New York City. In addition to full pages in seven national magazines, a wide list of newspapers throughout the country will be used for both national and cooperative advertising. Billboards, radio and point-of-sale are also included in the promotion.

The company is making list prices uniform throughout the United States, and has established a set of minimum dealer discounts. The line includes twenty-three table models at \$14.95 to \$54.95, ten radio and phonograph combinations at \$59.95 to \$139.95, seven consoles at \$44.95 to \$119.95, six farm sets at \$19.95 to \$54.95 and two auto radios at \$39.95 and \$54.95. One combination radio and phonograph set is priced at \$750. The "Miracle Tone Chamber" will be featured in advertising.

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## RCA PLANS TELEVISION EXHIBIT AT N. Y. FAIR

David Sarnoff, President of the Radio Corporation of America, and Grover Whalen, President of the 1939 New York World's Fair, signed an agreement Thursday whereby television will be given a public demonstration by the Radio Corporation of America and the National Broadcasting Company at the World's Fair which is dedicated to "The World of Tomorrow."

The agreement, signed as part of the first ceremony of its kind ever to be televised, will afford the millions of visitors to the Fair an opportunity to watch demonstrations of every aspect of radio and television - the modern world's and the future world's most effective means of communication and entertainment.

By terms of the agreement, the Radio Corporation of America will construct on the Fair Grounds in New York City an ultra-modern building which will house a complete exhibition of all branches of the radio art and its developments. Facilities will be provided for practical demonstration of all aspects of modern radio and television.

This building, linked directly with the NBC television transmitter on the Empire State Building, will televise outstanding World's Fair events, and will bring to visitors, for the first time in radio history, joint demonstrations of the marvels of sound and sight broadcasting.

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