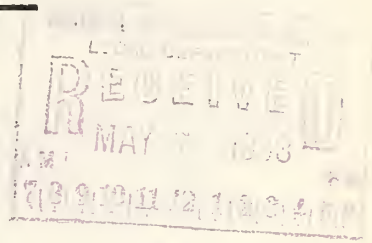


HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication



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NEW FCC RULES FORESHADOW STRICTER RADIO CONTROL

More rigid control of the operations of broadcasting stations, particularly experimental transmitters, is foreshadowed in the proposed new rules and regulations of the Federal Communications Commission just issued as a basis for allocation hearings which will begin June 6th.

Authorizations for new station licenses or an increase in power for an existing station will be made under the new FCC rules only after satisfactory showing is made "that the proposed programs are of such standard as to provide a meritorious service, including such cultural programs as may be required, to the listening public."

The other qualifications are similar to those already demanded, i.e., that the assignment will tend to effect an equitable distribution of radio facilities, that objectional interference will not be caused, and that the applicant is financially and technically qualified to build and operate a station.

Corresponding with the recommendations of Commissioner T.A.M. Craven, who prepared the report while Chief Engineer of the FCC, the new rules propose to set up four major classifications of stations, two of which would have subsidiary groups, making six classes in all.

Ninety-two channels - clear, regional, and local - are embraced in the classifications. Forty-four are designated clear waves, but only 25 are designated for 50 KW power and are free from interference of other stations on the same or adjacent channels.

The second group of Class I stations, labelled "Class 1-B", comprises stations which will operate with power from 10 to 50 KW.

Class II includes stations which will operate on clear channels with from 25 to 50 KW power but which "is limited by and subject to such interference as may be received from Class I stations".

There are two kinds of Class III stations. The "A" group would operate with from 1 to 5 KW power, while the "B" group would use from 500 watts to 1 KW night and 5 KW daytime.

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A Class IV station is a station operating on a local channel and "designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power range is from 1 KW to 25 KW.

The two new channels are 1530 and 1550 kc., and are added to the regional classification.

Four channels formerly reserved for high-powered regionals - 1460, 1470, 1480 and 1490 kc. - are added to the clear channel group.

Standard broadcast stations which are given special experimental permits are prohibited from transmitting any commercial or sponsored program during the extra hours of operation, and the FCC may direct the station to "conduct experiments that are deemed desirable and reasonable."

Some of the new regulations are designed to relieve the FCC of the task of passing upon unimportant details which now clog its docket.

For instance, under the new rules, stations will be permitted to move their studios within a city so long as they notify the Commission of their action. Now they must obtain permission to do so.

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POLICE CALLED ON CARPET BY FCC POLICE OF AIR WAVES

It is seldom that even Federal officials have the opportunity to bawl out city policemen, but such a privilege has come to the Federal Communications Commission.

The FCC summoned the Capitol Heights Police Department, of Capitol Heights, Ill., to Washington for a hearing recently after it had received charges that the police radio station was being operated by other than licensed operators in violation of Section 318 of the Communications Act.

Examiner R. H. Hyde this week recommended that the license be renewed despite the violation after the police officials humbly admitted their mistake and promised to obey the law in the future.

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"TOWN MEETING" GIVEN WOMEN'S RADIO AWARD

"America's Town Meeting of the Air", a weekly feature on the NBC-WJZ network, was chosen this week for the annual award of the Women's National Radio Committee for 1937. The program was said to be "one of the outstanding achievements of the year in radio".

Other programs cited by the Committee, without making awards to them, are:

Best programs of serious music commercially sponsored: Ford Sunday Evening Hour, a weekly Columbia network feature, and the Philadelphia Orchestra concerts, the "Musical Star" programs and Metropolitan Opera broadcasts on NBC.

Best sustaining (non-commercial) programs of serious music: New York Philharmonic-Symphony directed by John Barbirolli Sundays over Columbia; the NBC Symphony under Arturo Toscanini, and the "Sinfonietta" directed by Alfred Wallenstein over the Mutual system.

Best dramatic program: Lux Radio Theater, with the Columbia "Workshop" second, both Columbia network features.

Best serial dramatic program: One Man's Family, a National Broadcasting Company presentation.

Best variety program: Good News of 1938, with Rudy Vallee second; both National Broadcasting Company features.

Best children's programs: Irene Wicker, the "Singing Lady", first, and Nila Mack's "Let's Pretend" second. Miss Wicker's program is heard over NBC, Miss Mack's over CBS.

Programs for class rooms: Special mention to the Music Appreciation Hour of Walter Damrosch broadcast over NBC and Columbia's "American School of the Air."

Programs of educational value for children: Columbia's "Cavalcade of America"; Mutual's "Epic of America", and "Music for Fun" on Columbia.

Best adult educational program: "America's Town Meeting of the Air", broadcast over NBC first, with "Professor Quiz", a Columbia feature, second.

News program: Trans-Radio Press News service and the "March of Time", the former a feature of WOR in New York, and the latter an NBC feature, were commended. The Committee did not name any radio commentators.

Best radio comedian: Edgar Bergen's dummy, Charlie McCarthy, with Fred Allen drawing first place among flesh and blood performers. Both are heard over NBC.

Outstanding comedy team: Jack Benny and Mary Livingston, with "Amos 'n' Andy" second and Burns and Allen third, all NBC entertainers.

Most popular master of ceremonies: Don Ameche, first, Robert Taylor, second; both NBC performers.

Good taste in advertising: First place to Jello, on NBC, and second to DuPont for the "Cavalcade of America" on CBS, with Sealtest Rising "Musical Star" program, NBC, third.

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NAB LEADERS CARRY COMPLAINTS TO McNINCH

Officials of the National Association of Broadcasters are due to call shortly on Frank R. McNinch, Chairman of the Federal Communications Commission, in a move to smooth out complaints of broadcaster members against some new FCC policies and practices.

Headed by Mark F. Ethridge, Acting President, the delegation was to press specifically for longer station licenses, a change in the procedure of penalizing licensees by giving them temporary permits, and postponement of the general reallocation hearing scheduled to begin June 6th.

Strengthened by the addition of 14 new station members and the beginning of an administrative staff, the NAB is preparing to launch a militant crusade in behalf of the broadcasting industry.

The Board of Directors has hired two persons to tackle the job of improving public, labor, and political relations. They are Joseph I. Miller, former labor reporter for the Associated Press, and Ed. Kirby, of WSM, Nashville. Paul Peters, former NBC statistician, was employed to do research work.

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The Federal Communications Commission has scheduled a hearing before the Commission en banc June 20th on the allocation of radio services in the bands from 30,000 to 300,000 kc., inclusive. The hearing will be limited to "such issues as set forth in objections filed by certain carriers relating to changes in frequency under FCC order No. 19."

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NEW FRENCH TELEVISION STATION INAUGURATED

The famous television transmitting station in the Eiffel Tower, Paris, soon to be the most powerful television transmitter in the world, was inaugurated into general service recently by a gathering of French Government officials headed by the Minister of Posts and Telegraphs, the International Telephone and Telegraph Corporation reports. The transmitter has been raised to an output of 25,000 watts, will be operating at its maximum capacity of 30,000 watts in the near future, and this will make it the most powerful television station in the world. The station was engineered and installed for the Department of Posts and Telegraphs by Le Materiel Telephonique, French licensee company of the International Telephone and Telegraph Corporation.

The transmitter was ordered by the French Government in March 1937 to feature the communications section of the Paris Exposition. The engineering of the station and the task of installing it in the Eiffel Tower - particularly of placing the heavy coaxial cable which connects the station equipment at the base with the antenna in the very top of the 1,000 foot tower - was accomplished by Le Materiel Telephonique on assignment. The station was operating by September at the height of the Exposition. It was a conspicuous technical success and became one of the most fascinating features of the great Fair.

This is the second time the Eiffel Tower has borne milestones in communications history. The first transatlantic reception of the human voice by radiotelephone was at the Eiffel Tower in 1915 from the United States.

The design and construction of the television antenna and transmitter have involved not only the solution of new and difficult technical questions but also the solution of the many unique installation problems including that previously mentioned of placing the feeder cable to connect the transmitter and the antenna. This cable has a total length of 1,250 feet, is over 5 inches in diameter and has a total weight of over 12 tons. It is the longest of its kind in the world. Installation had to be carried out without interfering with elevator service in the Eiffel Tower and with full regard to limits of stress and strain which could be applied to the structure itself.

The French Posts, Telephones and Telegraphs Department, anxious to ensure that the television programs should be the best that present technique provides, have constructed and equipped two television studios containing the most up-to-date equipment. These are situated at distances of 1-1/2 and 3 miles from the transmitter respectively and they are connected to the station at the Tower by special cables.

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The cable is of the coaxial type recently developed for multiplex telephone and television transmission. It consists of a solid inner conductor of copper, supported within a flexible copper outer conductor. This is sheathed in lead, and a further protective covering of impregnated jute and of spirally wound steel wire is applied.

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LOHR URGES 3-YEAR LICENSES IN D.C. ADDRESS

Emphasizing that freedom of the air has become a cardinal requirement of our democratic Government, just as have freedom of speech and freedom of the press, Lenox R. Lohr, President of the National Broadcasting Company, told a round table session of the United States Chamber of Commerce meeting this week in Washington that issuance of Federal broadcasting licenses should be on a three-year rather than a six-months basis.

The longer period, Mr. Lohr said, "would materially aid stabilization within the industry, would stimulate investment in improved technical facilities, and would place broadcasting on a sound basis rather than that of a gamble."

Mr. Lohr granted the necessity of Government regulation, pointed out there is no other agency to do it and that the industry itself is not fitted to assume the task.

The radio executive described the importance of keeping its news services "on top" of developments throughout the world and of efforts made to give all sides of controversial subjects equal opportunity to present their views. Extremely close scrutiny is given all material to be broadcast, he said.

"It is routine", he said, "to check scripts for violation of the laws of blasphemy, profanity, libel and for compliance with the stipulation of the Federal Trade Commission against misleading or false statements about products. All testimonials are carefully scrutinized, likewise the overplay of insobriety and jokes playing upon physical and mental infirmities which might afford embarrassment and humiliation to afflicted listeners. We do not permit references to races or racial characteristics that border on indignity, or the delineations of suicides, or descriptions of unlawful practices, such as safe-cracking or counterfeiting."

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PAYNE REPLIES TO SARNOFF CRITICISM

Federal Communications Commissioner George Henry Payne this week launched a counter attack on criticisms of Government regulation of radio by David Sarnoff, President of the Radio Corporation of America, last week.

Commissioner Payne, speaking at the National Academy of Broadcasting in Washington, described Mr. Sarnoff's attack as "amazing because of its disregard of the facts and its defiance of public opinion".

Declaring the only answer to Mr. Sarnoff was "the long needed Congressional investigation", Commissioner Payne called Mr. Sarnoff's speech "evidence of the organized movement of the radio monopoly to mould public opinion to its will, and to control, not only the radio industry, but the Federal Communications Commission."

"From the head of the company that was responsible for the Mae West broadcast, one might well have expected a milder note. There is not a word of apology for the blood curdling programs that do harm to children, nor for the character of the programs that have been described in many places as moronic and fit only for the intellect of a child of 12."

Mr. Sarnoff charged that the present system of granting radio licenses for six-month periods "leaves the door open for indirect and insidious Government censorship." He added that "freedom of the air is inseparable from the freedom of thought, of speech, of worship, of education and of the press."

Of the plea for a longer licensing period, Commissioner Payne said, "even with the present six-month period, the broadcasters, as a class, have become negligent of the public interest and arrogant."

"They are filling the air with trivial programs and are conditioning the public to like these programs. They are filling our homes with propaganda and the blare of advertising. I readily admit, and am glad to do so, that a few of the radio programs are worthy of the intelligence of the public, but the vast majority are either silly or degrading."

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U. S. RADIO DEFENDED IN LUNCHEON TALKS

Informed public opinion in this country is rising spontaneously to the defense of American broadcasting methods as opposed to Government-dictated systems in Europe, Paul W. Kesten, Vice-President of the Columbia Broadcasting System this week told the Women's National Radio Committee at its Fourth Annual Awards Luncheon at the St. Regis Hotel in New York City.

Other speakers at the luncheon included David Sarnoff, President of the Radio Corporation of America; Alfred J. McCosker, President of the Bamberger Broadcasting Company and Chairman of the Board of the Mutual Broadcasting System; Commander T.A.M. Craven, member of the Federal Communications Commission; Mrs. William H. Corwith, Chairman of the Survey Committee of the Women's National Radio Committee; Edward Johnson, General Manager of the Metropolitan Opera Association; and Mrs. Vincent Astor.

During the past ten days, Mr. Kesten pointed out, at least half a dozen spokesmen, none associated with broadcast management and each representing a different section of public opinion, have come forward independently of one another to answer critics of broadcast service in this country.

As a reply to various arguments heard against the American system, Mr. Kesten quoted President Franklin D. Roosevelt, Daniel C. Roper, Secretary of Commerce; Grenville Clark, New York attorney and a recent speaker before the National Newspaper Publishers' Association; Deems Taylor, music critic and composer, and an article appearing in the May issue of Fortune Magazine.

Mr. McCosker also came to the defense of radio in a reply to critics.

"It has become rather a hobby lately to condemn radio -- to deprecate its efforts, to disparage its results", he said. "I believe this attitude, on the part of certain well meaning critical people, has grown out of confusion, and the confusion lies in mistaking growing pains for disintegration.

"You know, I can't help feeling that some of radio's critics have a stereotyped notion of just what education is. They think of speeches, of hours of erudite talk. . . . that is education if people will listen to hours of learned talk. We all know you can't force radio listeners to be educated. But, there are other ways.

"If you'll remember back to your school days, the best teacher was usually the best showman - the person who combined education with mental stimulation. But above all the best teacher was the person who made his or her subject entertaining.

"So, when we talk of education in radio today, we must talk also of entertainment."

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SCHOOL CHILDREN'S RADIO TASTE POOR

High school children spend too much of their spare time listening to the radio and show very little discrimination in the type of program they enjoy, according to the results of a radio survey carried on in the New York City school system, the New York Times reported this week.

Conducted at the Abraham Lincoln High School, the survey tested the tastes and preferences of 988 boys and girls. It was found that children spend on the average 2 hours and 5 minutes each day listening to the radio, while they spend only 1 hour and 20 minutes on their reading.

It is a "sad" fact, the report declares, that most of the listening is on a "generally low plane". Good educational programs hold little appeal to the students.

"The lack of discrimination in radio fare can be laid directly at the door of the school system, which has thus far done little or nother to develop standards for judging the worth of the radio programs", the report points out. "The critical faculty has received even less nurture from radio sponsors."

"Radio is an inseparable part of their existence and must be brought into the curriculum somehow", the survey contends. "Failure to do this is to neglect an area of pupil experience that plays a significant role in the pupil's life."

Schools should be concerned with the necessity of making students "alive and intelligent listeners", the survey holds. It may be necessary, it continues, that educational broadcasts, to capture a wide audience, will have to utilize the "dramatic sensationalism" of some of the more popular programs.

About 75 percent of the students declared that they found the radio helpful in school work.

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TRADE NOTES

David Sarnoff, President of the Radio Corporation of America, released for publication this week the statement of income of the Radio Corporation of America and subsidiaries for the first quarter of 1938, ending March 31. The statement shows a net profit for the quarter of \$1,437,800, as compared with \$2,243,057 for the corresponding period in 1937.

"Television: A Struggle for Power", written by Frank C. Waldrop and Joseph Borkin, will be published May 11th by William Morrow & Co., of New York. The book carries an introduction by George Henry Payne, Federal Communications Commissioner.

Charles G. Daughters, Executive Secretary of the National Sponsoring Committee of the Freedom of Opportunity Legion, with present headquarters at Berne, Indiana, filed with the Federal Communications Commission this week a complaint against Radio Station WOWO, of Ft. Wayne, Indiana, owned and operated by Westinghouse Radio Stations, Inc., of Pittsburgh. The complaint alleges that Station WOWO is acting to suppress free speech and in restraint of freedom of the air in refusing the Freedom of Opportunity Legion's request for time on the air.

The service of the National Broadcasting Company's Blue Network to radio listeners in western Iowa and eastern Nebraska was markedly improved on May 1st when Station KMA, Shenandoah, Ia., became an NBC affiliate. KMA, owned and operated by the May Seed & Nursery Co. increased the Blue Network audience by more than 160,000 radio families.

Gross time sales on the Columbia Network for April, the second largest April in network history, totaled \$2,424,180. This shows a slight decrease from last April (5.4%), but the \$2,563,478 total for April, 1937, contrary to the usual trend in network billings, was greater than any of the three Winter months preceding it. Cumulative total for the first four months of 1938 reached \$11,018,777, a 12.8% increase over the corresponding period of 1937.

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