

HEINL RADIO BUSINESS LETTER

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INDEX TO ISSUE OF SEPTEMBER 13, 1938

Clear Channel Group Sums Up Its Case.	2
NAB Discount Reported News Survey.	4
To Attend Brussels Broadcast Meeting.	4
Three Stations Authorized; Two Go To Press.	5
School Radio Groups To Double This Year.	5
NAB Surveys Radio Time Given To Movies.	6
BBC Ponders Television for Provinces.	6
RMA Submits Television Standards to FCC.	7
Radio Reference Bibliography Is Issued.	8
Trade Notes.	9
Lost Buoy Broadcasts Its Position At Sea.	10
"Dead Mike" Broadcasts Profanity.	10
Publishers' Organ Raps Baseball Decision.	11
Listeners Easy Mark For Radio, Psychologist Funds. .	12

No. 1157

CLEAR CHANNEL GROUP SUMS UP ITS CASE

Louis G. Caldwell, counsel for the Clear Channel Group of radio stations, last week submitted to the Federal Communications Commission a 216-page printed book as "The Case for Clear Channels and High Power".

The voluminous brief was submitted in behalf of 14 clear channel stations - KFI, WSM, WLW, WGN, WSB, WJR, WBAP, WFAA, WHAS, WWL, WHO, WHAM, and WOAI - in connection with the hearings held this summer relative to proposals to alter the present FCC policies on clear channels and power limitation.

Recommendations from the three-man committee to the full commission are expected to be made early this fall. The FCC will then decide whether it will change its own rule restricting broadcasting stations to 50 kw. power to permit super-power stations to arise and whether regional stations will be able to break down the restricted clear channels.

Mr. Caldwell's brief is divided into three parts, covering the following general subjects:

"The inadequacy of existing broadcast service in the United States."

"The necessity for preserving clear channels."

"The necessity for increased power for clear channel groups."

After pointing out by figures and charts how the nation's 700 odd broadcasting stations are concentrated in cities and towns, leaving sparsely settled areas poorly served or not at all, Mr. Caldwell blasts the argument of low-powered broadcasters that the country could not support the increased broadcasting service and that the super-power stations would put the regionals and locals out of business.

"If broadcasting should do nothing more than hold the ground already gained", he said, "as one of the five major advertising media, the industry can amply afford expenditures for improvement in service to the public."

"The overwhelming weight of the evidence, however, is to the effect that the upward trend will continue."

9/12/38

The Clear Channel Group's counsel, after analyzing the argument of the opponents of super-power, said:

"There would seem to be no possible danger of extinction of any regional station due to the increased power, and clearly no danger of depriving any city of its local outlets for self-expression.

"Much of what has been said by opponents of increased power has been based on fallacies. One is that power is the determining factor instead of adequate signal strength (from whatever cause) and program merit. Another (and closely related) fallacy is that the advertiser will seek more potential coverage as against actual listeners. . .

"A third fallacy is that advertisers restrict themselves to one medium, whereas in fact they endeavor to reach all classes and sections of the public, and for this purpose need a variety of media, including two or more of the same kind. One illustration of this is the analogy of newspaper and magazine coverage."

Arguing against any further break-down of the exclusive clear channels, Mr. Caldwell remained the FCC of the chaos of 1926 and quoted from past engineering reports of the commission favoring protection of the clear channels.

Mr. Caldwell likewise scoffed at the suggestion that super-power might give this class of stations a monopoly that would have serious social consequences.

"The issue seems to imply", he said, "that the licensees of clear channel stations will use them for what might be called editorial or political purposes. It is difficult to believe that such an implication was intended, and certainly there is no basis in fact or in the past performance of these stations (or any group of broadcast station, for that matter) for believing there is danger of this sort.

"The entire industry has a remarkable record in voluntarily choosing to keep stations free from partisan uses, and to endeavor to be impartial on political or other uses.

"Except for the requirement to be fair to opposing candidates for public office, the law did not require them to do this. It is very much to the interest of all classes of stations to adhere to the same policy in the future.

"With a substantial number of clear channels kept under independent ownership, and permitted to be strong enough to compete vigorously with each other and with any radio organization that may develop, there is no danger of this sort in the Class L stations."

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NAB DISCOUNT REPORTED NEWS SURVEY

In connection with publication of a survey of news broadcasting, Neville Miller, President of the NAB, has issued the following statement:

"Word has reached me that there has been published in certain sections of the press, a survey of radio news broadcasting, purporting to be a report of a survey conducted by the National Association of Broadcasters. No such survey has been released from the headquarters of the NAB, the only agency in radio empowered to release such an Association report. Any report purporting to be based on the findings of such a survey is orphan, unauthorized and misleading.

"All shades of public opinion have freely attested to the fairness of American radio in its handling of news, political candidates, and controversial issues.

"Radio is pioneering in a new field. There naturally will be differences of opinion as to standards and policies. Broadcasters do not propose, however, to await investigation, but do propose to give careful consideration to every problem of the industry, and to criticisms from within and from without.

"But we assuredly will not accept any judgment in regard to news 'Bias' which is not based on a full study of the problem including the standards by which news 'bias' is to be adjudged."

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TO ATTEND BRUSSELS BROADCAST MEETING

Kenneth H. Berkeley, general manager of Station WRC and WMAL, will study European methods of broadcasting on a month's tour of continental cities. His selection was made by Lenox R. Lohr, President of the National Broadcasting Company.

Mr. Berkeley, a native Washingtonian, will observe European program methods as well as engineering facilities on his trip. In addition, he will discuss means of better and more frequent exchange of programs between the United States and various other countries.

While in Europe he is scheduled to attend the meeting of the International Broadcast Union which will be held in Brussels in October. During his trip Mr. Berkeley will visit, in addition to Brussels, Moscow, Stockholm, London, Paris, Berlin, Geneva and Rome.

Present plans call for Mr. Berkeley to sail from New York on September 21st. He will be accompanied on his trip through the various capitals by Dr. Max Jordan, NBC's European representative. Mrs. Berkeley will accompany the NBC official on his trip.

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9/13/38

THREE STATIONS AUTHORIZED; TWO GO TO PRESS

The Federal Communications Commission this week granted construction permits for three new broadcasting stations; two of them to newspaper publishers.

The Petersburg Newspaper Corporation, of Petersburg, Virginia, won a three-cornered fight for a new station in Petersburg. The applicant publishes a daily newspaper, the Program-Index. The station will operate on 1210 kc. with 100-125 watts power, unlimited time. Other applicants for the facilities were John Stewart Bryan, Richmond publisher, and Havens & Martin.

R. H. Nichols, editor and publisher of the Vernon Daily Record, Vernon, Texas, is one of the owners of a station authorized at Vernon. The facilities are 1500 kc., 100 watts power, unlimited time.

The third station authorized went to the Carolina Advertising Corporation, at Columbia, South Carolina. The owners are in the insurance business. The station will operate on 1370 kc., with 100-125 watts power, unlimited time.

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SCHOOL RADIO GROUPS TO DOUBLE THIS YEAR

School-radio producing groups now numbering about 350 will probably double during this school year, the U. S. office of Education reported the State radio councils in which all major noncommercial organizations plan public-interest programs are making definite progress. All of the major broadcasting networks are displaying interest in carrying and improving educational program, the statement said.

"Reservation by the Federal Communications Commission early this year of 25 channels in the ultra-high frequency band for nonprofit educational broadcasting has stimulated many requests from educational groups for use of such channels," the office of Education added.

"New York City has been granted permission to set up a station for broadcasts which school officials hope will reach its entire school population. Cleveland, Ohio will operate a high-frequency station this year. A score of other city and county school systems, colleges and universities are considering making application for station-construction permits. One or two radio equipment companies are ready to quote prices on transmitting and receiving apparatus, and the Office of Education is gathering information to guide schools in making use of this new educational facility."

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NAB SURVEYS RADIO TIME GIVEN TO MOVIES

Following up its complaint against the motion picture industry giving the lion's share of advertising in its current promotion campaign to the newspapers, the National Association of Broadcasters this week announced that it was making a survey of "the amount of time given to motion picture exploitation by radio stations."

Questionnaires are being mailed to all member stations, it was said.

"Upon these findings NAB hopes to evolve a sounder and more equitable relationship between the two industries", he added.

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BBC PONDERES TELEVISION FOR PROVINCES

The possibilities of extending the British Broadcasting Corporation's television service to the British Provinces were discussed by the Deputy Director-General of the BBC, C. G. Graves, in a talk that he broadcast on the eve of the opening of this year's Radio Exhibition at Olympia, London.

"We are all looking forward to the time when television can be extended to other parts of the country," he said. "The problem of carrying the programmes to Birmingham, or other important centre, either by cable or wireless link, is not an easy one. At present the BBC is eagerly awaiting the result of experiments which the Post Office are to carry out."

Mr. Graves added that, though extension of the service will take time and monies, "we know that difficulties will be smoothed out, so that we can look forward ultimately to a national television service."

In the meantime, recent and contemplated developments at Alexandra Palace, the headquarters of the British television service, include the purchase of a second mobile unit, which will enable the number of outside broadcasts in the programmes to be increased, and a scheme--to be undertaken in the near future--for the conversion into a studio of the old theatre at Alexandra Palace.

"When the studio is complete," the Deputy Director-General stated, "we shall again extend the programme hours."

Mr. Graves ended by saying that with the help of listeners and the wireless trade a great national industry was built up. "The so-called fairy story of television," he said, "has come true."

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RMA SUBMITS TELEVISION STANDARDS TO FCC

Proposed television transmission standards were submitted to the Federal Communications Commission by the Radio Manufacturers Association this week.

The proposed television transmission standards were submitted to the FCC with the approval of the RMA board of directors and also of the special RMA television committee, of which A. F. Murray, of Philadelphia, is chairman, and also were approved by the RMA membership. The proposed standards are before the FCC for approval in the present experimental development of television, and the RMA is prepared to demonstrate that the standards are practical and in the public interest.

The RMA television standards represent a tremendous amount of work of the best engineering and executive talent of the RMA and the radio industry, covering a period of many months, with most difficult and complicated problems involved. A few television interests which are not technically among RMA membership participated in the preparation of the proposed standards.

To handle the increasing amount of work by the RMA on television, three new engineering committees are in process of formation by Dr. W. R. G. Baker of Bridgeport, Connecticut, chairman of the RMA engineering department. The three new sub-committees are being appointed on (1) television interference, (2) television transmitters, and (3) television receivers. The respective sub-committee chairman appointed by RMA Chairman Baker are Messrs. J. E. Brown, of Zenith Radio Corporation of Chicago, E. W. Engstrom, of RCA Manufacturing Company of Camden, N.J., and I. J. Kaar, of General Electric Company of Bridgeport, Conn.

The proposed standards are as follow:

"The standard television channel shall not be less than 6 megacycles in width.

" It shall be standard to separate the sound and picture carriers by approximately 4.5 Mc. This standard shall go into effect just as soon as "single side band" operation at the transmitter is practicable. (The previous standard of approximately 3.25Mc. shall be superseded.)

"It shall be standard in a television channel to place the sound carrier at a higher frequency than the television carrier.

"It shall be standard to locate the sound carrier for a television channel 0.25 Mc. lower than the upper frequency limit of the channel.

"It shall be standard for a decrease in initial light intensity to cause an increase in the radiated power.

9/13/38

"It shall be standard to use a frame frequency of 30 per second and a field frequency of 60 per second, interlaced.

"It shall be standard to use 441 lines per frame.

"The standard picture aspect ratio shall be 4:3.

"If the peak amplitude of the radio frequency television signal is taken as 100%, it shall be standard to use not less than 20% nor more than 25% of the total amplitude for synchronizing pulses.

"It shall be standard in television transmission that black shall be represented by a definite carrier level independent of light and shade in the picture.

"The standard synchronizing signals shall be as shown on Drawing T-111.

"If the peak amplitude of the radio frequency television signal is taken as 100%, it shall be standard for the signal amplitude to drop to 25% or less of peak amplitude for maximum white.

"It shall be standard, in order to correspond as nearly as possible to equivalent rating of sound transmitters, that the power of television picture transmitters be nominally rated at the output terminals in peak power divided by four.

"It shall be standard to have the radiated power for the picture approximately the same as the sound.

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RADIO REFERENCE BIBLIOGRAPHY IS ISSUED

A current radio reference bibliography was issued this week by the electrical division of the U. S. Bureau of Foreign and Domestic Commerce.

The list includes publications bearing on any phase of radio, issued since 1933 or known to be current, both government and private.

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9/13/38

TRADE NOTES

The strike of Twin City Newspaper Guild members of the staff of Radio Station WTCN, Minneapolis, was settled late last week and strikers returned to work. Terms include the 5-day, 40-hour week, dismissal indemnities up to 12 weeks and overtime arrangement and pay increase for all strikers. The management recognizes the guild as the bargaining agent for the strikers but does not grant the guild shop.

William Hard, radio commentator, has been paid \$5,000 by the Republican National Committee for his work in behalf of the committee, a report filed in the House of Representatives last week was disclosed.

An informal hearing before Chief Engineer E. K. Jett on proposals to change FCC professional radio operator rules is to be resumed in the FCC offices on Wednesday of this week.

First Pacific Coast demonstration of facsimile broadcasting was presented at the California State Fair at Sacramento, September 3 to 12 inclusive, by the McClatchy Broadcasting Company. The organization is an affiliate of McClatchy Newspapers, publishers of the Sacramento Bee, Fresno Bee and Modesto Bee.

The demonstration, conducted at the fair grounds over a wire connection, was preliminary to nightly broadcasting planned to start at an early date, it was announced by G. C. Hamilton, general manager of the McClatchy organization. Broadcasting tests will be under an experimental license granted Station KFBK, Sacramento, and KMJ, Fresno.

Radio comment and publicity stories were eliminated last week by two Fort Wayne dailies--the News-Sentinel and the Journal-Gazette. The ban, agreed upon several days ago by representatives of both newspapers, does not apply to daily radio programs.

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9/13/38

LOST BUOY BROADCASTS ITS POSITION AT SEA

When a ship locates her position by signals from a buoy, that is not news, but when a buoy goes astray and is tracked down from signals it sends to the ship, that is news.

Leo Otis Colbert, Director of the U. S. Coast and Survey, is responsible for the story, that, according to this standard, is news. He reports that the survey ship Lydonia, in command of Lieut. Comdr. R. P. Ryman, on returning to her working grounds off the New York coast recently, found that one of her sone radio buoys had disappeared.

This buoy had been "planted" at a determined position, together with another similarly placed buoy, for use in fixing the positions of innumerable soundings made the Lydonia in the course of her surveying operations far out of sight of land. This is done by throwing TNT bombs overboard at intervals, to explode under water while the soundings are taken on receiving these sound impulses from the bombs. The sono radio buoys broadcasts the return signals by radio to the ship. As the speed of sound in seawater is known, the distance of the ship from the buoys is determined by the time interval between the firing of the bomb and the receipt of the radio signal abroad ship.

Thus, the ship was able to retrieve the buoy from these signals, for each time a bomb was thrown overboard from the Lydonia, that lost sono radio buoy broadcast its distance away from the ship. When recovered the buoy had drifted some 25 miles.

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"DEAD MIKE" BROADCASTS PROFANITY

Profane language that startled staid New England radio listeners was attributed to an "over-sensitive" "dead" microphone.

The profanity escaped from a studio in WBZ, Boston, when an announcer, sorting a card file while awaiting to identify the station at 10 p.m. (E.S.T.), became exasperated at a mistake.

Apologizing to the listeners, John A. Holman, general manager of the station, explained that actually the microphone was "dead" but through some unexplainable phenomenon carried the words out over the air.

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9/13/38

PUBLISHERS' ORGAN RAPS BASEBALL DECISION

Editor & Publisher in a current editorial entitled "Who Owns the News?" discusses the recent Pittsburgh baseball broadcast litigation thus:

"A Federal Court in Pittsburgh recently added another layer to the strata of legalistic reasoning upon the ownership of news. The judge enjoined a radio station from broadcasting reports of the Pittsburgh National League ball games, on the ground that the news was the property of the baseball club. The latter, incidentally, had already contracted for the sale of the broadcasting privilege to the National Broadcasting Company, which, in turn, was using it as a vehicle for the sale of advertising time.

"The ruling has unplumbed possibilities. If a baseball club has ownership rights in the news created by its employees and those of a similar organization during two hours of an afternoon, and can sell shares in that ownership, what are the rights of individuals and other organizations to news of their activities?

"Can the Mayor establish a municipal broadcasting station as the sole news distributor of city information?

"Can a theater limit the attendance of drama critics at its productions to those of one newspaper or a selected group of newspapers or radio stations? The analogy would seem to hold.

"The problem raised in Pittsburgh is one that will rise increasingly. It is inherent in the sale of news as a carrier of radio advertising. News is impotent unless it is early and exclusive, especially over the air, and if it is to have commercial value for radio, its exclusiveness must be legally protected. How this can be squared with the decisions affecting public and newspaper rights in news, we do not see. It is our belief that the courts will eventually find it contrary to public policy that news should be sold for commercial air sponsorship--thereby doing several years late what newspapers and news services should have determined at the beginning.

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The government of Chile has adopted drastic measures against newspapers and broadcast stations publishing or transmitting "false, alarming or tendentious news" in connection with the situations created by last Monday's National Socialist (Nacista) Party revolt.

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LISTENERS EASY MARK FOR RADIO, PSYCHOLOGIST FUNDS

"Americans do not know how to guess and they are easy marks for veiled suggestions over the radio", Howard W. Blakeslee, Science Editor of the Associated Press, reports from Columbus, Ohio.

"These two psychological findings from study of a million members of a radio audience were reported to the American Psychological Association here by Louis D. Goodfellow of Northwestern University, he explained. The association closed its annual meeting today at Ohio State University.

The studies were made on telepathy broadcasts recently. He found no evidence of telepathy, Dr. Goodfellow reported, but some mass psychological traits became evident.

Each broadcast, he explained, was two works, like "heads and tails," or "star and cross." "Senders," persons who concentrated on thinking of one or the other work in a chosen pair, sat in the studio while the radio audience at given signals tried to guess the work in the senders' minds.

The guessers, the psychologist explained, preferred the mixed combinations and carried this preference too far.

"There is a widespread misconception among laymen," he said, "regarding probability, namely that the occurrence of a chance event reduces the probability of the same event occurring a second time."

The veiled suggestions that swayed the guesses, he said, were innocent, those who wrote the script not being aware of them. One script started, he explained, with these words:

"Alone in a room high above the streets of Chicago there are 10 senders, five men and five women----"

The words that night were "star and cross." The audience got the idea of "star" from the description of the high place and repetition of "five", the number of points in a star. As a result the majority started their guesses with "star." This was wrong, as "cross" happened to be the first word "sent."

Fifty-seven per cent of the audience was wrong, Dr. Goodfellow said, a number altogether too high for chance among so many persons.

As a test this opening sentence was repeated at a later broadcast, and on a night when "star" was the first word. That night the audience again favored "star" and the 56 per cent guessed right. This again was too much margin to be accounted for by chance alone.

Tests at Northwestern, meanwhile, said Dr. Goodfellow, showed more people like the work "cross" than "star," and it not influenced beforehand will start by guessing "cross" first.