

HEINL RADIO BUSINESS LETTER

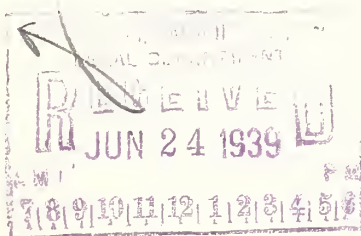
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No. 1135



EDUCATIONAL RADIO PROJECT A SUCCESS, SAYS STUDEBAKER

The educational radio project sponsored by the U. S. Office of Education and aided by the national networks has proved successful in improving relations between commercial broadcasters and educators, in stimulating employment, and training workers, according to a report released this week by Dr. J. W. Studebaker, U. S. Commissioner of Education.

Dr. Studebaker, as Chairman of the Federal Radio Education Committee, recited the following brief history of the project:

"To carry forward the aims of the Government to give work to men and women in need of employment; to restore them to normal employment; and to experiment and demonstrate in education by radio, the educational radio project was established by President Roosevelt, December 19, 1935.

"Working under the rules and regulations of the Works Progress Administration covering wage scales, 19-to-1 ratio on administration, sponsor contributions, etc., the educational radio project has attained objectives set for it.

"Employment: The project has given employment to those in need of jobs in 17 States.

"Worker rehabilitation: It has trained and provided valuable experience which has aided a large number of workers to restore themselves to normal employment.

"Use of radio: It has improved the relations between private broadcasters and educators, and broadened and advanced the use of radio in the service of education and to government, Federal, State and local.

"Chief accomplishments of the Educational Radio Project have been:

"Employment: In 17 States and the District of Columbia the project has given employment to an average of 245 W.P.A. workers per month.

"Training and placement: Training and experience secured on the project have enabled more than 75 W.P.A. workers in Washington and New York alone to move into regular jobs.

"Low per listener cost: Through quality great audiences have been won reducing our costs to less than \$10 per 16,000 listeners per half hour.

"Sponsor contributions very heavy: Few W.P.A. projects can show as favorable project-sponsor ratio for expenditures as this: One dollar from the Government to \$4 from private industry.

"Largest network: By stressing quality, the Radio Project has secured the largest voluntary network ever assembled for sustained educational programs, 107 stations on the Columbia Broadcasting System. This is far larger than most leading commercial program networks.

"Every United States region served: Because of the wide acceptance of project programs by stations and wide local use of scripts, every section of the United States has been able to receive the benefits of this activity.

"Highest radio honors for 1939: Our project is the first Government agency ever to receive the award for presenting the 'outstanding program of the year'. This was voted to Americans all - immigrants all - by the Women's National Radio Committee, representing two score national women's organizations.

"Eight hundred thousand fan letters: Our series are reported to have received a larger response from listeners than any other sustaining programs presented by either the National Broadcasting Co. or the Columbia Broadcasting System. For $3\frac{1}{2}$ years listener mail totals more than 800,000 letters.

"First to preserve network series for schools: This is the first agency to preserve network educational programs for future use through recordings.

"Criticism almost nil: Letters of criticism have been far lower than the network average. Network critical letters run 1 to 2 percent; project critical letters, one-tenth of 1 percent.

"Promoted local productions: We have stipulated the development of local school and college radio producing groups to study broadcasting and to cooperate with local stations. These groups have grown from fewer than 300 in 1936 to more than 800 at present.

"Careful preparation for every program: We have probably given more care to the creation of educational programs than any other agency, commercial or non-commercial.

"Check and review thorough: We check all scripts with advisory and review committees composed of distinguished educators and scientists.

"Competed against best on air: The Project has successfully competed for listener attention with commercial programs costing five to ten times as much to produce.

"Following are major divisions of national and local activities carried on by the educational radio project:

"National educational radio programs presented in cooperation with national chains, local radio stations, Government agencies like the Smithsonian Institution, and national associations like the National Congress of Parents and Teachers.

"Educational radio script exchange, which provides practical assistance to local schools, colleges and radio stations. The exchange lends scripts, supplies suggestions on producing programs, sound effects, and reports other available sources of helps.

"Educational transcription exchange is pioneering in the introduction of these new scientific aids for American education.

"Cooperative research projects are developed in problems of education by radio carried on in cooperation with colleges and school systems.

"Cooperative radio demonstration centers for experimentation in use of radio for education have been sponsored at colleges, universities, and in local school systems.

"Information service on education by radio has been established. This service supplies data on opportunities for training, bibliographies, research programs, new developments, etc.

"Officials of our national radio chains invited the Office of Education to present educational programs of high quality over their facilities. To meet these requests, to conduct experiments and demonstrations in the art of radio applied to education, and to serve national social aims, the Educational Radio Project has presented 11 network radio series. Most notable are:

"(1) Americans All - Immigrants All, a series of 26 half-hour programs to increase tolerance and promote unity among our people by broadening the understanding of the contributions of men and women from many nations to our national life. This was the first Government program to receive the award as 'the outstanding radio program' of the year.

"(2) The World is Yours (now in its third year), a series for the Smithsonian Institution to bringing knowledge of the treasures of that Institution to millions of taxpayers who may never have the opportunity to visit it.

"(3) Let Freedom Ring, a series of 13 programs showing the origin and development of the human rights which have been set forth in the Bill of Rights of our Constitution.

"(4) Wings for the Martins, a series of 26 programs showing modern developments in education as they aid parents in bringing up children. Presented in cooperation with the National Congress of Parents and Teachers and the National Broadcasting Co.

"(5) Brave New World, a series of 26 programs promoting good will with our Latin-American neighbors by helping Americans to know more about Latin-American history, culture, and progress.

"(6) Democracy in Action, a series of 26 programs now being presented to show government at work and the details of the democratic process by which Congress translates the demands of the people into action.

"(7) Local Government at Work, a series of programs created in cooperation with national police, fire, and municipal officer associations. This series will be presented locally to help people understand the work of their local government."

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FCC ACTS IN LOS ANGELES STATION SHUFFLE

The Federal Communications Commission this week announced its proposed decision and order in the matter of the application of Hearst Radio, Inc., licensee of Station KEHE, Los Angeles, Cal., for voluntary assignment of license to Earle C. Anthony, Inc., and the application of Earle C. Anthony, Inc., for authority to move station KECA from Los Angeles to San Diego, Cal., and to assign the license of KECA to Worcester Broadcasting Corporation.

The Commission ordered that the application for assignment of license of Station KEHE be granted, upon condition that license of Station KECA be surrendered for cancellation prior to the operation of Station KEHE by Earle C. Anthony, Inc.

Earle C. Anthony, Inc., in requesting a construction permit to move Station KECA to San Diego, to operate under different call letters, is requesting the Commission to authorize him to construct a radiobroadcast station which he does not intend to construct or to operate. He admittedly is only requesting this authorization from the Commission in order that he may assign it to the Worcester Broadcasting Corp. The application to assign the license of Station KECA to the Worcester Broadcasting Corp. is nothing more than an application to assign the construction permit which is being requested by Earle C. Anthony, Inc.

"The Commission does not deem it in the public interest to grant a construction permit to anyone merely for the purpose of permitting such person to assign or sell the permit to another, nor does the Commission deem it in the public interest to authorize in advance of granting such construction permit the assignment of the permit to a third person", an FCC statement said.

"Insofar as Earle C. Anthony, Inc. may desire to dispose of its station equipment and other physical property which is no longer useful to it because of the acquisition of Station KEHE, and the surrender of its license to operate the facilities of KECA, the consent of the Commission is not necessary. In the instant case, however, Earle C. Anthony, Inc. is not applying for consent to the transfer of the license of KECA to the Worcester Broadcasting Corp., with its concomitant duties and responsibilities, but on the contrary is seeking to obtain a permit to construct an entirely different station to be located in a different city and serve a different area, while at the same time seeking to obtain the consent of the Commission to assign that construction permit to the Worcester Broadcasting Corporation.

"The application for construction permit must be denied since Earle C. Anthony, Inc. admittedly has no intention of constructing a radiobroadcast station in San Diego. For the foregoing reasons, the application for consent to assign license of Station KECA from Earle C. Anthony, Inc., to Worcester Broadcasting Corp. must also be dismissed."

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TELEVISION WON'T SUPPLANT RADIO, DR. BAKER SAYS

Television will no more supplant radio than the telephone did away with the telegraph, according to Dr. W. R. G. Baker, Manager of the Radio and Television Department of General Electric.

"In London, where programs have been on the air for more than two years, the demand for radio sets has actually increased", said Dr. Baker in addressing the General Electric Science Forum.

Dr. Baker stated that he believed that television would supplement radio, but would never replace it. He said that he felt that the sale of radio sets would actually increase in this country with television, as has been the case in England, as soon as the confusion about television has been removed from people's minds.

In forecasting television's future, he said that he thought that it would be tremendous, in that it will make it possible for the family to enjoy baseball, football, sporting events of every kind, the theatre, and most all other forms of entertainment at home.

In looking ahead, Dr. Baker said, "Let us visualize America six or eight years from now, by which time we may assume that television facilities will have pretty well covered the country, and television receivers will be standard equipment in millions of homes.

"Instead of going to the Motor Shows to see the new cars, we can sit comfortably in our living rooms and see the new models paraded and demonstrated. The automobile manufacturer can take us behind the scenes in his factory and show us any step or process in the making of a car.

"We can step into the car by proxy and examine every detail of its interior, then slip into the driver's seat and go places.

"And the ladies will be able to view the season's new hats and gowns paraded on live models, see interesting cooking demonstrations, receive lessons from experts in interior decoration

and gardening, and see all manner of products and appliances in actual use with conversation and action", said Dr. Baker.

"It may also be assumed that your favorite department store will show you all its wares via television so that you may take notes on the items and prices, phone in your orders and escape all the terrors of bargain rushes."

He predicted that television may become America's next big industry. "A wide variety of apparatus is required, transmitters must be built, television camera, studio equipment, camera tubes, picture tubes, receivers, antennas and filmed programs by the thousands must be created and produced", he said.

"Big industries are not created over night, and television may require years of development before it attains such magnitude", he concluded.

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EDUCATIONAL STATION HIT IN FCC DENIAL

The Federal Communications Commission this week announced its proposed findings of fact and conclusions, proposing to deny the application of the Moody Bible Institute Radio Station, Chicago, Ill., for a permit to construct a new non-commercial educational broadcast station to operate on frequency 41,300 kc. with power of 100 watts, unlimited time.

The Commission's proposed conclusions pointed out that the applicant proposed to operate the station simultaneously with its present Station WMBI, during such hours as WMBI is now authorized to operate and that furthermore, as stated by applicant's witness, the same program would be carried by both stations, at least in the beginning. Also that out of the forty hours WMBI is at present authorized to operate, only four hours per week are used for educational purposes.

"While the rules governing the operation of this class of station do not require a minimum number of hours of operation", the FCC added, "Rule 1058, which defines the purposes of non-commercial educational broadcast stations, contemplates the full time availability of the educational facility without restriction, and it is not the purpose thereof to provide a facility simply to be used as a supplemental means of disseminating such educational service as a licensee may not desire or may not be able to transmit over its presently licensed regular broadcast facilities.

"Also the applicant does not meet the requirements of Rule 45.02, in that it does not propose transmission of programs directed to specific schools in a system for use in connection with regular courses."

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NBC DOUBLES HOURS FOR TELEVISION

A new television program schedule, more than doubling the number of program hours offered to home viewers by the National Broadcasting Company over Station W2XBS, was announced this week by Alfred H. Morton, NBC Vice-President in Charge of Television.

Under the plan, evening studio telecasts from Radio City are increased to three a week. Two were telecast formerly. These studio programs, which include several features of one hour's duration in the near future, will be transmitted on Tuesday, Thursday and Friday evenings, from 8:30 to 9:30 P.M., EDST. Outdoor telecasts, relayed by the NBC mobile television station from World's Fair and other points in and about New York City, will likewise be stepped up to three hours weekly. These will be seen and heard Thursday, Friday and Saturday afternoons, according to Mr. Morton.

An innovation in the new NBC schedule will be four noonday transmissions a week from the television studios at Radio City. Comprising a wide variety of interview, educational and entertainment material, they will be telecast at noon on Tuesday, Wednesday, Thursday and Saturday. Each will be of one hour's length and will include a half hour of selected film subjects.

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FCC APPROPRIATIONS RUSHED THROUGH COMMITTEE

Confronted with the possibility that the Federal Communications Commission might be without operating funds on July 1, the House Appropriations Committee this week agreed to include the FCC appropriations in a special resolution to be rushed through the House and Senate.

The amount of the appropriations was not known as this was written, but it was understood to be approximately the same as the current year's appropriation.

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It is reported that All-India-Radio has sanctioned the renovation of the Calcutta studios as well as providing funds for a radio center and relay apparatus. The Director of the Calcutta station stated, according to a press release, that the improvements when carried out will include four new studios, additional accommodations for rehearsals and waiting rooms, a sound-effect studio, an up-to-date control monitoring unit and recording equipment.

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STATION LICENSE PERIOD EXTENDED TO ONE YEAR

Culminating several years' agitation for longer license periods, the Federal Communications Commission this week voted to extend all broadcasting permits from six months to one year.

Acting upon a recommendation of its own Committee on Rules, the FCC amended Section 31.14 of the Rules and Regulations under authority granted it in Section 307 (d) of the Communications Act, as amended.

The action affects all of the 735 standard broadcast stations now operating in the United States and territorial possessions.

The Communications Act permits the issuance of three-year licenses, but the FCC has consistently rejected all pleas for extensions to the full limit allowed by law. Broadcasters have concentrated on the demand for one-year licenses with the argument that they would lend more stability to the radio industry.

Elliott Roosevelt, son of the President, when he testified recently in the FCC chain-monopoly inquiry, suggested that the substitution of permits of convenience and necessity, such as are given to public utilities, might be preferable to periodical licenses.

The licensing of stations for six months periods has been linked with charges of radio censorship frequently on the ground that the FCC was able to exercise a punitive power on stations which broadcast programs that displeased the Commission.

The Commission was meeting Friday on other proposed changes in its rules.

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NEW ZEALAND NEAR RADIO SET SATURATION POINT

New Zealand, according to an announcement by the Postmaster-General is nearing the point when every household in the Dominion will have a receiving set. Already over 84 percent of the households are so equipped. Ten years ago this proportion was 14 percent, but in the last five years the advance has been 49 percent and if this rate is maintained the time when every household will have its receiving set is less than two years ahead.

There were 317,523 receiving licenses on May 1, and renewals are now being made at an unchanged fee of 30s. per annum. Broadcasting stations have substantially decreased in number since the State took complete charge of this service in 1932. The policy of eliminating privately-owned broadcasting stations by purchase has resulted in the disappearance of 31, and only two small transmitters are now operating. The State-owned stations number 21.

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 ::: TRADE NOTES :::
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Collections last May of the 5 percent Federal radio tax, a barometer of sales, continued the upturn which began in January, according to Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association. May collections of the radio tax, according to the current report of the U. S. Bureau of Internal Revenue, totaled \$279,302.71, nearly as much as the preceding month of April, and were 41.7 percent above the radio tax collections of May 1938, which were \$197,050.28. There was also a large increase in excise tax collections on mechanical refrigerators, which amounted last May to \$1,163,257.00 against \$708,158.47 in May 1938.

America's first television equipped privately-owned trailer, designed and constructed by Myron C. Zobel, wealthy sportsman and advertising executive, made its initial public appearance in Radio City on Saturday, June 17, where it was inspected by the National Broadcasting Company officials. The land-yacht, containing an RCA Victor table model television receiver and every other known household convenience compactly installed, enables its occupants to enjoy television and sound broadcasts.

The Radio Manufacturers' Association is distributing widely a new brochure, prepared by the Association's Engineering Department, entitled "Wanted -- Better Radio Facilities". The necessity of adequate power and cleared channels for satisfactory broadcasting service is detailed in non-technical form and illustrated graphically, in the new RMA booklet. Copies have been sent to all members of Congress, officials of the Federal Communications Commission, of broadcasting stations, and many other organizations and persons interested in the problem of improving radio service to the public. Additional copies are available upon request to RMA headquarters, 1317 F Street, N.W., Washington, D.C.

May billings on WEAJ and WJZ, New York, were 67 percent ahead of May, 1938, with the cumulative total for the first five months of 1939 showing an increase over last year's comparable period of 20 percent.

A unique radio law in South Carolina protects hospital patients from unnecessary radio disturbance. A bill by Representative Bates was enacted making it a misdemeanor in South Carolina "for any person to operate any radio or other musical instrument in such a manner that it annoys or disturbs any patient confined to a hospital or sanitarium". The penalty for such a misdemeanor

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would be a fine of \$100 or imprisonment up to thirty days. This novel legislation was proposed although radio facilities, including earphone attachments, or built-in pillows, are now general hospital equipment for the diversion and, in some asylums or sanitariums, even for treatment of patients.

The appointment of Edward R. Hitz, network salesman, as assistant to Roy C. Witmer, NBC Vice-President in Charge of Sales, was announced by Mr. Witmer this week. As assistant to the Vice-President, Mr. Hitz will coordinate all general sales operations in matters of policy, rates, acceptability of accounts, commercial programs, special service, facilities, adjustment credits, etc., within the sales divisions and will act as point of contact with other departments of the company. He succeeds James V. McConnell, recently transferred to the Stations Department to head NBC national spot and local sales.

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CHICK HATCHING CAUSES DUTCH SETS TO CACKLE

Radio interference has on various occasions served for detective purposes, but it recently came into a new use, according to World-Radio.

At Barneveld, the great egg market of Holland, a number of people in the main street complained to the authorities that there were unusual disturbances on their wireless sets. These disturbances they were unable to describe with any accuracy. At the same time suspicion was aroused by the sale of chickens which were not from any of the registered poultry farms. This suggested to the police that the disturbances were caused by an electric incubator. Investigations, made largely with the "Disturbance-seeking waggon", proved this conjecture to be correct, and the police were able to trace the incubator just at the moment when a number of unauthorized chickens were making their first appearance in the world.

The capacity of the incubator was officially 2,400 eggs; its capacity as a cause of radio disturbances was not officially calculated, but it is stated to have been very considerable. And the listeners of Barneveld have now no difficulty in hearing the stations with which they make contact.

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ONLY RCA TO PUSH TELEVISION SALES

With the exception of RCA, radio manufacturers who are introducing television receivers will not promote them vigorously for the coming year, according to comment by retailers, the New York Times reports. RCA, of course, is seriously concerned with the transmission of television programs through NBC and is therefore anxious to push both the shows and the receivers. The television set manufacturers, such as DuMont, which are concerned only with that product, will naturally push them aggressively.

But radio manufacturers, who have a large investment in that field, are anxious to maintain sales volume at a high level and, accordingly, are more desirous of pushing radio than television. Improvements are numerous in the 1940 lines, the chief one being the elimination of aerials and ground wires. It was significant that last week at the Bridgeport showing of the new General Electric radios, dealers were warned not to devote too much attention to television. Other companies are also expected to place emphasis on the fact that radio will be the chief medium of home entertainment for a long time to come.

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PROPAGANDA PROGRAM EXCHANGE STARTED IN EUROPE

The Romanian broadcasting company, according to a correspondent of World-Radio, has recently initiated a plan for the inter-State exchange of propagandist programs. Those States which are party to the scheme will arrange programs of music and text in the language of the country of destination, and such programs will be recorded and despatched to the appropriate broadcasting authority. In some instances exchanged programs will be transmitted simultaneously - i.e., Brussels might broadcast a Roumanian recorded program and Bucharest would radiate one which had been despatched from Belgium. Thirty countries, up to the present, have signified their readiness to participate in this circular scheme.

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