

HEINL COMMUNICATIONS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

INDEX TO ISSUE OF NOVEMBER 29, 1940

Josh Radio Birthday Party During Air Raid.....	2
Radio And What It Did In Campaign Discussed.....	4
Broadcasters See 400 Stations Doing ASCAP Job.....	5
Power Increases Continue.....	6
Defense Board Appointments Now Being Made.....	7
FCC Proposes Restrictions To Govern Radio Networks.....	8
Foresees Radio Eliminating AP Wire System.....	9
Are Our S-W Programs Getting Through?.....	9
Trade Notes.....	10
Engineers To Confer On FM Transmitters.....	11
Historical Booklet Marks Television's First Birthday.....	12

No. 1285

JOSH RADIO BIRTHDAY PARTY DURING AIR RAID

There was a real thrill for those attending the dinner in Washington celebrating the 20th anniversary of American radio when it was revealed that three American news commentators being heard by the 500 diners direct from London last Tuesday night - Ed Moore of Columbia, John Steele, of Mutual, and Fred Bates, of NBC - were actually broadcasting while an exciting air raid was going on over London. It was some time, however, before those present at the dinner had any indication of this. Certainly from the facetious comment exchanged between Abe Schechter, chief of NBC news broadcasts, who staged the banquet broadcast, and the commentators abroad, quite the opposite was indicated. It was a two-way conversation and one of the first questions Mr. Schechter asked London was regarding their censorship problems.

"How in the heck can we tell you that", one of the commentators shot back, "when the censor is sitting here beside us?" Apparently he was a pretty good censor because after awhile the Americans in London succeeded in putting him on the air.

"It is not true that we fight every night over what is to be censored and what is not", the British censor told the radio gathering in Washington. "Sometimes we only fight every two nights, but the censor always wins."

One of the commentators in London complained that he had been matching coins with one of his colleagues but never could seem to win. Whereupon he asked Mr. Schechter to match him. "I have heads", the man in London said. "I have tails", Mr. Schechter replied from Washington, and the audience roared.

Finally, almost at the conclusion of the broadcast, Mr. Schechter asked, "Is there an air raid on in London now?" There was a sudden silence at the other end of the line. Evidently the commentators were consulting with the censor. Finally one of them replied with a crisp "Yes". Whereupon Mr. Schechter said, "Are you broadcasting from underground?" There was another pause and a commentator replied "Somewhat".

Neville Miller, President of the National Broadcasting Association, started the ball rolling at the dinner by inviting all of those who had been in radio for twenty years to step forward and cut the birthday cake. Among those who responded were:

Judge A. L. Ashby, Vice-President and General Counsel of NBC; Ed. Cohan, Vice-President of CBS; Commissioner T. A. M. Craven, Arthur Church, KMBC, Kansas City, Mo.; G. W. Johnstone, formerly with the Democratic National Committee, and F. P. Guthrie of R.C.A. Communications in Washington.

Letters from President Roosevelt and Wendell L. Willkie (Mr. Willkie's first and receiving tremendous applause) were read. The President wrote in part:

"Today the need is greater than ever that broadcasting should perform its function as a medium of public information. Factual and accurate news made available to all of our people is a basic essential of democracy. Radio has done its job well in this field. Elsewhere radio and the press are instruments of the state, used by dictators without regard for truth or justice. I reaffirm to you my belief that democracy will not tolerate any attempts at domination or control by government at the free and open avenues of public information. The best assurance that this will continue to be so is the proper discharge of the public responsibilities by those who operate these media. * * * *

"Your government has no wish to interfere or hinder the continued development of the American system of broadcasting. Radio was born and developed in the real American way and its future must continue on that basis."

Mr. Willkie wrote:

"Those closely associated with radio broadcasting in this country can take pride in this achievement, as well as in the fact that they have kept the ether waves clear for free expressions of all shades of thought. As one who has just come through a national political campaign as a major participant, I can bear testimony to the fairness and high sense of responsibility of those in control of our radio facilities. May it ever be so. A free radio, along with a free press, constitutes the cornerstone of a system of free men."

John Charles Thomas sang and there was other entertainment including a special broadcast of the American Forum of the Air with notables discussing the past and present of broadcasting. Among those seated at the guest table were:

Hon. Jesse Jones, Secretary of Commerce, U. S. Department of Commerce; Senator Sherman Minton of Indiana, Senator H. H. Schwartz of Wyoming; Senator Elbert D. Thomas of Utah; Senator C. Wayland Brooks; Gen. George C. Marshall, Chief of Staff, U. S. Army; Maj. Gen. J. O. Mauborgne, Chief Signal Officer, U. S. Army; Breckenridge Long, Assistant Secretary of State; Norman S. Case, FCC Commissioner; T. A. M. Craven, FCC Commissioner; James L. Fly, Chairman, FCC; Paul A. Walker, FCC Commissioner; Harry B. Mitchell, U. S. Civil Service Commissioner; Thomas Burke, Chief, Division of International Communications, Department of State; John Benson, President, American Association of Advertising Agencies; Paul B. West, President, Association of National Advertisers; Bond Geddes, Executive Vice President, Radio Manufacturers' Association; Harold Lafount, President, National Independent Broadcasters; Edward Klauber, Executive Vice President, CBS; Theodore C. Streibert, Vice President, Mutual Broadcasting System; and Frank Mullen, Executive Vice-President, NBC.

X X X X X X X

RADIO AND WHAT IT DID IN CAMPAIGN DISCUSSED

Declaring that before allowing the details of the recent political campaign to fade from memory, it should be praised, Chairman James L. Fly of the Federal Communications Commission, in a broadcast over NBC, said: "Now that the campaigns have closed, I want to suggest that we flash to this great industry the signal 'Well done'."

Chairman Fly continued:

"As radio has gained this important ground other media of information have hardly held their own. This contrast we have all noted with disappointment. We all know that for self-government to thrive, our basic instruments for the dissemination of information must be vigilently guarded and fostered. No special financial or political interest should control their policies. Their primary function must be service to the public. If in purporting to bring facts to the people, truth is distorted for selfish ends, that is not democracy - it is something else. We should be grateful that radio has not chosen such a path for itself.

"The right of the people to have radio used for the communication of information and exchange of ideas, fairly and objectively presented, has been recognized by the broadcasting industry not only in theory but in practice. I can tell you that by far the greater part of the industry is becoming scrupulous in its attempts to carry that idea forward. It is true that differences of opinion may arise as to just how far that approach should be taken. Should commentators be permitted to peddle their sponsors' views under the guise of news commentary? Should news reporters be permitted to inject their own or their sponsor's views into ostensible factual reporting? But those are at present subsidiary matters. The important thing is that the basic principle of objectivity has been accepted and placed into practice. Today the adoption of an editorial policy by a licensee of a broadcast station is virtually unknown. * * *

"Whatever any one of us may have thought of the various individuals competing for public office, whatever our agreement or disagreement with what any one of them may have said or stood for, none of us, I think, can say that his candidates were not afforded ample and repeated opportunity to explain their views to the electorate. And, most significant, the opportunities were equal for all.

"Of course, radio has certain advantages in reaching the people. It has warmth; it has intimacy, it can be present everywhere at the same time. By radio the candidate's personality is projected to your fireside. You are able to judge for yourself his sincerity and the depth of his feeling. In this last campaign in which radio was used more intensively than ever, all of these advantages of radio stood out clearly. They were abetted by the policy of equality adopted by the broadcasters.

"In pleasant contrast to the acrimony and bitterness which prevailed among newspaper commentators and editorial writers, radio commentators on national networks and local stations generally preferred dispassionate, analytical discussions. It was to be expected that those individuals who spoke under the auspices of a political party would deliver partisan discussions, most of which were reasoned arguments on one side or the other of particular campaign issues. Occasionally a party-sponsored commentator would indulge in name-calling and prejudice-stirring tactics, inconsistent with the good taste displayed by other partisan radio speakers. But the radio-listening audience is an acute audience. It seeks arguments and facts and not name-calling. In one of the outstanding instances of bad taste, when a speaker attempted to incite religious antagonisms, an aroused public demanded and received an apology from the speaker. * * *

"Perhaps the outstanding, unique service which the radio industry performed to climax its service to the electorate was its complete and timely broadcast of election returns. Before some voting units in the western States had been closed, the radio had announced the partially complete election returns of some eastern States. You heard instantly that the Cleveland Plain Dealer had conceded Ohio. You kept your own score and discovered trends for yourself. You were aided by competent vote analysts who kept the radio-listening public informed of their views on the trends, minute by minute. Before midnight - a few short hours after most polls closed - station after station throughout the country carried the news of the election outcome."

X X X X X X X X X X

BROADCASTERS SEE 400 STATIONS DOING ASCAP JOB

With only about a month to go until January 1st, the time when the National Association of Broadcasters are expected to make good their threat to black out all music by the American Society of Composers, the broadcasters have issued a "white paper", the conclusions of which are:

"Broadcasting stations are being asked what is behind the rumor that an organization called ASCAP intends to bar from the air some of the popular music you have been listening to - unless radio agrees to pay \$9,000,000 a year for its use.

"Whether or not this threat materializes, radio listeners are entitled to the facts in the case."

"Broadcasting stations have been playing ASCAP music under a license which expires December 31, 1940. After that date they cannot play ASCAP music without violating the copyright law. To renew the license, the Composers demand that every radio station in the country pay them a substantial percentage of all its income - whether that income is from music programs or news broadcasts and other programs which use no music at all. These

demands exceed \$9,000,000 for one year. Unless these demands are met, ASCAP's music is to be 'pulled off the air'.

"Whether ASCAP will risk public attention by carrying out its threat, no one knows. It may bar all of its music from the air. It may, in addition, try by publicity to make the vast radio audience aware that it is not hearing ASCAP music. * * *

"Broadcasting wants to give its radio listeners all of the best of all kinds of music - including music represented by ASCAP. And broadcasting believes that song-writers should be paid when their music is used on the air. That is what copyright laws are for. * * *

"Meanwhile, broadcasting is prepared this time for such an emergency. All of the music of the people who are not members of the ASCAP club, all of the music of other licensing agencies, dozens of whole catalogues of music have been made available to radio's orchestra leaders and program directors.

"And in order to amplify and make this music more readily available to the public, broadcasting stations have, at their own expense, organized Broadcast Music, Inc., which is gathering and publishing a great new catalogue of music. A mutual undertaking by 400 radio stations, Broadcast Music, Inc. will do the job ASCAP has consistently refused to do, namely, provide an open door to radio audiences for all composers and song-writers who can claim the right to a hearing on the air.

"Broadcast Music, Inc. filled so obvious a need that it has become a great force almost overnight. Hundreds of composers and lyric writers are flocking to it. Already available to its subscribers are more than 140,000 musical numbers. And already several song-writers - ineligible for ASCAP membership and unlikely to have a chance at any income from ASCAP for years even if admitted to its membership - have started on the road to fortune as well as fame. * * *

ASCAP may take its tunes off the air. You will still hear the great music which you love and which belongs to America's cultural tradition. And you will hear fine new exciting music. Perhaps we are entering a new period in radio's history when radio audiences will have the thrill of watching a whole new group of young American composers make their bid for fame and fortune through popularity on the air."

X X X X X X X X X

POWER INCREASES CONTINUE

Power increases were granted during the past week to WMT, Iowa Broadcasting Co., Cedar Rapids for 1 to 5 kilowatts; W3JS, Piedmont Publishing Co., Winston-Salem, N.C., from 250 watts to 1 KW; KROD, Dorrance D. Roderick, El Paso, Texas, from 250 watts to 500 watts night, 1 KW LS; WREC, WREC Broadcasting Service, Memphis, Tenn., from 1 to 5 KW night power.

Applications were received by WATR, Waterbury, Conn., to increase power from 250 watts to 1 KW and KOL, Seattle, from 1 to 5 KW.

X X X X X X X X X

DEFENSE BOARD APPOINTMENTS NOW BEING MADE

Up to now about the only appointments that have been made to the new Defense Communications Board are Government representatives. Invitations in the form of letters are being sent to various companies and groups in the communications industry asking them to name persons for such service.

It was said at the Federal Communications Commission that the present listing was not final. If any responsible company is overlooked, the door is still open on appropriate representation. Additional Defense Board appointments which have been announced are:

Amateur Radio Committee - E. M. Webster, Federal Communications Commission; Lt. Cmdr. John L. Reinartz, Navy Department; Maj. Frank C. Meade, War Department.

Aviation Radio Committee - E. L. White, Federal Communications Commission; Comdr. A. I. Price, Navy Department; Lt. Cmdr. F. A. Leamy, Treasury Department, Coast Guard; Maj. Wallace G. Smith, War Department.

Cable Committee - J. A. Kennedy, FCC; Lt. Cmdr. R. B. Ellis, Navy Department; Maj. John C. Grable, War Department.

Domestic Broadcasting Committee - Lowell Mellett, Office of Government Reports; Maj. Frank C. Meade, War Department.

Interdepartment Radio Advisory Committee - E. W. Loveridge, Dept. of Agriculture; Dr. J. H. Dellinger, Dept. of Commerce; E. K. Jett, FCC; C. D. Monteith, Dept. of Interior; T. D. Quinn, Dept. of Justice; D. S. Brierly, U. S. Maritime Commission; Adm. S. C. Hooper, Navy Dept.; Roy M. Martin, P.O. Dept.; Thomas Burke, Department of State; Comdr. J. F. Farley, Treasury Dept.; Maj. Gen. J. O. Mauborgne, War Dept.

International Broadcasting Committee - Nelson Rockefeller, Coordinator of Commercial and Cultural Relations Between the American Republics; Gerald C. Gross, FCC; Rear Adm. Stanford C. Hooper, Navy Dept.; Lowell Mellett, Office of Government Reports.

Radiocommunications Committee - E. M. Webster, FCC.; Comdr. R. E. Melling, Navy Dept.

State and Municipal Facilities Committee - E. L. White, FCC; Comdr. John R. Redman, Navy Dept.; Lieut. Comdr. R. J. Mauerman, Treasury Dept.; Lieut. Col. R. B. Moran, War Dept.

Telegraph Committee - Mr. W. J. Norfleet, FCC; Lieut. Comdr. R. B. Ellis, Navy Dept.; Lieut. Col. Paul C. Gripper, War Dept.

Telephone Committee - A. W. Gruse, FCC; Comdr. R. E. Melling, Navy Dept.; Lieut. Comdr. L. M. Harding, Treasury Dept.; Maj. John C. Grable, War Dept.

United States Government Facilities Committee - FCC - T. L. Bartlett; Comdr. John R. Redman, Navy Dept.; Lieut. Comdr. R. J. Mauerman, Treasury Dept.; Maj. W. T. Guest, War Dept.

X X X X X X X X

FCC PROPOSES RESTRICTIONS TO GOVERN RADIO NETWORKS

Tentative regulation of broadcasting networks which would curb considerably their control of affiliated stations was disclosed Thursday by the Federal Communications Commission as it prepared for a hearing Monday and Tuesday on the monopoly report. The Commission labeled the regulations as "suggestions" and listed several with alternatives. It explained that they have not been approved but are intended to focus the attention of counsel for the several networks on issues raised in the report.

The Committee report has not yet been approved by the Commission and has met with critical opposition from the networks, chiefly the Columbia Broadcasting System which has charged that the report contained serious errors in fact and more serious insinuations.

Among the regulations "suggested" by the FCC are the following:

- Discontinuance of the network's contractual ban against an affiliate carrying other chain programs.

- Restrictions on the ownership of stations by persons "engaged in network broadcasting".

- Prohibition against network-affiliate tieups which will result in the duplication of a chain program in any city.

- Limitations on the networks' options on broadcasting time of affiliates and on the duration of contracts.

- Prohibitions against network control of advertising rates charged by affiliated stations.

- Maintenance of the right of affiliated stations to reject "for any reasonable cause any program offered by the network".

Organizations which will be represented at the hearing and the order in which they will present arguments include the National Broadcasting Co., Columbia Broadcasting System, Independent Radio Network Affiliates, Inc., Don Lee Broadcasting System, Mutual Broadcasting System, World Broadcasting System, Inc., Association of Radio Transcription Producers of Hollywood, Inc., American Federation of Musicians, Independent Artists' Representatives and Associated Music Publishers, Inc.

The FCC Committee, in its monopoly report, found that the interests of affiliated radio stations "have been subordinated to the interests of the network owned and controlled station". It called attention to the concentration and control of the country's broadcasting stations and pointed out that NBC and CBS in 1938 owned or controlled 23 stations, of which 15 were 50 KW clear channel outlets. All but two of the 34 high-power clear channel stations and all of the high-power regional stations were found to be on the two major networks.

Neville Miller, President of the National Association of Broadcasters, commented last night that "although these suggestions . . . show the trend of thinking of some of the Commissioners, nevertheless we are confident there exists in the Commission sufficient good judgment and restraint as to the exercise of powers . . ."

"It would be most unfortunate", Mr. Miller said, "if the high standard of radio entertainment and information now enjoyed by the American public was jeopardized by restrictions sought to be imposed without warrant of law or need."

X X X X X X X

FORESEES RADIO ELIMINATING AP WIRE SYSTEM

Addressing the Associated Press Managing Editors' Association at Louisville, W. J. McCambridge predicted that eventually the entire wire system of the AP would be eliminated by the use of radio, at an annual saving of \$2,000,000, the Editor & Publisher reports.

Experiments in the AP laboratory have recently been concerned with frequency modulation radio, Mr. McCambridge told the editors. He believes it will be possible to transmit not only AP Wirephoto, but the entire news report, in facsimile, at 120 words a minute, doubling the present word capacity of telegraphic printers, additional features and a complete market and sports report on less than 10,000 of the 200,000 cycle frequency modulation assignment, without interfering with present broadcasting.

He added that AP members already operating radio transmitters are so distributed that only a few additional relay stations would be needed to cover the country with a network of frequency modulation stations to carry the whole AP report to member papers.

X X X X X X X X

ARE OUR S-W PROGRAMS GETTING THROUGH?

Commenting upon criticism that the short-wave programs broadcast to South America were not appropriate and that the South Americans don't understand or appreciate them, an official in Washington remarked:

"There is something even more important than that. First of all the people down there have to be able to hear them. It doesn't make any difference what kind of programs we are sending if they are not getting through as well as the German and the English."

X X X X X X X X

:::
 ::: TRADE NOTES :::
 :::

Station WWVA, Wheeling, West Va., which under the Havana Treaty will operate as a Class 1-B station with 50,000 watts power, will become a basic NBC Blue Network affiliate either on May 21, 1941, or at the time of the change from Daylight Saving to Standard Time in the Fall of 1941.

WMCA will broadcast the annual McCosker-Hershfield Cardiac Foundation dinner in New York Saturday, December 7th with Lt. Gov. Charles Poletti, James J. Walker, George Jessel, Harry Hershfield and District Attorney William O'Dwyer as speakers.

Aeronautical station KANG of the Alaska Air Transport at Juneau has been granted authority to communicate with CY31 at Tulsequak in British Columbia.

Applications for the following attorneys to practice before the Federal Communications Commission were approved by the Commission: John A. Kratz, Jr., Robert T. Murphy, Charles Sylvanus Rhyne, John Ferdinand Schmidt, all of Washington, and Hayes McKinney of Chicago.

Station WLWO, international short-wave outlet operated by the Crosley Corporation, Cincinnati, is now conducting tests with a power input of 100,000 watts at the final stage of amplification, with an antenna output of approximately 75,000 watts - which according to a WLWO press statement is the most powerful in the United States.

Philco Corporation announced a dividend of 25 cents a share on the common stock payable December 21 to holders of record December 9. This brought dividends to 75 cents a share since the \$3 par value stock was authorized last May.

The Chattahoochee Broadcasting Company has applied to the Federal Communications Commission for a new station at Columbus, Ga.

As a part of the program for the Washington, D.C. YMCA class in radio theory, a demonstration was given of frequency modulation.

The Worcester Broadcasting Corporation will establish a new station in San Diego, Calif., to operate on the frequency 1420 kc. with power of 250 watts.

The Radio Club of the Rose Polytechnic Institute at Terre Haute, Ind. has begun a series of radio code lessons for amateur operators.

X X X X X X X X X

ENGINEERS TO CONFER ON FM TRANSMITTERS

An informal engineering conference will be held at the offices of the Federal Communications Commission on Monday, December 9, at 10:30 A.M. to discuss transmitting equipment for high frequency broadcast stations. Two subjects will be discussed, namely: 1. Maximum power rating and operating power range of standard high frequency (FM) transmitters. 2. Performance characteristics of audio amplifying equipment when obtained separately and as a complete unit.

The Commission has been informed that it would facilitate the manufacture of standard high frequency (FM) broadcast transmitting equipment if maximum power ratings would be standardized. Also, the operating power range of the transmitters of different maximum power ratings should be standardized for the equipment made by different manufacturers. As the Commission regulates only the external performance characteristics, it ordinarily would not be particularly concerned with power rating except in so far as it must be considered in obtaining the necessary performance. It has been agreed, however, to discuss these matters with the several manufacturers so as to standardize the power ratings in order to expedite manufacture at this time when most of the engineering facilities of the manufacturers are devoted to defense engineering.

The following power ratings are offered as a basis of discussion:

<u>Maximum Power Rating</u>	<u>Operating Power Range</u>
250 watts	50 to 250 watts
1250 "	250 " 1250 "
5000 "	1250 " 5000 "
25,000 "	5000 " 25,000 "
100,000 "	25000 " 100,000 "

High frequency broadcast stations are not rated on the basis of power output. They are rated on the basis of service area. The service area is established from economic data and certain technical considerations. Since all stations serving the same city must have substantially the same service area and as the antenna height and antenna gain vary in all cases, the operating power will, in most cases, be odd values (such as 1190 watts, 19.2 kw, etc.). While stations are not to be rated on the basis of operating power, consideration should also be given the determination of the operating power for the authorized coverage.

Even though standard maximum ratings as given above are adopted, it may be desirable to make provision for immediate steps by reducing the number of tubes or using tubes of different power ratings in the last radio stage when the operating power is considerably below the maximum power rating. This is suggested for economy only.

It has come to the attention of the Commission that the performance characteristics of the speech input equipment is dependent upon the input and output circuits employed. Unless each unit is designed for the impedance characteristics of the load, the performance (frequency and amplitude) may be different from the published data. The claims for overall performance of high frequency broadcast equipment are, in many cases, based upon the performance of individual units which may not, in some cases when not matched, give performance meeting the requirements, unless all units are equalized as a whole. It is desired to discuss these problems with the view of standardizing a method of specifying characteristics and load conditions. High frequency broadcast stations are required to submit proof of audio performance during tests as a complete station before a license will be issued by the Commission.

X X X X X X X X X

HISTORICAL BOOKLET MARKS TELEVISION'S 1ST BIRTHDAY

Upon completion of the initial anniversary, Alfred H. Morton, Vice-President in Charge of Television of the National Broadcasting Company, has just issued a booklet "Television's First Year" so elaborate in detail and so profusely illustrated that it may be preserved for future library reference.

"Although Television has but a single candle on its birthday cake, it is a lusty infant and its first year's report shows marked progress", Mr. Morton writes in presenting the booklet. "Instead of presenting a series of engineering graphs, pie-charts and similar dry-as-dust memorabilia, we thought candid camera photographs of programs, personalities and special features better caught and reflected the spirit of sight, sound and motion inherent in Television.

"Naturally, it was impossible to include pictures of all programs Telecast over W2XBS, the RCA-NBC station atop the Empire State Tower, and consequently we have listed many of them together with many of the artists, actors, singers, dancers and outstanding personalities who appeared on Television programs during 1939-40. There is also a list of business and industrial firms which have cooperated in the development of experimental programs in accordance with existing regulations of the Federal Communications Commission."

X X X X X X X X X

The refusal of the Federal Communications Commission for the transfer of the broadcasting license of Station KSFO, San Francisco, from the Associated Broadcasters, Inc., to the Columbia Broadcasting System of California was upheld by the U.S. Supreme Court last Tuesday when it decided that the District of Columbia Court of Appeals lacked jurisdiction in the matter. In a unanimous opinion dealing purely with court procedure, Justice Frankfurter held that when Congress provided for court review of FCC orders "refusing an application for a station license", this did not include Commission action on transfers.

X X X X X X X X X