

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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

INDEX TO ISSUE OF MAY 15, 1942

FCC Puts Television In Oxygen Tent For Duration.....	2
<u>Radio And Newspaper Coverage Of Air Raids.....</u>	<u>3</u>
Telegraph Merger, Including Radio, Demanded By Fly.....	7
Knowlson Sets Up 13 WPB Regional Offices.....	8
Westinghouse Greatly Expands War Tube Production.....	9
NAB By Large Vote Admits Nets To Active Membership.....	10
Press Radio Stations To Have Congressional Hearing.....	11
Vice President Wallace To Dedicate CBS Americas Network.....	11
Trade Notes.....	12

No. 1429

FCC PUTS TELEVISION IN OXYGEN TENT FOR DURATION

Easing down on wartime television broadcasts and making a compromise which they believe the industry will welcome, the Federal Communications Commission has amended its rules to permit licensees of commercial television stations to broadcast but four hours of program service per week instead of the fifteen hours weekly, required heretofore.

"The step was taken to prevent recession of this new art to a purely experimental or laboratory stage and to keep it alive, ready to flourish as a public service after the war emergency", the Commission stated, which led to a pat comment from an official familiar with the situation, who said:

"The Commission has simply put television in an oxygen tent for the duration. I think it is a very happy solution. If the larger companies want to continue on the fifteen hour schedule O.K., but relaxing the number of hours required will prevent any hardship on the part of those who do not desire to remain on the air for so long a regular period."

The Federal Communications Commission statement explaining the cut in mandatory hours in television explained:

"Section 4.261(a) of the FCC Regulations until this time had required licensees to put programs on the air for a minimum of fifteen hours per week, divided in such manner that at least two hours of service was broadcast any one day during six days of the week. As rewritten, this section of the Commission's Rules and Regulations will require only four hours weekly and if the licensee finds it necessary he may broadcast all four hours during one day.

"This relaxation, consistent with similar measures, previously announced for relief of standard broadcast stations, will permit licensees to conserve the life of their equipment, particularly tubes, and will permit television stations to operate under conditions of greatly reduced personnel. Licensees serving the same geographical area are free to arrange and alternate their program schedules so as to increase the number of programs available to the public in their communities.

"The Commission action was taken after due consideration of recommendations from licensees of television stations and from representatives of the National Television System Committee, as well as the policies of the FCC announced in its Memorandum Opinion of the general 'freezing of station construction' order of April 27. No change in the Commission's standards for television transmissions is necessary at this time."

It was stated in connection with experimental television broadcasts that W3XEP of the RCA Manufacturing Company at Camden had been granted a construction permit to add a transmitter to use special emission for frequency modulation on the aural channel with power of 10 kilowatts. Also that W3XAD of RCA at Camden had been authorized to use a similar transmitter of 50 watts and to change the designation of the transmitter location from portable to portable mobile. It was explained at the FCC that these grants were made because RCA already had the materials needed and therefore nothing new would be required.

At the same time, saying it was because of an FCC order, the Milwaukee Journal has announced that further construction on its projected television station is suspended for the duration of the war. The newspaper's new station construction has been deferred because, although orders for the television equipment were placed more than a year ago, it has been impossible to obtain deliveries, and that part of the equipment that had been completed has been loaned to NBC. The FCC order halting television in Milwaukee, it was explained, affects only technical facilities and not building construction.

X X X X X X X X X X

RADIO AND NEWSPAPER COVERAGE OF AIR RAIDS

Confidential - Not For Publication

A private message to newspapers and radio stations by Byron Price, Director of Censorship. This is for the confidential information of editors and broadcasters and is not for publication.

The purpose of this conference is to consider news coverage of air raids by newspapers and broadcasters. Of course, no one knows whether the raids will come, but the only safe assumption is that they will; at any rate it will do no harm if some method of procedure can be established beforehand.

The Government has made detailed preparations through the Army, the Navy, Civilian Defense, and other agencies. As to the public, much will depend upon the contribution made by newspapers and radio. I know all of you want to contribute; your cooperation with voluntary censorship has shown that, and additional proof is given by the courtesy of the broadcasting chains in providing this hook-up, and by your own courtesy in coming out to listen. The suggestions I am going to make are designed not only to make your cooperation more effective, but to point out a course of action which I hope will result in the least possible confusion.

It seems reasonable to begin by assuming that any air attack on this country would be designed principally for psychological rather than military effect. If the enemy can create panic in one section and spread demoralizing rumors to other sections, he

will have accomplished what he hopes to accomplish. It is only the part of wisdom to refuse to help him play that game.

The objectives of all of us should be fourfold: First, to make certain we do not encourage panic among the civilian population. Second, to be cautious about giving the enemy information which will enable him to determine whether he has attained his objectives. Third, to set up methods of insurance against the publication and transmission abroad of conflicting and confused reports which would make the country appear ridiculous in the eyes of the rest of the world. And, finally, to operate as a smooth-working team, so that competitive disappointments at home will be reduced to a minimum.

All of this will require some doing. In fact, it will require not only a general cooperation, but a complete cooperation on the part of every broadcasting station and every newspaper in the entire country. Otherwise, psychological forces may easily be set in motion which will produce a result as damaging and as foolish as that which developed from the recent raid on Tokyo. The greatest confusion existed among the Japanese, and the official broadcasts show that the Japanese Government still is trying desperately to find out how many planes there were, what sort of planes they were, and where they came from. The United States is a civilized nation, and must not make a similar spectacle of itself.

The preparations of the Government, military and civilian, now have reached a stage which insure that any air challenge will meet with an integrated program of defense. In that program the central authority will be, of necessity, the Army Defense Commands. In a zone of action, the military commander must be supreme if he is to succeed.

It is inevitable that radio stations should find themselves directly in the front line of defense. One reason for this is, as you know, that a radio station acts as a beacon for approaching aircraft. A second reason is that broadcasts during an air raid would be listened to by the enemy overhead, so that he would have instantaneous information as to the effect of his attack, and could make the necessary corrections.

The plan is for the Army Defense Commands to take stations off the air immediately in any section of the country which is threatened with attack. Arrangements for this have been worked out in detail, and I believe most stations already have been advised. In other words, during a raid, radio of all forms will be used only as the authorities may direct.

Special precautions also are necessary in the case of newspapers. With radio off the air, news wires might easily become a substitute channel for spreading hysteria unless special safeguards were voluntarily applied. We have outlined a suggested course of action in the form of a special request which I will read to you, and a copy of which will be sent to everyone concerned. This special request has been drawn up after consultation with the War

Department, the Navy Department, the Office of Civilian Defense, the Federal Security Agency, the Federal Communications Commission and others.

Before going into detail, however, I would like to re-emphasize one point particularly. If you will consider the matter, I believe every one of you will agree that the greatest disservice newspapers or radio could do to the national interest would be to play the game of the enemy by helping him spread hysteria or sensational rumors. Surely an attack on American homes should never be made the occasion for "building up" a story. If there ever was a need for absolutely calm and factual reporting, both in news columns and on the air, this is it. Experience has shown that twenty inexperienced observers of an air raid will turn in twenty different estimates of the strength of the attacking force and of the damage done. Unquestionably some of the reports you will hear will originate with enemy agents.

I suggest to you earnestly, therefore, that in the national interest, which is your interest, you caution your news desks against over-emphasis or sensationalizing of hastily-acquired pieces of information. "Playing down", rather than "playing up", will pay dividends in national security.

The special request to which I have referred is as follows:

To the end that any air attack on continental United States may be reported in an orderly fashion, consistent with the highest requirements of national security, the following course of action before, during and after an air raid, is suggestion to newspapers and broadcasting stations:

BEFORE A RAID

It is desirable that no warning or report of an impending raid be published or broadcast except as given out by qualified military authority.

DURING A RAID

It is requested that news dispatches transmitter or published at the beginning of a raid, prior to official announcement, be confined to the following: (1) The fact that a raid has begun, without estimating the number of planes. (2) The fact that some bombs have been dropped, if fully established, but without any effort to estimate the number. (3) The bare fact that anti-aircraft guns have gone into action.

Thereafter, until the raid is ended and the all-clear sounded, it is requested that nothing be transmitted or published except communiques which will become available promptly and periodically from the Army Defense Command.

By prearrangement, all radio stations in a zone under attack will operate or not operate at the direction of the Army Defense Command. Stations outside the zone under attack are requested to broadcast nothing about the raid while it is in progress.

AFTER A RAID

There is no objection to publication or broadcast of general descriptions of the action after the all-clear is given, provided such accounts do not

1. Play up horror or sensationalism.
2. Deal with or refer to unconfirmed versions or reports.
3. Contain any estimate of the number of planes involved or the number of bombs dropped except as given in communiques.
4. Make any reference to damage to military objections such as fortifications, docks, railroads, ships, airfields, public utilities, or industrial plants engaged in war work.
5. Make any mention of the exact routes taken by enemy planes.
6. Describe counter-measures of defense, such as troop mobilizations or movements, or the number or location of anti-aircraft guns or searchlights in action, except as officially announced.

Broadcasters are asked to make no remote ad lib broadcasts dealing with raids without obtaining the express approval of the military authorities in control of the area involved.

It is requested that no photographs showing damage or combat action be published or transmitted except upon clearance by military authorities.

Nothing in this request is intended to prevent or curtail constructive reporting of such matters as feats of heroism, incidents of personal courage, or response to duty by the military or by civilian defense workers.

This request relates only to air attacks. With respect to other forms of attack, no request is made beyond the present provisions of the Press and Broadcasting Codes. It should be repeated, however, that in case of any attack, of whatever character, the greatest caution should be exercised, not only to be factually correct, but to avoid anything which might spread hysteria.

Now you will be concerned about the promptness and adequacy of the Army communiques. This has all been considered in detail, and the necessity for providing immediately a clear official picture of the situation is thoroughly understood. Every Defense Command will endeavor to give out the facts with the greatest possible speed, and to provide facilities also for clearing photographs without delay. Naturally each of you will want to make prior

contact with the Defense Command in your own locality, so that there may be no misunderstanding as to the manner in which contact is to be made in an emergency.

This has been a confidential talk, and I'm sorry we could not all be assembled in one room, so that we could discuss the whole subject. Copies of which I have said will be sent to all stations and newspapers in confidence, and not for publication, and I hope that if any of you has a question or a suggestion he will send it along. I hope also that each of you will take special steps to insure that every member of your staffs understands the plan thoroughly, in advance, so there will be no slip-up when the time comes.

We are all in this together, and I know that by working together, we can do the job.

X X X X X X X X

TELEGRAPH MERGER, INCLUDING RADIO, DEMANDED BY FLY

Chairman James L. Fly of the Federal Communications Commission, told Congress that there should be a merger without delay of the two major domestic telegraph companies. Even more important than the combining of the Western Union and the Postal, he declared, was the consolidation of the international radio-telegraph and cable facilities. The merging of the landlines should come first but an international merger was necessary for military and other reasons.

Appearing before the Senate Interstate Commerce Committee holding hearings on legislation that would bring about the merger of Western Union and Postal Telegraph, Mr. Fly revealed that the Government has already advanced six million dollars "to keep Postal Telegraph going". He said he did not believe this could be continued.

Chairman Fly declared if there was no legislation, the Defense Communications Board with its war powers could bring about the merger within fifteen minutes. He added if the telegraph companies themselves didn't take the initiative, he would ask Congress for mandatory merger powers.

Mr. Fly disputed Admiral S. C. Hooper's contention that cables and radios should be merged in their respective fields. He didn't agree with Admiral Hooper that the Army and Navy should have equal power with the FCC over the merger steps. He also opposed the view of Admiral Hooper who advocated that radiotelegraph companies continue their domestic services for pickup and delivery of their international messages.

Mr. Fly denied the assertion that radio is an infant industry still held down by the cables as in 1917. In regard to the idea of permitting domestic radiotelegraph carriers to continue operations and the domestic telegraph to continue its cable system, Chairman Fly said: "We feel strongly we ought to do a clean job." There should be entirely separate domestic and international monopolies, in his opinion.

Another witness, Kenneth E. Stockton, Chairman of the Executive Committee of the Mackay Radio and Commercial Cables and All America Cables, said:

"Merger of American cable and wireless facilities and services in the international field could not have the slightest effect insofar as the merged companies are concerned. Its radio activities would continue to be governed by the wire telegraph regulations to which the American cable companies are not even now subject."

X X X X X X X X

KNOWLSON SETS UP 13 WPB REGIONAL OFFICES

One of the most important steps yet taken in the decentralization of War Production Board activities throughout the nation was announced by James S. Knowlson, Director of Industry Operations, with the issuance of orders and regulations officially setting up 13 regional offices and vesting broad authority in the regional directors. They are:

Region No. 1 - Boston; No. 2 - New York; No. 3 - Philadelphia; No. 4 - Atlanta; No. 5 - Cleveland; No. 6 - Chicago; No. 7 - Kansas City; No. 8 - Dallas; No. 9 - Denver; No. 10 - San Francisco; No. 11 - Detroit; No. 12 - Minneapolis; No. 13 - Seattle.

So far, six Regional Directors have been appointed - Orville H. Bullitt in Philadelphia; Ernest Kanzler, Detroit; Frank H. Neely, Atlanta; John C. Virden, Cleveland; Joseph L. Overlock, Chicago, and Walter H. Wheeler, Boston.

X X X X X X X X

Japan is faced with shortages of ocean transport and materials and has introduced a sweeping program for conserving and mobilizing its resources, the Office of Facts and Figures reported on the basis of Japanese radio reports gleaned by the Federal Communications Commission's listening post.

X X X X X X X X

WESTINGHOUSE GREATLY EXPANDS WAR TUBE PRODUCTION

(For Release Sunday, May 17, 1942)

Increased wartime needs will speed production of thousands of new radio transmitting tubes at Westinghouse in 1942 to help reinforce the nation's military signal communications and enlarge short wave broadcasting facilities, it was announced at Bloomfield, N. J.

Equipment for "walkie-talkie" radio stations and more than 25 different types of broadcasting tubes are now being produced for the Army, Navy and Air Corps, according to Dr. W. H. McCurdy, Manager of Radio Engineering for the Westinghouse Lamp Division.

"In the greatest expansion of radio facilities in the history of the industry research men today are working on developments which will prove as startling when peace returns as the telephone and electric light were in an earlier generation. Now enlisted for the duration, these devices, like the telephone and electric light, may some day change the mode of living for millions of Americans", Dr. McCurdy declared.

Compared to our present facilities, Dr. McCurdy said, the armies of the first World War were relatively without radio "voice" or "hearing" until late in the conflict. When the United States entered the war in 1917, there were only 50 aircraft radios available and these were limited in range of communication.

"Today, the men who pilot America's military planes have modern transmitters which often go into action simultaneously with the pilots' guns. Voice communications, coordinating aircraft with ground or sea forces during actual combat are now a vital part of military tactics although radios are generally silent until the presence of the planes has been detected by the enemy."

Even tanks now have voice transmitters and receivers to provide greatest coordination of mechanized units, Dr. McCurdy pointed out. FM, the frequency modulation system, has improved tank broadcasting, further reducing the interference caused by the operation of motors and other electrical equipment.

Taking a tip from the London policemen who several years ago wore tiny radio transmitters in their hats, the U.S. Signal Corp is now equipping its men with one-watt "broadcasting stations". Like walking patrol cars, parachute troops and riflemen equipped with these five-pound sets are now able to carry on conversations with their comrades two miles away.

For short-wave broadcasting stations fighting the Axis nations in a "war of the air waves", Westinghouse is now producing the largest air-cooled transmitting tubes in existence. These giant tubes, cooled by airplane-type fins, consume 25,000 watts each and generate enough excess heat to keep a six-room house warm in winter.

X X X X X X X X

NAB BY LARGE VOTE ADMITS NETS TO ACTIVE MEMBERSHIP

The National Association of Broadcasters at its concluding business session at the Cleveland Convention by a vote of more than 4 to 1 approved a proposal to admit the radio networks to full active membership in the organization. Following this, Edward Klauber, ranking vice-president, accepted the offer in behalf of the Columbia Broadcasting System and nominated Paul Kesten, CBS vice-president, to represent Columbia.

Commenting on the action of the Association, Mr. Klauber said:

"The networks are a very vital part of the industry and therefore should have a voice in the deliberations of the NAB, if it is going to speak for the industry as a whole. Charges that the networks seek to dominate the Association are sheer demagoguery."

If NBC and the Blue Network accept membership, as is expected, and the Mutual Broadcasting System, at this writing still not a member of NAB, should rejoin under the new arrangement, there would conceivably be four network directors.

Six Directors at large were elected for one-year terms. They are:

Small Stations - James W. Woodruff, Jr., President, WRBL, Columbus, Ga.; Herbert Hollister, President, KANS, Wichita, Kans.

Medium Stations - Don S. Elias, Executive Director, WWNC, Asheville, N.C.; Eugene P. O'Fallon, President, KFEL, Denver.

Large Stations - J. O. Maland, Vice President, WHO, Des Moines; Edwin W. Craig, Vice President, WSM, Nashville.

It was voted to abolish the NAB Executive Committee. The attendance at Cleveland was estimated at about 1000. The 1943 convention will be held in New Orleans.

The NAB, among a large number of resolutions that were adopted, reaffirmed its intention to cooperate in any manner possible with the Government "in presenting a united front in the defense of our institutions."

The Association also pledged its all-out support of the nation's war program and rededicated the radio industry "to the advancement of the American way of life and to the reservation of the unity and morale of the American people."

In another resolution the organization said it was "deeply appreciative of the fair treatment which has been accorded to the broadcasting industry by the press generally in respect to the broadcasters' efforts to keep radio free and its recognition of the common bond that links these two great media of free expression under the guarantee of the Constitution."

The NAB indorsed the proposals made by its President, Neville Miller, in his testimony before a House Committee holding hearings on the Sanders Bill, which would amend the Federal Communication Act of 1934 and define more definitely the powers of the Federal Communications Commission.

Other resolutions adopted expressed the following:

Condemnation of "pernicious practices" used in popularizing musical compositions over the air and the broadcasting of race-by-race results that were chiefly of value to bookmakers.

Extension of sympathy to the family of the late Graham McNamee, pioneer radio announcer, described as one of the best-known and best-loved voices in radio.

There was also condemnation of organizations outside of the Government seeking commercial advancement through free use of broadcast facilities sometimes under the guise of participation in the war program. Another resolution hit "corrupt practices used to foster music by radio". The Association was directed to do all in its power to terminate such practices.

X X X X X X X X

PRESS RADIO STATIONS TO HAVE CONGRESSIONAL HEARING

The next witnesses to be heard before the House Interstate Commerce Committee in connection with the Sanders Bill which would reorganize the Federal Communications Commission, will be the representatives of the newspaper-owned broadcasting systems whose fate at present hangs suspended between heave and earth at the FCC. The Congressional sessions are to be resumed Tuesday, May 19th.

X X X X X X X X X X

VICE PRESIDENT WALLACE TO DEDICATE CBS AMERICAS NETWORK

Vice President Henry A. Wallace is to address the Diplomatic Corps of Latin America in the United States at a dinner in Washington Tuesday, May 19, celebrating dedication of the Columbia Broadcasting System's Network of the Americas. The new web comprises 76 stations in the 20 neighbor republics.

Other principal speakers at the dinner are Dr. Don Luis Quintanilla, Minister Plenipotentiary and Counsellor of the Mexican Embassy, Dr. Don Adrian Recinos, Envoy Extraordinary and Minister Plenipotentiary of Guatemala, President Juan Antonio Rios, President of Chile, and Alfredo Baldomir, President of Uruguay, the latter two speaking from their presidential palaces.

These speeches are to be transmitted by the three CBS international transmitters to every station in the new network below the Rio Grande from 10:30 to 11:00 P.M., EWT. The Vice President speaks in Spanish

X X X X X X X X

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

Station KUTA, Salt Lake City, Utah, was granted modification of construction permit for changes in directional antenna and increase in power from 5 KW, LS., 1 KW, directional antenna, to 5 KW, directional antenna, and extension of commencement and extension of commencement and completion date.

The Philco Corporation in Philadelphia declared a dividend of 10 cents per common share payable June 12 to shareholders of record May 28. This compares with 25 cents paid on March 12.

Gerald C. Gross, Assistant Chief Engineer of the Federal Communications Commission, and Mrs. Phoebe Sue Brundage Crosby, were married last week in Fredericksburg, Va.

The former Mrs. Crosby was educated in England and Washington, where she attended Marjorie Webster School. Mr. Gross, who is the son of Mr. and Mrs. Jerome Gross of Long Island, N.Y., is a graduate of Haverford College and President of the Haverford Society of Washington.

Charles Mostow, trading as Majestic Electric Supply Co., 2333 West Chicago Ave., Chicago, entered into a stipulation with the Federal Trade Commission to cease representing, in connection with the sale of electrical supplies and other merchandise, or placing in the hands of others the means of representing, that a fictitious or marked-up price is the customary or usual retail price of such merchandise.

To keep America abreast of latest developments in World War II after the attack on Pearl Harbor, the National Broadcasting Company since then has devoted 146 hours and 37 minutes to war news broadcasts and announcements by Government agencies.

In addition, the NBC Television station, WNBT, has put on a total of 10 hours and 25 minutes per week of visual instruction for Air Raid Wardens.

In the May 12 issue of Defense, published by WPB, is a cartoon by the famous artist Soglow. The first scene shows the factory of the "Eureka Radio Company" in peacetime; in the next the Chairman of the Company saying to his Directors: "Gentlemen - we are converting our plant to do war work."

The third scene shows a plant about twice the size of the one first shown with a sign on it, "Eureka Tank Company"; a fourth scene shows tanks coming off the production line; the fourth the tanks going into action, and the final scene showing the tanks playing radio music as well as firing shot and shell at the enemy. Three column mats of the Soglow cartoon will be furnished on application to Distribution Section, Division of Information, Office for Emergency Management, Washington, D. C.