

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY, INC.  
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FRANK E. MULLEN

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No. 1441

## CENSORS CLARIFY BROADCASTERS VOLUNTARY CODE

The Office of Censorship of which Byron Price is Director and J. Harold Ryan, is Assistant Director in Charge of Radio, published today (Friday) its first revision of the Code of Wartime Practices for American Broadcasters, based on its experience of five months since the Code originally was issued on January 15.

The format of the Code has been altered somewhat, with an aim to clarifying the contents for broadcasters, who will use it as a handbook in voluntary censorship. The various clauses are presented in outline form. This made possible a reduction in the number of words in the Code, although the revision represents an expansion of the Office of Censorship's suggestions to broadcasters.

The suggestions are presented under two general headings: News Broadcasts and Programs.

The news section parallels the revised Code issued to the American Press in all particulars except the clauses covering weather information, enemy air attacks, and communications. In the weather clause, as in the original Code, radio stations are asked to broadcast no weather information unless specifically permitted to do so by an appropriate authority.

The clause covering possible enemy air attacks is based on precautions suggested by Director Byron Price some weeks ago. Should such action occur, broadcasters outside an area under attack are asked to make no mention of the action unless expressly authorized for radio by the War Department in Washington. This clause is a new one which has been added under the revision.

The revised Code contains the original communications clause, which asks broadcasters to make no mention of the establishment of new international points of communication.

Several significant changes and additions have been made in the Program section of the revised Code. The section covering request programs has been clarified by bracketing the types of such productions under two general subtitles: Music and talk. The precautions to be exercised by foreign language broadcasters have been expanded. Dramatic programs have been established under a separate heading. Originally they were covered in a summary paragraph.

The quiz program section, which suggests the elimination of remote ad lib quiz programs (such as the man-in-the-street interview), remains unchanged.

Under a new section covering commercial continuity, broadcasters are asked to "be alert to prevent the transmission of subversive information through the use of commercial continuity in program or announcement broadcasts". The dramatic section expresses, in a similar precautionary tone, the request that broadcasters avoid portraying the horrors of war through dramatic productions, and withhold any sound effects which might be confused with air raid alarms.

The new paragraph covering foreign language programs says: "Broadcasters have recognized that the loyalty of their personnel is of supreme importance in voluntary censorship; they recognize the dangers inherent in those foreign language broadcasts which are not under the control at all times of responsible station executives. Station managements, therefore, are requested to require all persons who broadcast in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material, with an English translation. It is further requested that such material be checked 'on the air' against the approved script, and that no deviation therefrom be permitted. These scripts or transcriptions with their translations should be kept on file at the station."

The original Code did not provide for such pre-censorship activity on the part of stations carrying foreign language programs.

The program clauses relative to forums and interviews and commentaries and descriptions have not been changed in the revised Code.

The revisions in the radio Code were submitted to a representative group of broadcasters before they were approved finally by Mr. Price.

Among the broadcasters and representatives of broadcasters' organizations who consulted with the Office of Censorship in revising the Code were: William B. Dolph, General Manager of WOL, Washington, D.C.; Carleton Smith, General Manager of WRC, Washington; K. H. Berkeley, General Manager of WMAL, Washington; Kenneth Yourd, representing the Columbia Broadcasting System, Washington; Neville Miller, President of the National Association of Broadcasters; C.E. Arney, Jr., Assistant to Mr. Miller; John Shepard III, President of Yankee Network, Inc. and Chairman of the Broadcasters Victory Council; O. L. Taylor, Secretary of the BVC; Victor Snolis, representing the Clear Channel stations; Philip Loucks, representing the Frequency Modulation stations; and Paul Spearman, representing Network Affiliates, Inc.

Paragraphs which contain the principal revisions follow:

"It is requested that news in any of the following classifications be kept off the air, unless released or authorized for release by appropriate authority."



"ENEMY AIR ATTACKS - Estimates of number of planes involved; number of bombs dropped; damage to Fortifications, Docks, Railroads, Ships, Airfields, Public Utilities, Industrial plants engaged in war work; All other military objectives.

"Warnings or reports of impending air raids; remote ad lib broadcasts dealing with raids, during or after action.

"Mention of raid in the continental United States during its course by stations OUTSIDE the zone of action, unless expressly announced for broadcast by the War Department in Washington.

"News which plays up horror or sensationalism; deals with or refers to unconfirmed reports or versions; refers to exact routes taken by enemy planes, or describes counter-measures of defense, such as troop mobilization or movements, or the number and location of anti-aircraft guns or searchlights in actions.

"Exceptions: After an air raid, general descriptions of action after all-clear has been given. Nothing in this request is intended to prevent or curtail constructive reporting or programming of such matters as feats of heroism, incidents of personal courage, or response to duty by the military or by civilian defense workers."

#### "REQUEST PROGRAMS

"Music - No telephoned or telegraphed requests for musical selections should be accepted.

"No requests for musical selections made by word-of-mouth at the origin of broadcast, whether studio or remote, should be honored.

"Talk - No telephoned or telegraphed requests for service announcements should be honored, except as hereinafter qualified. Such service announcements would include information relating to Lost pets; "Swap" ads; Mass meetings; Club meetings; Club programs, etc.

"No telephoned, telegraphed or word-of-mouth dedications of program features or segments thereof should be broadcast.

"Exceptions: Emergency announcements, (such as those seeking blood donors, doctors, lost persons, lost property, etc.) may be handled in conventional manner if the broadcaster confirms their origin. They should emanate from the police, the Red Cross, or similar recognized governmental or civilian agency. Service announcements may be honored when source is checked and material is submitted in writing, subject to re-writing by station continuity staff. Requests for the broadcast of greetings or other programs to commemorate personal anniversaries may be honored if the actual broadcast is not made on the anniversary date or at the time or on the date designated in the request. These and ALL requests may be honored when submitted via mail, or otherwise in writing if they are held for an unspecified length of time and if the broadcaster staggers the order in which such requests are honored, rewriting any text which may be broadcast."



"DRAMATIC PROGRAMS - Radio is requested to avoid dramatic programs which attempt to portray the horrors of war, and sound effects which might be mistaken for air raid alarms, or any other defense alarms."

"COMMERCIAL CONTINUITY - Broadcasters should be alert to prevent the transmission of subversive information through the use of commercial continuity in program or announcement broadcasts. In this connection, the continuity editor should regard his responsibility as equal to that of the news editor."

"Broadcasters should ask themselves, 'Is this information of value to the enemy?' If the answer is 'yes', they should not use it. If doubtful, they should measure the material against the Code."

"If information concerning any phase of the war effort should be made available anywhere, which seems to come from doubtful authority, or to be in conflict with the general aims of these requests; or if special restrictions requested locally or otherwise by various authorities seem unreasonable or out of harmony with this summary, it is recommended that the question be submitted at once to the Office of Censorship."

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#### ADVERTISING SEEN ESSENTIAL FOR FREE PRESS AND RADIO

Former District Attorney Thomas E. Dewey, of New York, addressing the Advertising Federation of America said, "You are enlisted today in the cause of maintaining the instruments of freedom for which we fight. You must maintain advertising as an instrument of freedom, because after the war is won, you will have another great job to do."

"There can be no freedom without a free press, and there can be no free press unless it is able to print its papers without subsidy from any man, any single industry or any government."

He called advertising "the only means yet devised for producing the necessary revenue to support a free press, and I may add, free radio".

Mr. Dewey said the German radio under Propaganda Minister Goebbels was a dispenser of "hogwash".

"Once you stifle free speech and free criticism", he said, "you stifle the face of the people."

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## FCC DISMISSES MORE APPLICATIONS FOR DURATION

In an opinion of April 27, 1942, the Commission stated its policy, among other things, not to grant applications involving the use of materials to construct or change transmitting facilities for standard, FM and television broadcast stations. The Commission on June 23, in view of this policy, dismissed without prejudice the following applications:

Standard - Frankfort Broadcasting Co., Frankfort, Ky; WTMJ, Milwaukee, Wis.; WMC, Memphis, Tenn.; KXA, American Radio Telephone Co., Seattle, Wash.; KVI, Tacoma, Wash.; WFBR, Baltimore, Md.; KOWH, Omaha, Nebr.; KVAK, Atchison, Kans.; KOIN, Portland, Ore.; KGIR, Butte, Mont.; KVNU, Logan, Utah; Northern Ohio Broadcasting Co., Elyria, Ohio; WCOV, Valdosta, Ga.; WBAX, Wilkes Barre, Pa.; WTMC, Ocala, Fla.; KTSW, Emporia, Kans.; KGW, Portland, Ore.; WHIS, Bluefield, W. Va.; WJHL, Johnson City, Tenn.; KBPS, Portland, Ore.; WJDX, Jackson, Miss.; WREN, Lawrence, Kans.

Television - Allen B. DuMont Laboratories, Inc., Washington, D. C.

Relay - L. B. Wilson, Inc., Portable mobile, area of Cincinnati, Ohio; WJIM, Portable mobile, Lansing, Mich.

FM - Houston Printing Corp., Houston, Texas.

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## RCA RADIOPHOTO SERVICE OPENED BETWEEN NEW YORK AND CAIRO

The first direct radiophoto service between this country and Egypt was opened last Wednesday by R.C.A. Communications, Inc. The first picture transmitted was that of King Farouk, of Egypt, and Alexander Kirk, U. S. Minister from the Royal Palace in Cairo. The pictures will be handled in both directions between New York and Cairo, a distance of 5,639 miles.

Heretofore, news pictures from Cairo had to be forwarded by radio to London, and then across the Atlantic. The new direct service will greatly reduce the time of transmission and will make it possible for pictures of current happenings in the near East to reach the United States without delay.

The Egyptian end of the circuit is operated by the Marconi Radiotelegraph Company of Egypt, and is equipped with radiophoto apparatus of RCA design and make. The rate is forty cents a square centimeter, with a minimum charge of \$60.

The new picture-circuit will supplement the RCA direct radiotelegraph circuit which has been in operation between New York and Cairo since 1940.

Other radiophoto circuits are operated by RCAC between New York and London, Moscow and Buenos Aires; also between San Francisco and Honolulu and Melbourne, Australia.

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## FLY'S CONFIRMATION GOES OVER TO MONDAY, JUNE 29

At the request of Senator McNary, of Oregon, the consideration of the renomination of Chairman James L. Fly of the Federal Communications Commission for a term of 7 years from July 1st has been postponed to Monday, June 29th. Senator McNary explained that this had been done at the request of two absent members who desired to be present when the nomination was discussed.

Mr. Fly's nomination had previously been approved by the Senate Interstate Commerce Committee.

The vote was unanimous. Senator Tobey, of New Hampshire, however, questioned Mr. Fly in a closed session for several hours before the vote was cast.

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## BUTCHER AIDE TO NEW U.S. EUROPEAN COMMANDER

Lieut. Comdr. Harry C. Butcher, U. S. Naval Reserve, former Washington Vice President for the Columbia Broadcasting System in Washington, has been assigned as personal aide to Maj. Gen. Dwight Eisenhower, newly appointed Commanding General of the European theater, in London, it was announced yesterday (Thursday).

A member of the Naval Reserve since 1938, Commander Butcher resigned from the broadcasting system when he reported to the office of Director of Naval Communications for duty June 1.

Mr. Butcher, a native of Springville, Iowa, and a graduate of Iowa State College, joined CBS in 1930, opening the Washington office as Director. Since 1934 he has been Washington Vice President of the broadcast chain.

Commander Butcher, well-known throughout the radio industry, is an authority on communications and press relations. While it is unusual for a naval officer to be named as a personal aide to an Army General, it is understood Commander Butcher's selection was at the personal request of General Eisenhower.

He resides in Washington with his wife and daughter Beverly, and is a member of the Burning Tree and National Press Clubs.

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## BELIEF EXPRESSED THAT SANDERS BILL IS DEAD RABBIT

In one high quarter, the opinion was expressed that the Sanders Bill to reorganize the Federal Communications Commission, the hearings of which before the House Interstate Committee have now slowed down to one a wekk, will never be reported out of the Committee. "I don't think there is a chance for the Sanders Bill", this observer declared.

Chairman Fly has still not concluded his testimony and is scheduled to return again next Tuesday - Tuesday being the one day the hearings are now being held.

Mr. Fly handled the National Broadcasting Company, the Columbia Broadcasting System and the National Association of Broadcasters roughly. He declared these networks completely dominated the NAB. The Chairman said the factions fighting the anti-monopoly regulations are putting on a "false front" of concern about free speech and public service. Mr. Fly insisted over and over again, the chains exercise a distasteful and dangerous degree of control over public opinion, boss the trade associations, and harass the Commission by inspiring Congressional hearings or running into court.

Mr. Fly registered these principal points:

1. Except for specific changes enabling the regulators to do their war work better, no legislation should be enacted at such crucial times.
2. Outstanding objections to the Sanders bill are the "bifurcation" of the regulatory agency, opportunity for great delay through hearings and interventions, loss of control over station sales, legalizing of management contracts, and inadequacy of the examiner-hearing system.
3. Fear of censorship is a "bugaboo" created by the chains to cover up efforts to dodge regulation for protection of the public.
4. There is no slighting of common carriers or over-concentration of effort on broadcasting regulation.

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## RCA AND MACKAY OFFER STATIONS TO U.S.

Domestic point-to-point radio stations of Mackay Radio & Telegraph Co. and R.C.A. Communications, Inc., have been offered to the Government for the duration of the war, according to an Associated Press dispatch from New York. Coastal transmitters used in international traffic would be retained by each company, however.

The offers grew out of a War Communications Board order calling for discontinuance of domestic services, effective June 30, to keep Axis monitors from gaining information.

Mackay Radio and R.C.A. Communications - including predecessors - have provided radio-telegraph service for more than 30 years.

Mackay will discontinue operating stations in Portland, Oreg., Los Angeles, Calif., Seattle, Washington, Chicago, Ill., New Orleans, La., and Washington, D. C., while R.C.A. will halt operations in Philadelphia, Pa., Baltimore, Md., Boston, Mass., Camden, N. J., New Orleans, La., Chicago, Ill., Detroit, Mich., Los Angeles, Calif., and Seattle, Wash.

Land telegraph lines, it was estimated, would have more than two million dollars in annual business thrown their way because of the discontinuances.

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#### MANY STATES HEARD FROM IN RADIO IN THE HOMES CENSUS

Numerous States have been heard from during the past few days in the U. S. Census count of radio sets in the homes. They are:

#### OCCUPIED DWELLING UNITS WITH RADIO FOR STATE AND CITIES OF 25,000 OR MORE: 1940

(A dwelling unit was enumerated as "with radio" if it contained a usable radio set or one only temporarily out of repair)

Area - <u>Arkansas</u>		With	No	Not
The State	Total	Radio	Radio	Reporting
Total Dwelling Units (including urban)	495,825	244,586	236,369	14,870
Rural-nonfarm dwelling units	111,636	58,001	50,081	3,554
Rural-farm dwelling units	260,661	99,987	153,315	7,359
Fort Smith	10,171	8,119	1,910	142
Little Rock	24,672	19,201	4,503	968
Area - <u>New Hampshire</u>				
Total Dwelling Units (including urban)	132,936	116,809	12,949	3,178
Rural-nonfarm dwelling units	41,550	35,236	5,334	980
Rural-farm dwelling units	16,031	12,937	2,667	427
Concord	6,730	6,336	299	95
Manchester	21,038	18,923	1,575	540
Nashua	8,606	7,963	427	216

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Area - <u>Oregon</u> The State	Total	With Radio	No Radio	Not Reporting Radio
Total Dwelling Units (including urban)	337,492	290,641	37,165	9,686
Rural-nonfarm dwelling units	92,667	77,496	12,467	2,704
Rural-farm dwelling units	72,265	57,336	13,097	1,833
Portland	102,063	93,068	6,033	2,962
Salem	8,901	8,143	568	190
Area - <u>Georgia</u>				
Total Dwelling Units (including urban)	752,241	381,668	345,331	25,242
Rural-nonfarm dwelling units	170,595	95,144	70,028	5,423
Rural-farm dwelling units	292,828	96,198	186,381	10,249
Atlanta	82,000	60,614	18,822	2,564
Augusta	17,510	10,541	6,092	877
Columbus	14,143	9,137	4,507	499
Macon	16,676	9,341	6,821	514
Rome	6,994	4,886	1,690	418
Savannah	26,406	17,282	8,439	685
Area - <u>Maryland</u>				
Total Dwelling units (including urban)	465,683	396,338	53,622	15,723
Rural-nonfarm dwelling units	124,112	101,547	18,808	3,757
Rural-farm dwelling units	55,066	36,619	16,657	1,790
Baltimore	227,582	206,038	13,288	8,256
Cumberland	10,339	9,333	734	272
Hagerstown	8,784	7,928	580	276
Area - <u>North Carolina</u>				
Total Dwelling Units (including urban)	789,659	471,863	292,281	25,515
Rural-nonfarm dwelling units	217,703	142,468	68,289	6,946
Rural-farm dwelling units	332,039	148,939	172,222	10,878
Asheville	13,290	10,512	2,341	437
Charlotte	24,966	19,077	4,985	904
Durham	15,277	11,944	2,910	423
Greensboro	14,598	12,170	1,796	632
High Point	9,626	7,278	2,057	291
Raleigh	10,557	8,853	1,428	276
Rocky Mount	6,230	4,622	1,437	171
Wilmington	8,577	5,529	2,545	503
Winston-Salem	20,177	15,060	4,740	377



Area - Rhode Island		With	No	Not
The State	Total	Radio	Radio	Reporting
Total Dwelling Units (including urban)	187,706	176,739	7,922	3,045
Rural-nonfarm dwelling units	13,860	12,604	1,006	250
Rural-farm dwelling units	2,610	2,244	301	65
Central Falls	6,512	6,082	349	81
Cranston	11,252	10,740	249	263
East Providence	8,449	8,009	263	177
Newport	7,663	7,253	265	145
Pawtucket	20,800	19,652	799	349
Providence	67,501	64,193	2,482	826
Warwick	7,817	7,412	237	168
Woonsocket	13,040	12,068	756	216
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Area - South Dakota				
Total Dwelling Units (including urban)	165,428	136,049	24,845	4,534
Rural-nonfarm dwelling units	49,548	39,408	8,795	1,345
Rural-farm dwelling units	72,322	57,450	12,880	1,992
Sioux Falls	11,245	10,352	634	259
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Area - Tennessee				
Total Dwelling Units (including urban)	714,894	434,733	260,629	19,532
Rural-nonfarm dwelling units	152,197	96,620	51,800	3,777
Rural-farm dwelling units	286,641	129,965	148,963	7,713
Chattanooga	33,471	25,935	6,657	879
Knoxville	28,601	23,299	4,790	512
Memphis	81,081	58,268	19,572	3,241
Nashville	45,804	36,003	8,699	1,102

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## FCC ACTION

The Evening News Press, Inc., Port Angeles, Wash., denied petition for grant of application for construction permit for new station, and designated said application for further hearing; KINY, Edwin A. Kraft, Juneau, Alaska, designated for hearing modification of construction permit to change frequency to 1050 kc., make changes in transmitting equipment and commencement and completion dates; KTBI, Tacoma Broadcasters, Inc., Tacoma, Wash., designated for hearing application for construction permit to change frequency to 1050 kc., and increase height of antenna; to be consolidated with hearing on KINY above; WGRC, New Albany, Ind., construction permit amended to change power to 1 KW day and night, change type of transmitter and employing directional antenna day and night.

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 ::: TRADE NOTES :::  
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Charles F. Kettering, General Manager of the Research Laboratories of General Motors, has been appointed consultant to the Radio and Radar Branch of the War Production Board.

Five civic groups sponsored a farewell dinner to honor Earl Gammons, WCCO General Manager, before his departure from Minneapolis to Washington to become director of the Columbia Broadcasting Office there to succeed Harry C. Butcher now a Lieutenant Commander in the Navy and aide to General Eisenhower. The civic organizations which honored Mr. Gammons were the Minneapolis Civic and Commerce Association, Minneapolis Defense Council, Junior Association of Commerce, Aquatennial Association and Minneapolis Civic Council.

Another high CBS executive was called to colors when Lawrence W. Lowman, Vice-President in Charge of Operations of the company in New York was commissioned a Major in the United States Army, and assigned to the Office of Strategic Service at Washington, D. C.

Hal Rorke, Assistant Publicity Director of CBS, has been made a Captain in the Army Air Force and expects to report for duty on July 2nd in Washington. He formerly was head of the Publicity Department at KNX, Los Angeles, a CBS outlet.

Station KSEE, Earle C. Anthony, Inc., Los Angeles, Calif., had its outstanding construction permit cancelled by the Federal Communications Commission, for commercial television broadcast station KSEE, and deleted the call letters.

Edward Tomlinson, noted authority on Central and South America, has been reappointed Adviser on Inter-American Affairs to the National Broadcasting Company.

Los Angeles war workers faced the cathode-ray tube last Saturday when Thomas S. Lee's television station turned the spotlight on the Office of Civilian Defense. What their respective groups are doing to insure the safety of civilians in case of bombings, fires and other war catastrophies was told by George Hjelte, Director of the Los Angeles Citizen Defense Corps; James L. Danks, Battalion Chief of the Los Angeles Fire Department; Rosemary Herring, Captain of the Junior Activities of the Communications Corps and Miss Judy Merralls of the Red Cross.

Station KYA, Palo Alto Radio Station, Inc., (Assignee) Hearst Radio, Inc. (Assignor), San Francisco, Cal., has been granted consent to assignment of license of Station KYA from Hearst Radio, Inc., to Palo Alto Radio Station, Inc., for a total consideration of \$50,000.

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