

HEINL RADIO BUSINESS LETTER

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No. 1572

CONGRESSMAN URGES RADIO BEHAVIOR CODE; PRAISES CBS

Praising to the skies the Columbia Broadcasting System's news policy, the announcement of which caused such an explosion, Representative Karl E. Mundt (R), of South Dakota, declared that what was needed was a code of radio good behavior. Representative Mundt said that the CBS news pronouncement was "an epochal step in the direction of protecting free speech and fair play on the American radio".

Representative Gerald W. Landis (R), broke in to say:

"I just want to say that I believe the Members of Congress and others generally are in debt to the Columbia Broadcasting Co. for its readiness in attempting to solve the very serious situation existing in radio newscasting."

The revised remarks of Mr. Mundt covered almost seven pages in the Congressional Record (October 18). This included previous speeches which Representative Mundt had made, entitled "A Challenge to the Self-Restraint of Radio", and "Radio's Responsibilities Expand with Radio's Privileges", a letter which Paul W. Kesten, Executive Vice-President of Columbia wrote to Walter Winchell, who criticized the CBS news policy, and a statement of Columbia's news policy as outlined by Paul W. White. The Congressman also discussed the Supreme Court decision and other matters pertinent to broadcasting.

Representative Mundt said, in part:

"In my opinion, the decision of CBS to prevent the use of a semi-public monopoly such as radio by private individuals or commercial sponsors for propaganda or political purposes will do more to preserve private ownership and operation of radio in this country than anything which has happened since the advent of broadcasting.

"Perhaps a few wealthy radio tycoons who own or control big radio outlets feel secure in their power and believe it to be reference to but a straw man when it is declared, as I am about to declare, that private ownership and operation of radio in this country is not a guaranteed certainty for even the next 4 years - to say nothing of the permanent future.

"Let these big men of radio scoff if they want to - I happen to know that the danger that privately operated radio in this country may have a short life is not something to be blithely overlooked. Stockholders and officials of large radio corporations might well remember that indifference to danger signs along the way was precisely the attitude which trapped the great industrialists of

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Germany into becoming the servants of the Nazi political state. Indifference to public opinion and to public trends in this country may well do the same for our radio industry.

"Those who are in authority for the moment in private radio have a responsibility to themselves, to their stockholders, to the cause of private radio, and to America itself, to discontinue flaunting bad practices in the face of public opinion and to take steps to eliminate them before they give cause to support existing plans to make radio a public instead of a private monopoly. For that reason, the far-sighted and public-serving decision of the executives of CBS is not only gratifying to all those believing in the continuance of private radio but it is one which the executives of other radio networks might well emulate. It should not be forgotten that one persistent offender in the radio field may well break down the dike which is now holding back the flood waters of Government-operated radio."

"A number of us in Congress have made and are making a study of the abuses of radio and proposals for correcting them. We ask the cooperation of all Members on this matter, since it is of vital concern to all. Government has a responsibility in this matter which we do not propose to ignore and which we must not dodge.

"It is our hope that the radio industry will take steps to eradicate its own evils, but if Government must act it is felt that Congress can prescribe regulations which will make freedom of speech on the air an equally true privilege of all and not merely an opportunity for propagandizing to the privileged few.

"The Columbia Broadcasting System has courageously and patriotically pointed the way for the preservation of private radio and free speech on the air in this Republic. In this effort it deserves the plaudits of all who believe in equal opportunity and fair play. If similar policies prevail or are adopted by the other networks one of the major causes of dissatisfaction with present-day radio will have been corrected. CBS may not yet have found the perfect solution to a vexing problem, but it has made candid recognition of the problem and has taken courageous action to do something about it.

"It is the hope of those of us who are devoting ourselves to this subject that these corrections will be made voluntarily by the great radio networks rather than to force congressional action by a continuation of the abuses which CBS has so wisely set out to correct. America neither wants its radio information distorted by Government domination, by party politics, nor by personal pundits with axes to grind and purposes to propagandize. Good judgment and fair play would seem better devices than censorship for preventing the monopolistic facilities of radio from becoming the devices for propaganda for a select few in this great Republic.

"American citizens can form their own conclusions when they are given the undiluted and uncolored facts. It is the function of a semipublic monopoly such as radio to relay the facts rather than to fashion the thinking of America."

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DENIES STAR CHAMBER TESTIMONY WAS DUMPED IN RECORD

Taking exception to a Washington Post editorial - the 19th the Post has printed hammering Congressional FCC investigation methods, Representative John Z. Anderson (R), of California, arose in the House to defend his Democratic colleague, Representative Clarence F. Lea (D), of California, who succeeded Representative Eugene Cox (D), of Georgia.

"There appeared in the Post an editorial entitled 'Cox Methods Continued'", said Representative Anderson. "In my opinion, this editorial was untimely and premature and it reeks with the bias and prejudice that it seeks to criticize. In referring to the first meeting of the FCC Investigating Committee under the Committee's new Chairman, the Hon. Clarence F. Lea, of California, the editorial States, in part:

"The brief session was given over entirely to the dumping of star-chamber testimony into the record'.

"That statement is absolutely false, as proven by the fact that the testimony was not placed in the record last Thursday but was considered by the entire Committee in executive session yesterday. On yesterday the Committee met to consider methods for procedure and also to decide the question as to whether or not the testimony referred to should be received in the Committee records. After considering the admissibility of this testimony, the Committee reached the conclusion that only testimony taken in the presence of a member of the Committee is admissible and decided to reexamine the witnesses whose testimonies were not given at a hearing at which an authorized member of the Committee was present."

Evidently pleased at this action, the Post followed through with another editorial which while showing a much more friendly attitude towards the Committee itself, nevertheless continued to demand the removal of Mr. Garey, Committee counsel.

"Meeting under the chairmanship of Representative Lea, the House Committee Investigating the Federal Communications Commission has gone a long way toward brushing away the disrepute it had brought upon itself under the direction of Representative Cox. The rules of procedure it adopted on Monday stand out in refreshing contrast to the techniques employed by Congressman Cox and Eugene L. Garey, the Committee's counsel.

"The Committee struck a resounding blow at its former Chairman when it concluded that the resolution authorizing its inquiry does not sanction secret hearings before only members of its staff. For such illegal hearings were the chief weapon which Messrs. Cox and Garey used to smear the FCC.

"Merely to recite the rules of fair play now put into effect, moreover, is to condemn the practices followed by the old Committee. Hereafter all hearings must be presided over by a member

of the Committee and must be open to the public unless the testimony deals with military secrets or other confidential data.

"Any investigation conducted for the purpose of enlightening Congress instead of bedeviling an executive agency would have followed these rules from the beginning. The fact that the Committee has now laid down this standard of fair conduct is certainly a credit to itself and its new Chairman. But at the same time it appears to be an admission of no confidence in its counsel. If Mr. Garey were qualified for this assignment, he would not need to be bound by a rigid standard of fair conduct. Mr. Garey himself ought to realize, moreover, that his special talents as a star-chamber performer will be wasted now that the Committee has pledged itself to conduct its investigation on a plane that is in keeping with the dignity and responsibility of Congress.

"The Committee has made a good beginning. If it follows the logic of its new rules and tosses out Mr. Garey along with the star-chamber testimony he collected, the House will be in a fair way to recover the prestige it lost during several months of acquiescence in Coxism."

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SENATE O.K.'S INTERNATIONAL COMMUNICATIONS INVESTIGATION

Believed to be the first concrete result of the trip around the world by the five Senators investigating war conditions was the unanimous approval by the Senate of a resolution by Senators Burton K. Wheeler (D), of Montana, Wallace White (R), of Maine, and McFarland (D), of Arizona, for an investigation of international communications by wire. Senator Brewster of Maine (R), appeared to be especially aroused by the communications situation he encountered abroad. It is believed he communicated these facts to his colleague, Senator White of Maine. Insofar as the United States is concerned around the world in Allied countries, the communications situation is "a blackout". Senator Brewster declared on the other hand that the BBC was on the job everywhere and there wasn't any place they couldn't be heard. Even a relatively few miles from Hawaii, the British Broadcasting Corporation could be heard to the exclusion of Hawaii. Also Senator Brewster charged the British in Australia and elsewhere of coloring the news to the disadvantage of the United States.

Senator Wheeler said the inquiry will also be aimed at determining the competency of the Federal Communications Commission for the larger postwar duties "which inevitably must be thrust upon it."

Asserting international communications "are largely subject to the influence and control of foreign governments and foreign nationals", Senator Wheeler said the investigation is needed to "determine a national and international policy".

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The Senate Resolution (No. 187 printed in full in our issue of October 15) calls for a survey of the following:

1. "Form or authority of the regulatory body of the U.S. to be charged with carrying out the policies in international communications declared by Congress", which would vitally affect FCC.

2. "The developments and improvements in the art of communication by wire or radio affecting or which may be expected to affect, such international communications", which would also tie in with FCC and which would be most important in post-war shortwave broadcasts of entertainment.

3. Ownership, control, rates and services rendered by the U.S. wire and wireless carriers.

4. "Extent and nature of control and influence, direct and indirect, of foreign governments over communications carriers" and the degree of foreign competition to American companies.

5. Character and adequacy of service given by American companies.

6. Whether there should be competitive service by American companies. (In connection with this, it should be remembered that FCC Chairman James L. Fly has been advocating a unified cable service strong enough to meet foreign postwar competitors).

7. Desirable forms of organization for American companies, with a view to whether they should be permitted or required to merge.

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LIBERTY SHIPS NAMED AFTER RADIO AND PRESS CORRESPONDENTS

Names of twelve newspaper and radio correspondents who lost their lives during the present conflict have been selected for assignment to Liberty Ships, the Maritime Commission announced this week.

Those presented to the Naming Committee of the Maritime Commission were nominated by the Overseas Press Club of America.

Correspondents whose names will be assigned to the vessels some time in the near future are:

Robert P. Post, New York Times; Ralph Barnes, New York Herald Tribune; Jack Singer, International News Service; Melville Jacoby, Time-Life; Byron Darnton, New York Times; Frank Josef Cuhel, Mutual Broadcasting System; Ben Robertson, New York Herald Tribune; Edward H. Crockett, Associated Press; Webb Miller, United Press; Harry Percy, United Press; Carl Thusgaard, Acme News Pictures; Ben H. Miller, The Evening Sun of Baltimore.

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ALL SET FOR NATION-WIDE FM CALL LETTER CHANGE NOV. 1

Everything will be in readiness by Monday, November 1st, the Federal Communications Commission advises for the reassignment of FM (Frequency Modulation) station call letters. New designations are still being announced but it is expected the new call letters will all be assigned within the next week.

In New York City: W71NY becomes WOR-FM; W59NY becomes WQXR-FM; W63NY becomes WHNF; W47NY becomes WGYN; W67NY becomes WABC-FM.

In Chicago: W59C becomes WGNB; W67C becomes WBBM-FM; W75C becomes WDIM. In Detroit: W45D becomes WENA; W49D becomes WLOU.

The Philadelphians all revert to AM call letters. Thus: W53PH - WFIL-FM; W57PH - KYW-FM; W49PH - WIP-FM; W69PH - WCAU-FM; W73PH - WPEN-FM.

Other FM stations with their new call letters follow:

W43B, Boston.....	WGTR	W45V, Evansville.....	WMLL
W39B, Mt. Washington.....	WMTW	K49KC, Kansas City.....	KOZY
W55M, Milwaukee.....	WMFM	W47P, Pittsburgh.....	WTNT
W41MM, Clingan's Peak.....	WMIT	W51R, Rochester.....	WHFM
W45BR, Baton Rouge.....	WBRL	W47R, Rochester.....	WHEF
W45CM, Columbus.....	WELD	W85A, Schenectady.....	WGFM
W67B, Boston.....	WBZ-FM	W49FW, Fort Wayne.....	WOWO-FM
W53H, Hartford.....	WTIC-FM	W75P, Pittsburgh.....	KDKA-FM
W65H, Hartford.....	WDRC-FM	K45LA, Los Angeles.....	KHJ-FM

"Preliminary returns indicate that slightly more FM stations will make use of completely new call letters than will duplicate AM (ordinary broadcasting station) ones. Notable exceptions are the FM outlets operated by Westinghouse, the Columbia Broadcasting System, and everybody in Philadelphia", says a bulletin of FM Broadcasters, Inc. "These will all retain the present call letters of whatever AM station is associated with each individual FM transmitter (such as WABC-FM for W67NY, the CBS FM outlet in New York)."

"This is due to the fact that where a licensee of an FM station also operates a standard broadcast station in the same city, he may, if he so desires, retain his standard call letter assignment followed by the suffix 'FM' to designate broadcasting on the FM band. Thus, if the licensee of a standard broadcast station with the call letters 'WAAX' (hypothetical) also operates an FM station in the same location, he will have a choice of using the call 'WAAX-FM' or he may on the other hand be assigned a new four-letter call - say, WXRI. Similarly, an FM broadcaster on the West Coast who operates a standard broadcast station 'KQO' may, if he likes, use the call 'KQO-FM' or he may ask for a new four-letter call, 'KQOF', for his FM station. This choice will remain entirely with the FM operator."

"Broadcast call letters assigned east of the Mississippi start with a 'W'; those to the west, with a 'K' (which is also used for such outlying points as Porto Rico, Hawaii, Alaska and the Philippines)."

COMMENTATORS AND PRESS GET UNDER CONGRESSIONAL SKIN

In what is coming to be a typical New Deal tirade, Senator Tunnell (D), of Delaware, struck out at commentators, columnists or publishers who criticized war efforts or the Fourth term activities. Representative Lane (D), of Massachusetts called attention to an article which said: "We feel easier when Senators, commentators and amateur strategists sound off freely with their conceptions of how this war should be conducted."

"These sensation mongers, newspaper warriors, and radio strategists have risked the friendly relationships of our Government with the United Nations brotherhood for a little publicity, for a partisan appeal, for a person stab at the President of the United States", the Delaware Senator shouted.

"Those who indulge in this sort of a campaign are risking civilization for a cheap prize. They may hate the President of the United States personally; they may desire to defeat him politically; that is their right, but they do not have the right to increase the risk to the lives, property, and liberty of the world in a gamble to attain political preference or party victory. The President of the United States is mortal. In the course of human events he will soon pass from his position of power and influence to the end of all men. History will praise his political victories. History will place his name high on the scroll of fame for a much greater success.

"Every partisan picayune criticism that can be aimed at the Federal Government in time of war is being fired at the United States Government at this time, notwithstanding the fact that those attacks will cost money, blood and lives of America's youth", he told the Senate.

"They, through disloyal newspapers, grasping commentators and irresponsible citizens, attempt to arouse dissension among the United Nations in the midst of an all-out war. The surest way to gain publicity today in America is to make some charge which will be costly to the Allied war effort."

The article brought to the attention of the House by Representative Lane was in the Boston Globe and read in part as follows:

"Americans must seem to foreigners sojourning among us and to enemy monitors listening in on our broadcasts the strangest, most baffling people who ever won a war or lost a peace.

"In the most critical months of the war, our Government arranges and expedites a globe-girdling tour of observation for five United States Senators, permitting the Senators, who have no direct responsibility for the conduct of the war, to visit all the fronts. Upon their return, the Senators blithely tell the generals and admirals and combined Chiefs of Staff, who have spent a lifetime preparing for this crisis and who have at their command every last item of information, just where and how they are making mistakes. Our legislative strategists hang a global map on the wall, call in reporters and tell the world with a pointer their choice of routes to Tokyo and environs.

"Every broadcasting company and every newspaper has its board of strategy. Men who used to produce fascinating detective yarns or were competent sports writers turn out to be military geniuses. A year ago this time some of our editorial writers were denouncing the stupidity of our strategists in not opening the second front. They were unaware that the biggest armada in history was being outfitted for just this purpose. They, as well as the enemy, were caught fast asleep on November 8, when the landing in north Africa eventuated.

"All the inspired comment, criticism, and second guessing is in the best American tradition.

"But imagine members of the Reichstag standing up and telling the Nazi general staff how to run the war.

"Imagine editors in any dictator country informing the people that the dictator was not treating his head general right.

"Can you picture any Moscow radio commentator or editorial writer counseling Comrade Joseph Stalin about grand strategy?

"When Britain's War Government takes in the opposition parties, it takes in with them opposition spokesmen. Hence, there is no opposition press. The radio, of course, is government operated."

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THEY LISTEN WHILE YOU WORK

If all the dictaphone records taken by the Government, both by tapping telephones and inter-office communications, were put in one pile they would probably provide enough wax to supply all the radio stations of the Nation for a year, according to Drew Pearson, who has had considerable experience with the New Deal wire tappers.

"It has now got so that every official talking over the phone figures that his words are being taken down on a record, either in the office of the man he is talking to or by an outside 'intelligence' agency", Mr. Pearson continues.

"Most prolific wire-tappers are the Army and Navy. But the other day R. S. Dean, Assistant Director of the Bureau of Mines, ran across a new wrinkle during an argument he had with Lieut. Col. E. F. Jeffe, Assistant to WPB's Charles E. Wilson. The Bureau of Mines favored the production of electrolytic manganese by the American Alloys and Chemicals Corp. at Oakland, Calif., but the War Production Board turned the project down.

"When the Bureau of Mines took exception to certain WPB statements, Colonel Jeffe had the audacity to admit that he had taken a dictaphone record of everything the Bureau of Mines said over the phone. Writing to Assistant Director Dean, Jeffe said:

"If you desire to listen to the transcription of the verbatim conversation, I will make arrangements so that you may do so."

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G.E. WILL SHOW HOW TELEVISION COVERS THE NEWS

In presenting the television show it is to give at Schenectady on Friday, November 5th, General Electric will review a nine-page special edition of the Albany Times-Union going through it page by page, first showing the printed page and then demonstrating how television might cover the same event. For instance:

Page 1 - War news. A commentator will portray the latest war news with maps showing both the European and South Pacific fronts.

Page 2 - Local news. This will feature some local story, perhaps a court room scene, having the WRGB television players re-enact the highlights for television.

Page 3 - Display advertising. With living models from one of the Albany stores, this will show how styles in clothes can be displayed by television.

Page 4 - Sports. With a composite motion picture film, this will show with a running story by a commentator various sports, such as boxing, wrestling, football, base ball, etc.

Page 5 - Editorial. It is planned to have the players enact the incident the editorial writer is writing about, in other words his dreams come true.

Page 6 - Politics. Plan to set up in studio a front porch and have one of the players show how the future candidate will carry on his campaign from home, rather than tour the country. Maybe, Governor Dewey will come over.

Page 7 - Financial. Plan to bring national financial writer with charts to show status of new tax bill, or something similar which might be a highlight in financial news at the time.

Page 8 - Classified. Players will show how a baby carriage might be offered for sale by actually showing the carriage; how a home might be offered by pictures or a short piece of film, portraying the features of the home; how a girl seeking work as a maid will appear before the camera so the housewife can see the girl before offering her a job, etc.

Page 9 - Comics. Times-Union will bring one or two comic strip artists up from New York who will draw their strip as the television camera picks up the scene.

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MICA STOCKPILES DEPLETED

Because of a serious depletion in stockpiles of better qualities of mica, the War Production Board acted today to conserve supplies of this material. Users of high-quality mica are being notified that the Board will undertake to provide only sufficient quantities of these qualities to maintain consumption at the average rate maintained during the first nine months of 1943. This policy will become effective about December 1.

Stockpiles of the better qualities of mica have deteriorated sharply since the first of the year, the Board announced. Average consumption of good stained mica and better qualities for the first eight months of this year has been more than 50,000 pounds in excess of receipts. As a result, Government stocks of certain types of mica used in capacitors are at the vanishing point. Industry stocks are also reduced, in practically all cases, to a minimum working inventory.

In view of the gravity of the situation, the Mica-Graphite Division, after consultation with Radio and Radar Division, decided that in the future, probably beginning December 1, the Mica-Graphite Division will undertake to provide only sufficient mica, of the presently accepted condenser qualities, to maintain consumption at what has been the average rate of consumption for the first nine months this year. Such quantity of mica of presently accepted condenser quality (good stained and better) will be released to each capacitor manufacturer or his supplier as will allow him to maintain his average monthly consumption for the first nine months of 1943.

The capacitor manufacturers will have their choice of restricting their production to the number of condensers they can make from their allocations of the usually accepted capacitor qualities of mica, or using lower qualities of mica to expand their production. This policy should encourage a greatly increased use of lower qualities of mica for capacitors. The results of the Bell Telephone National Research Council capacitor research project will be made available to capacitor manufacturers as soon as possible, to aid them in determining which of the various lower qualities of mica they can use to best advantage.

Stocks of lower qualities of mica have been building up rapidly during the year. On stained quality, the next lower quality to good stained, stocks have increased from 370,000 pounds January 1, to 1,160,000 pounds August 1.

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Describing the Fashion Show staged this week by the New York Times as "indicative of something new in journalism", Mayor LaGuardia said, "A newspaper today is more than putting type to paper. Newspapers will have to demonstrate visually and audibly, on the radio and on the screen, the ideas they believe in."

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::: TRADE NOTES :::

The Federal Communications Commission has granted the application of WRDO, Inc., licensee of Radio Station WRDO, Augusta, Maine, for a construction permit to relocate transmitter and antenna site, install a new transmitter, and increase power from 100 to 250 watts. This action is consistent with the Supplemental Statement of Policy of the Commission permitting increases in power in the case of local broadcast stations, under stated conditions.

Walt Dennis, NAB News Bureau Chief, will leave the National Association of Broadcasters as of November 1, to become Public Relations Director of Station WHN, New York City, reporting Nov. 1 to Herbert L. Pettey, WHN Director. No successor to Mr. Dennis at NAB has as yet been named.

The Petrillo situation which seemed virtually settled with the agreement between Decca and the American Federation of Musicians, is again up in the air, according to Variety, which reports:

"Victor and Columbia, which have been talking as a team to Petrillo and AFM attorneys, last week walked out on a meeting with the latter and all negotiations between these companies and the union are reported restricted completely. Columbia and Victor are still flatly refusing to be parties to the settlement terms Decca agreed to, namely direct payment of 'royalties' to the union.

"War Labor Board, which has been meeting in closed sessions almost every day, still has not condoned or rejected the Decca-AFM pact."

Commercial radio for England after the war is reported in agency circles to be almost a certainty. Understood that British Broadcasting Co. has been assured by high Government officials in London of its official blessing and that the American system of network broadcasting will be closely copied.

The Federal Communications Commission has authorized Western Union to eliminate about 1800 duplicate telegraph offices now serving substantially the same areas. The elimination of these offices, it was said, will enable Western Union to provide for a more efficient use in the merged carrier of the facilities and personnel of both Western Union and the former Postal company.

The Blue Network Company, Inc., has been granted authority by the Federal Communications Commission to transmit recorded programs to all broadcast stations under the control of the Canadian authorities that may be heard consistently in the United States.

An episode from "Tom Sawyer", was part of the fare for Southern California's television listeners last Monday on the program broadcast over the Thomas S. Lee television station W6XAO.

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