

HEINL RADIO BUSINESS LETTER

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No. 1579

November 16, 1943

BBC FIVE-YEAR BROADCASTING PLAN NEARS COMPLETION

November 21st will become an important date in the chronological story of British broadcasting at war. It will mark the introduction of what will probably be the longest continuous daily program in world broadcasting, and the establishment of separate services for the two great audiences in Latin-America: those who speak Spanish, and those who speak Portuguese. It will be the date on which began the final stage (it will take a few months to complete) of a plan of development laid down five years ago.

The first detailed word of this "all round the clock" expansion reached this country in the current issue of "London Calling" which goes on to say:

"The General Overseas Service under its present title is the youngest of the BBC's services for listeners outside Britain: it will not be five months old until November 13. Eight days later-- in terms of continuous output in one tongue -- it will be by far the biggest child in the family. Now just under thirteen hours in length of daily time, it will grow to nearly twenty hours on November 21.

"During those hours its areas of service will range from Chungking round to the Falkland Islands and up to Western America, covering most of the places in between. In the British Winter, it will be audible in Australia and New Zealand for about four hours every day. In many of the areas to which it is already directed it will be available for considerably longer periods; to listeners in Central and South Africa, for example, it will offer about fourteen hours' continuous listening, instead of less than six.

"While the General Overseas Service is available to, say, listeners in North America from 19.00 to 02.15 G.M.T., the North American Service continues to be planned for that area, and directed to it, from 21.15 to 04.45.

"The planners of the General Overseas Service plan for British tastes and for listening under what are usually distracting conditions - in Service canteens, for example. Light music, variety, news - those are the ingredients, served in morsels rather than portions. They will continue to be the basis of the expanded programs, with the exception that towards the end of the day, when the Service is beamed on the Americas, the programs will be designed to provide an alternative to, and to complement those of, the North American Service.

"Special broadcasts for isolated groups of listeners in the Forces will be standard features, though as far as possible the General Overseas Service will seek to give a program acceptable usually at all times. The existing band of programs for the Forces in India will include a regular program, made in the U.S.A., for American troops. Newscasts will be frequent: a full bulletin ten times a day; headlines at the hour.

"For West Indian listeners the Service will be available for nearly eight hours a day, instead of two and a half, and their own program 'Calling the West Indies', will be transferred to it from the North American Service.

"Similarly, for Central and South America the General Overseas Service will replace the North American Service during the earlier part of the evening, but at 02.15 GMT, when the General Overseas Service closes down, the North American programs will take over and continue until 03.45.

"These far-reaching developments have consequential effects on the coverage of the Pacific, African, and North American Services. In order that the programs from Britain might be heard over the widest possible area of the world at any given time of day, each of these Services, regional in concept as they are, have been broadcast from additional transmitters to areas other than those to which they are primarily directed, the fact that the program content is designed for a particular audience having, therefore, to be ignored.

"Now, the General Overseas Service, with its more universal appeal and world-wide distribution, will relieve the regional services of their secondary-area transmission, and in doing so, will achieve one of the principal aims of the 'five-year plan' - the provision in as many areas as possible of a dual program service from London.

"It is worth adding that in some places at certain hours of the day, three (and even four) BBC services will be available - a result of the carrying of the European Services on transmitters directed to countries outside Europe in which there are substantial audiences for broadcasts in the major European tongues.

"Drab though statistics be, two facts eloquently measure the progress of British short-wave broadcasting over the last five years: in 1938 the overseas transmissions in all tongues (seven of them) totalled under twenty program hours a day; in November, 1943, the total output in all tongues (forty-six of them) will amount to over ninety-five hours per day. Early in 1944, even that figure will become obsolete."

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A WISE GOVERNMENT PLAYS NO FAVORITES, SARNOFF WARNS

If David Sarnoff, President of the Radio Corporation of America, and a member of President Roosevelt's new Business Advisory Committee told the President what he told the Lancaster, Pa. Chapter of the American Association for the Advancement of Science last week, it should give the Chief Executive something to think about.

"The role of government in its relationship to labor and industry should be that of an umpire", Mr. Sarnoff said at Lancaster. "A wise government does not seek to favor either management or labor. It must be impartial, not partisan.

"When the war ends, and we enter the immediate period of transition, the government in fairness to both labor and industry must readjust its rigid wartime controls. The emergency regulations necessary in wartime, but not necessary in peacetime, should be reduced as speedily as practicable. Elimination of wartime restrictions will enable manufacturers to produce and supply the goods needed by the Nation, to maintain employment, and to adapt new developments in industrial science for the benefit of all people."

Government should not unduly restrict private enterprise or enter into competition with industry, if American industrial science is to play its destined role in the reconstruction period after the war, Mr. Sarnoff said.

"On the other hand, it is of no avail for industry merely to point to the dangers of governmental restraints", he continued. "Industry must give evidence of leadership by presenting practical alternatives.

"Industrial statesmanship can accomplish more than political statesmanship in solving the post-war problems of employment, mass production, prosperity and the continued uplift of the American standard of living. Industry is the great motive power in the solution of these problems. The future of every American home and family depends upon it. Therefore, it is imperative after victory is achieved on the battlefields that American industry devote the same all-out efforts to the peace that it devoted to the war. There can be no let down. The problems of peace will be of great magnitude. After the devastation of war, mankind will be called upon to win the peace and to make that peace secure with happiness for all people. If industrial statesmanship fails in the great opportunity, then the approach to the post-war problems necessarily will be political instead of economic."

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"Labor unions no longer are barred from buying radio time on the networks", Leonard Lyons, columnist, writes. "The CIO bought a half-hour period over the Blue Network for this Sunday night. The contract provides that since this may be a controversial matter, the Chamber of Commerce can obtain radio time to make reply."

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FLY, AS POLITICAL SOLOMON, GIVES FIORELLA WRONG ANSWER

It is almost certain that Mayor LaGuardia of New York didn't expect the kind of an answer he received when he asked Chairman Fly of the Federal Communications Commission if charges he (Fiorella) made over the city-owned radio station WNYC, that the Republicans were responsible for the election of Judge Aurelio, (a) were political, and (b) if so, if he should allow Thomas J. Curran, Chairman of the New York Republican County Committee to reply.

Mr. Fly adroitly sidestepped the question as to whether what the "Little Flower" (sometimes called "Little Roosevelt") said was political, but as to letting Curran go on the air, replied, in effect, "Sure, give him a chance to reply". Accordingly LaGuardia agreed to grant Chairman Curran 10 minutes over WNYC next Sunday. Curran, in a broadcast over WHN which was so hot the censor had to tone it down, characterized the whole WNYC proceedings as "very corny", adding that LaGuardia played politics 365 days in the year purveying "vicious half truths".

Chairman Fly's reply to Mayor LaGuardia was as follows:

"You understand, of course, that the responsibility for the programming of the Station rests upon the licensee. The discretion exercised by the licensee is not reviewable by the Commission except at a time when the over-all conduct of the station over the long stretch is brought up for general review. The mandatory provision of the statute requiring equal facilities for candidates for public office is not applicable in this instance. I shall, therefore, assume that you have asked for an expression from me as to my own appraisal of the broadcaster's duty in the operation of this vital mechanism of free speech.

"I doubt if there is any substantial divergence of opinion between us as to the general philosophy which ought to apply to radio broadcasting. I assume that when any speaker enters the field of controversy on any current problem, or where any speaker, political or otherwise, makes charges of a serious nature against responsible persons or organizations, the least the opposition should have is equal opportunity to present to the public its own answer to any charges made. Nor, in my view, is it essential to the application of this principle that the original broadcast in question be political or non-political. The ideal toward which my own thinking aims is that the public is entitled to a balanced presentation on all lively, current issues. I should think that this principle is only accentuated when there is something accusatory in the original broadcast.

"I have reviewed your entire speech, a copy of which covers ten and one-half mimeographed pages. Surely, most of that speech can properly be deemed a report from the Mayor to the electorate of his own City on non-controversial matters of current interest to the public. I assume that the material in question covers a

little over two pages from near the top of page 2 through the middle of page 4.

"I do not think this material is of the greatest current political interest, but I do think that it may have some long-range impact in the political realm. In this way it may affect the local Republican organization. Of somewhat greater significance, however, is the fact that your language appears to me to be somewhat accusatory in nature in that you lay the blame for the Aurelio election, which is assumed to be unwholesome, on the door-step of the Republican organization. You may well be right in doing this, and the array of facts presented by you without countervailing evidence point in the direction of this responsibility. Indeed, at a distance, I had already been inclined to assume that the election of Aurelio was made both possible and probable by the failure of the appropriage organizations to concentrate in support of one qualified opponent. Thus, the upshot of my own thinking on the subject at a distance is that I tend to come off with the feeling that you are right.

"But therein lies the danger. In terms of the over-all operation of the mechanism of free speech in the broad public interest, it is ever so essential that the public be not, through one-sided presentation, led to think on any subject as either or both of us may think. The question of fact is serious, the blame sought to be placed upon the Republican organization is serious, and that organization raises a responsible voice seeking to be heard. This leads me to the thought that the public is entitled to hear them and that the Republican County Committee should be enabled to express its view. The time and facilities extended to the Republican organization should be no less desirable or effective than that enjoyed by you. I would assume that you spent about six minutes on this general subject. If I may be specific, I would suggest that you extend to them ten minutes of this same period on Sunday, November 14, or at such other time as may be mutually arranged."

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ASCAP PRESENTS RECORDS TO THE S.S. VICTOR HERBERT

Captain Arnt Magnusdal, master of the Liberty Ship, S.S. VICTOR HERBERT, accepted last Friday on behalf of his crew two electric phonographs and several albums of recordings of Victor Herbert's works from the American Society of Composers, Authors and Publishers. Mr. Robert L. Murray, ASCAP official, made the presentation.

The VICTOR HERBERT, named after the Society's founder, was launched last August 22nd as a sixtieth birthday gift to Maj. Gen. Jonathan M. Wainwright, captured by the Japs at Corregidor.

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FCC, LIKE ICKES, STANDS BY OUSTED EMPLOYEES TO LAST DITCH

The tracks of Dr. Goodwin Watson and William Dodd, Jr., of the Federal Communications Commission, supposed to be fired November 15th along with Dr. Robert M. Lovett of the Virgin Islands, were so well covered at the FCC that it was impossible to learn whether they were on the job this morning (November 16) waiting to be "officially kicked out" or had left under their own steam. All that was forthcoming from the FCC was "No comment."

It was learned from another source that all three officials by agreement with their Department heads, will continue to hold their positions without pay. Later they will sue for their pay charging that the action of Congress in ousting them was unconstitutional.

Then it is expected the cases will be expedited through the Court of Claims up to the U. S. Supreme Court. It was said that even if the trio win salary judgments, they will eventually lose as their claims must go back to the very Committee which ordered them ousted in the first place and which found them unfit for Government office. This Committee has only to pigeon-hole the claims and the three men may go on working - but for nothing.

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NEWSPAPER PROTESTS TO PRINT WINCHELL BROADCAST "ECHO"

One of the first cases of its kind was the Miami Herald refusing to print the column of Walter Winchell on the ground that it had been previously broadcast. The paper explained the action in a story captioned "Not an Echo, Mr. Winchell", claiming that what had been offered to the Herald was a verbatim repetition of Winchell's November 7th broadcast.

John D. Pennekamp, Herald managing editor, said: "Too many columnists have built up a radio following through newspapers, then given us the same news. This has been fought before through syndicates. We are taking the matter to the public."

"There is nothing exclusive or newsworthy in that which has been previously heard over national networks. With the paper scarcity, the Herald feels it has no right to impose a second-hand column on its readers."

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Ed Sullivan's New York column had this one:

"Bill (CBS) Paley won \$5 from Paul Kesten on a luncheon table bet about the weight of a pair of trousers. . . Paley took off his pants, stood by in shorts while Frank Stanton weighed 'em... Indicator on scale in private CBS dining room showed 1 pound 8 ozs."

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PETRILLO ROW AGAIN UP TO WLB; SARNOFF-PALEY TALKS FAIL

The efforts on the part of David Sarnoff, President of the Radio Corporation of America, and William S. Paley, President of the Columbia Broadcasting System, apparently having gotten nowhere and Mr. Paley leaving for his mission for OWI overseas, the Petrillo recording dispute is again on the doorstep of the special War Labor Board panel in New York, whose next meeting is scheduled for tomorrow (Wednesday, November 17th).

In an editorial, the third this magazine has had on the subject, the Saturday Evening Post says:

"Caesar Petrillo, czar of the American Federation of Musicians, did all right for himself in his recent contract with the Decca Corporation, which makes phonograph records. The company agreed to pay his union a tax on every record produced, the proceeds to go - not to the workers who toil in the record factory, but to the union of the musicians who ground out Pistol-Packin' Mamma in the first place. The ostensible purpose of this privately levied tax on an American industry is the creation of a fund to pay 'live musicians' for concerts sponsored by the Union.

"We have made a good deal of fuss over Petrillo's activities for some time, because we believe they have significance far beyond the playing of phonograph records. The Petrillo campaign consists in up-to-now successful efforts to force radio stations, proprietors of places using juke boxes and as much of the entertainment industry as possible to pay tribute to musicians, or rather to the musicians' union. The union was powerful enough to tie up the record-making business for months.

"Mr. Petrillo, of course, is not alone in feeling that his boys should be paid off in perpetuity to compensate them for the arrival of mechanical music. The American cotton grower would like to tax rayon manufacturers for the benefit of ex-cotton growers, and the stagecoach business might have hung on for a few more years if it had been authorized to levy a private tax on the railroads.

"Fortunately for the history of American enterprise, up to now no such principle has operated to curtail our progress. Horsecar drivers have had to find work in some other trade. Owners of shares in lamp-chimney companies have had to take a loss, unless the firm got into the pickle-jar business in time. The hitching-post industry was not permitted to tax curb service. But Mr. Petrillo - taking advantage of laws and judicial decisions which exempt labor unions from statutes forbidding agreements in restraint of trade, and so on - assumes for musicians the right to levy tribute on the public for no other service than being superfluous musicians. If this philosophy is applied to television, electronics and the revolutionary techniques which are just around the corner, the price to be paid by all of us for official subservience to a few selfish leaders of labor will be disastrous."

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SENATE VOTES \$630 FOR SCHUETTE NATIONS LEAGUE ARTICLE

At the request of Senator Gerald P. Nye (R), of North Dakota, an article about the League of Nations which was written by Oswald F. Schuette, now of the Radio Corporation of America, when he was a newspaper correspondent covering the Harding-Cox campaign, was reprinted in the Congressional Record of November 12th as a deadly parallel in the present international crisis. Senator Nye called attention of the Senate to the length of the article stating that it would cost about \$630 to reprint it but there being no objection it was ordered done. It covers 11 pages of agate type, approximately 20,000 words, and is reprinted from the 1920 Republican National Committee Handbook.

Mr. Schuette gives a solemn warning to the Senate and the people that our country now faces a similar danger of compromising and committing ourselves beyond alteration or appeal "if we do not take drastic steps to safeguard the Constitution, defend the sovereignty of our nation and proclaim anew the supremacy of American independence."

Mr. Schuette wrote:

"When President Wilson went to Europe, the prestige of the United States, its achievements in arms, its principles, and its wealth made it the greatest power at Versailles. Had it been represented at the conference by a statesman ambitious for his country rather than for himself, it would have played there a part such as it played in the war - to save the world from darkness and from ruin.

"For to Europe, the United States stood as the one nation unembittered by hatred, unmoved by lust of conquest, unswayed by dreams of empire. From the conflicting ambitions and clashing aims that had involved Europe in the meshes of war, the United States alone was aloof.

"Yet Mr. Wilson threw all advantages away the moment he got within the doors of the peace conference. He bartered away American prestige and American position for the promotion of his own vague and shapeless ideals. Every element of international strength and influence which the United States had developed during the war, every new acquisition that might be used for the greater welfare and glory of the United States was sacrificed by him behind those closed doors; and that is not all nor the worst. With them went this country's heritage of diplomatic triumphs of the past, the whole structure of America's foreign relations and diplomacy. Not only did he repudiate the policy set forth in Washington's warning against entangling alliances but he allowed the Monroe Doctrine to be classified as a mere 'regional understanding', to be interpreted by foreign powers in the League of Nations."

Showing how Governor Cox, when running for the presidency, endeavored to carry on the ideals of President Wilson, Mr. Cox was quoted as saying:

"What he (Woodrow Wilson) promised I shall, if elected, endeavor with all my strength to give."

To which Mr. Schuette added:

"'To give' - what? To give the sovereignty and the independence of the United States. To give to European powers a control over the Army and Navy of the United States. To give Great Britain 6 votes to America's 1 in the League of Nations. To give the Monroe Doctrine into Europe's keeping. To give to alien counsels a power over war and peace that the Constitution now limits exclusively to the Congress. To give to Europe's imperialism the sanction, the blessing, and the protection of the blood and the wealth of the United States.

"That is the gift. Fine words alter no facts. That is the bond, signed and sealed by the two Democratic leaders - signed and sealed beyond alteration or appeal."

It is the isolation Republican contention that history is now absolutely repeating itself.

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CLAIM BRITISH BETTER PROPAGANDISTS; BBC EXAMPLE

In the House debate on the Office of War Information appropriation, Representative Ditter (R), of Pennsylvania, used an Associated Press dispatch from Algiers as a basis of spanking OWI.

"The headline of this dispatch is 'America Losing Prestige Among Algiers French'. There is a subhead headline, 'Poor Propaganda Gets Blame For Decline'", Representative Ditter declared.

"I will read a line or two:

"'A year ago the name "American" was a magic one to the French in north Africa. Today, a year after the Allied landings, it is more often a term of reproach than praise. The blunt truth is that the prestige of the United States among a considerable proportion of the French people has taken a nose-dive.'

"I further quote:

"'The British are a long way ahead of the United States in the presentation of her role in the war in North Africa. This is particularly noticeable in the Newspapers. Reuters, the British news agency, supplies the bulk of the foreign news in the north African newspapers and London date lines dominate the front pages, often appearing on items originating in this war theater.

"The British Broadcasting Corporation also is a highly effective British agency for developing good will among the north Africans and a substantial share of the programs broadcast by the American Expeditionary Force radio station for Allied troops in this theater is received through B.B.C."

"Why do I give you that? It comes from Algiers. The date line is 'Algiers, November 3, A.P.' I give you this to refute the repeated statement that has been made here of the efficiency and the value of O.W.I. It confirms the position which we have taken on the minority side that O.W.I. needs a house cleaning. The best way to force that house cleaning is to hold on to the purse strings here in the House rather than permit the agency itself to write its own ticket."

A report of Robert Sherwood, Director of Overseas Operations Branch of OWI, stated:

"Since April 1, 1943, O.W.I. has shipped to north Africa from New York alone, with the approval of the War Department, 900 tons of paper, 7,703,343 publications; 7,500 reels of motion pictures; 302 tons of radio parts; 180 tons of printing presses, office supplies, recordings, and other equipment."

"Orders from General Eisenhower's headquarters for 12 additional radio transmitters for that theater are now being filled."

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CBS EXPANDS CONSTRUCTION & BUILDING DEPT.

To facilitate its functions, four operating divisions have been set up within CBS' Department of Construction and Building Operations. These divisions are: Construction Operations, Building Service Operations, Theater Operations and Internal Security.

The Construction Operations Division is headed by C. R. Jacobs, who is now on the West Coast supervising the installation of the new shortwave transmitter station which is being erected in the Los Angeles area by OWI and CBS.

Manager of the Building Service Operations Division is John R. Carey, with J. M. Cooke as Supervisor of the 485 Madison Avenue offices and Thomas Brady as Supervisor of the network studio building and shortwave offices at 49 East 52nd Street.

The third division, Theater Operations, is headed by James Stevens, formerly of HOLC, who supervises CBS' five radio theaters.

Manager of the Internal Security Division is Walter Weiler, who oversees finger printing at CBS, its emergency protection operations and the guard service for the network.

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 ::: TRADE NOTES :::
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A patent has been granted to Francis H. Shepard, Jr., of Rutherford, N. J., for a distance measuring system. It determines the distance between a transmitting station and any reflecting object. The patent (#2,333,688) has been assigned to the RCA.

Conforming to the recent country-wide reassignment of the FCC, Lewis Allen Weiss, Vice-President, advises that the call letters on the Don Lee Broadcasting System FM station K45LA at Los Angeles have been changed to KHJ-FM.

Thomas L. Sidlo, of Cleveland, Chairman of the Northern Ohio Opera Company said in New York last week that he believed that from a quarter to a half a million dollars a year could be raised periodically for the Metropolitan Opera Company from the radio audience.

In a survey on "Journalism in Wartime" just published, Gardner Cowles, Jr., President of the Register and Tribune Co., of Des Moines, Iowa, and head of the Iowa Broadcasting Co. (and at the time he wrote, Domestic Director of the Office of War Information) says it is an attribute of free people to be tough enough for for any job at hand - "but only if they understand why". A fifth freedom - that of information "everywhere in the world" - he contends is necessary to the accomplishment of the Four Freedoms of the Atlantic Charter.

Eric Sevareid, CBS war correspondent, who spent nearly three weeks in a Burma jungle after parachuting from a disabled Army transport plane August 2nd, arrived last Sunday at Bolling Field in Washington aboard the "Rangoon Rambler", famed Flying Fortress, to complete a 14,000-mile flight from India.

Radio is among the articles included in a nationwide consumer survey being conducted for OCD Requirements by the Census Bureau. Among the questions asked regarding radios and 115 other types of goods, will be to what extent are shortages causing actual hardship, is the available supply of consumer goods being distributed fairly, what is the quantity of the goods now in the hands of the consumers, and in what condition are they in?

The weekly broadcast concerts of the Boston Symphony, which for the past year have been the outstanding musical presentation of the BLUE Network, now will come under the sponsorship of the Allis-Chalmers Manufacturing Company of Milwaukee, Mark Woods, BLUE Network President, announced last week.

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