

HEINL RADIO BUSINESS LETTER

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HEINL RADIO BUSINESS LETTER
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No. 1605

NEW DEAL JITTERY OVER INCREASING PRESS ATTACKS ON FCC

Coming just ahead of what promises to be one of the most bitter political campaigns in our history, some concern is being expressed in high New Deal circles at the backfire the newspapers of the country are apparently starting against the Federal Communications Commission and its Chairman, James L. Fly. This was inspired by the evident attempt of the FCC to discriminate against newspaper owned stations, the press inquiry allegedly having been started by President Roosevelt himself with Mr. Fly enthusiastically hopping on the band-wagon.

However, if now the Congressional Investigation of the FCC blows up, or if there is any further gagging of witnesses by the White House or the probe is again hampered in any way, it is believed the press of the country, still smarting from the sting of the FCC's inquiry into newspaper-owned stations, will open up on the Commission and the Administration in earnest.

As it is, the increasing number of editorial attacks on the FCC are far from reassuring to the political leaders. No less than three editorials appeared in the Congressional Record in a single day from widely separated parts of the country. This, of course, brings the criticism of the FCC to the direct attention of the members of the House and Senate serving to arouse the Republicans and to put the New Deal Democrats, most of whom are up for election, on the defensive.

An editorial from the Pittsburgh Press was inserted in the Record by Representative Louis E. Graham (R), of Pennsylvania, captioned "Fly in the Ointment", and read:

"James L. Fly is Chairman of the Federal Communications Commission. As such, he is one of seven members.

"He is not the whole Commission. He is not legally a dictator over the radio industry, or any other type of communications.

"But there is a good deal of evidence to indicate that he is trying to be.

"The act of Congress which created the Federal Communications Commission sets up as its purpose the regulation of the communications systems, especially radio, for the common good.

"It was not the purpose of the law to create a bureaucratic dictatorship which would run the radio industry, or any other facility in the communications field.

"Mr. Fly is now accused of pampering the C.I.O. American Communications Union at the expense of the national war effort.

"He is accused of blocking efforts to make positive the loyalty of radio operators in the merchant marine.

"He is charged with causing the transfer and later retirement of the Navy's top authority on radio.

"All these, and more, are serious charges.

"It now appears that there shortly will be a full airing of these allegations and that a more or less complete story of Mr. Fly's manipulations and machinations will be spread on the public record.

"This cannot happen too soon, and it cannot be too thorough when it does happen. Mr. Fly has been asking for it a long time. It's about time he got it."

Representative Frank Fellows (R), of Maine, had the following editorial, "The FCC and Liberty" reprinted from the Indianapolis News:

"The Federal Communications Commission has again put its hand to law writing. Its latest edict is that while it will not deny radio-station ownership to newspapers, it will make sure that there is diversification of ownership.

"It has served notice that when only one wave band is available in a particular city, and two applicants equally well qualified, one newspaper and one non-newspaper, seek the frequency, the FCC will, in the public interest, be inclined to favor the non-newspaper applicant.

"The FCC maintains that it has reached this decision after long investigation of newspaper-radio ownership. But as far as available records show, it has published no report to support its conclusion, nor has it ever submitted the question to public hearings.

"The business of the FCC is to police radio in the interest of traffic orderliness. When it steps beyond this function to rule on the content of broadcasts or to deny or favor one kind of ownership, it is betraying a kinship with the tyrants of today and yesterday who made the ownership of a printing press conditional on their approval of what was printed upon it.

"The mystery still is why Congress does not take an afternoon to boot the FCC into the climate of American freedom."

No doubt those already in the broadcasting industry will smile when it is recalled that shortly after the editorial was printed the Indianapolis News purchased a broadcasting station and thus itself came under the control of the FCC.

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OWI SEEKS TO FILL RADIO POSTS ABROAD

Representatives of the Newspaper and Radio Advisory Committees of the Domestic Branch of the Office of War Information and the War Advertising Council held a two-day session in Washington this week called by Elmer Davis, Director of OWI, to review a special demand on the Overseas Branch of the OWI. There is a vital need for 450 men for important and urgent missions overseas in view of impending military operations.

Many of the 450 men will be sent abroad within a few weeks. Others will replace OWI men in America who are urgently needed abroad. The great majority of the 450 will go abroad before many months pass.

The specific types of candidates needed for this pressing program are as follows:

100 News men: These men should have a minimum of five years' experience. Telegraph copy experience would be valuable. Flexibility and ingenuity must be combined with an even temperament and physical fitness. These men will be trained in this country for a minimum period of four months and will then be considered for overseas assignments.

Men aged 38 to 45, inclusive, who have the above qualifications are preferred. Men who are 4-F with minor disabilities, and who have been rejected or discharged by the armed services but are fit, will be welcome. Men 30 to 37, inclusive, who are especially qualified, will be considered. Some women can be used.

Newspapermen are employed overseas in many capacities. Handling incoming news received from many sources, they prepare it for use in English or translated to service back area press, OWI radio transmitters, and forward combat teams. News men are also employed as leaflet writers in forward areas. They take over and publish newspapers in liberated areas until normal conditions have been reestablished. Capacity to speak, read and write foreign languages fluently is a great asset but not an essential.

60 Radio Engineers; All types of qualified radio engineers can be used for the erection and repair of transmitters, recording, studio and operation work. Men with five to ten years of experience in this field can be employed for overseas duty. They should be at least 26 years old, preferably older. The same standards for physical fitness and temperament as for newsmen apply. These men will be sent overseas as rapidly as they can be cleared as training in this country is not essential. Men experienced in sending and receiving radiophotos, or interested in this subject, are badly needed.

30 Radio Announcers, Script Writers, Producers: These must be top-notch men with long radio or related experience if we are to get them cleared. Men experienced in operating small radio stations can also be used to take over and run radio stations in liberated areas. Age requirements same as for newsmen.

20 Picture Editors and Photographers: Many photographers are required for the publications used in psychological warfare. The pictures taken in the field by OWI men are especially selected for our own special operations. These men must be capable of taking good usable news pictures and assembling them for reproduction in leaflets and pamphlets. Some will work in forward areas; some farther to the rear. Age requirements same as for newsmen.

20 Radiophoto Editors and Reproduction Editors: These men should be experienced in reproduction processes as they will actually produce airborne and other leaflets on the field. Training is given on portable Davidson presses which operate close behind the lines in conjunction with radiophoto receivers. Again, technical skill and experience are important factors. Age requirements same as for newsmen.

150 Language Specialists: Men truly bilingual can be used in many ways. Interrogation of prisoners, obtaining intelligence, control of foreign newspapers, announcing, translations, liaison with local press and monitoring fall within the field of these men. Some of highest capability can be employed. Perfect language ability is recognized as a rare skill and therefore carries considerable weight in obtaining permits to go overseas.

50 Publication Writers, Artists, Layout Men and Printing Experts: Leaflet production plays a large part in psychological warfare and back area information work. Top-grade writers, layout men and artists are needed for this creative work. Men who know all phases of printing can be employed to establish production operations in liberated areas, contact commercial printers, etc. Age requirements same as for newsmen.

20 Morse Code Operators: Eventually 200 of these men will be required to receive news broadcasts and to intercept enemy transmissions. Ability to handle 25 to 30 words a minute is essential although we conduct training courses for those not up to this speed.

Salaries: Overseas salaries range from \$2600 to \$6500 with the bulk falling in the \$3800-\$4600 range. In addition, living allowances will practically cover costs abroad.

Working Conditions: The work is hard and conditions are trying. Living accommodations are generally scarce and poor. People are crowded together and illness is frequent. Ability to withstand hardships and changing conditions is essential to effective work and personal satisfaction.

Those Interested should write to Ralph Stillman, Personnel Director, Outpost Service Bureau, OWI, 250 West 57th Street, New York City.

The Committee has had assurance that the State and War Departments have not only endorsed the recruiting program but have called upon OWI for its fulfillment. We feel that it offers newspaper, radio, and advertising men an opportunity for vital service to the country.

To assist OWI's Overseas Branch in meeting these new obligations, the undersigned have been appointed to a special committee representing the broadcasting, newspaper, and advertising professions:

Earl Gammons, CBS; Kenneth Berkeley, Blue Network; Charles Barry, Blue Network; Lewis Allen Weiss, Station KHJ, Los Angeles; Carlton Smith, NBC; William Brooks, NBC; Paul West, President, Association of National Advertisers; A. F. Jones, Managing Editor, Washington Post; B. M. McKelway, Assoc. Editor, Washington Evening Star; Mark Ethridge, Publisher, Louisville Courier-Journal; Palmer Hoyt, Publisher, Portland Oregonian; Fred Gaertner, Jr., Managing Editor, Detroit News; Wilbur Forrest, Assist. Editor, New York Herald Tribune; H. D. Paulson, Editor, Fargo Forum; Paul Bellamy, Cleveland Plain Dealer; Mason Britton, Executive Vice Pres. McGraw-Hill Publications; T. S. Repplier, General Manager, War Advertising Council.

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TELEVISION TO HAVE EVERYTHING AFTER WAR, ENGINEERS TOLD

Just as radio broadcasting for years has linked the East and the West in sound, Ralph R. Beal, Assistant Vice-President in Charge of RCA Laboratories, told members of the San Francisco Engineering Council, so television promises to do it pictorially. He said that by means of automatic, unattended radio relay stations, spaced at intervals across the country, the "East will look in on the West and the West on the East."

These radio relay towers, Mr. Beal explained, may be supplemented by specially designed wire circuits or coaxial cable, serving "as a sort of optic nerve of the entire nation". He predicted that it will be no trick at all to glance across the country in the twinkling of an eye.

"But here it may be well to warn you", he told his San Francisco audience, "that you will have to be careful not to boast of the famous California sunshine when the sun is behind the clouds. Television will see raindrops."

Mr. Beal said that the post-war television camera will be so sensitive that it will be able to pick up a bumble bee in flight,

or almost anything else that's visible to the human eye. The camera's eyesight, he said, has been greatly sharpened by wartime electronic research in RCA Laboratories.

The big news happenings of the day - parades, presidential inaugurals, national political conventions, sports classics and the like - will be telecast sky-high over the Great Divide, giving owners of home-television sets grandstand seats, Mr. Beal said.

He disclosed that theater television is "one of the bright prospects of the art", having undergone tests that prove its practicability. He said that just before the war RCA projected television images on a 15 by 20-foot screen in a Broadway Theater with excellent results.

"It creates a fascinating picture", Mr. Beal continued, "to think of theaters throughout the country equipped for large screen television pictures. The theaters of the nation, connected into television networks, become Broadway playhouses with the newest dramatic productions. The theater of the village becomes the Metropolitan Opera House of the nation."

He pointed out also that, while 20,000 or 70,000 people might be packed around a ringside in New York, audiences running into the millions could witness championship bouts or other sports classics in television equipped theaters. He said it is within reason to estimate that several hundred television stations can be placed in operation in the United States during the first ten years after the war.

Home-television sets, until now confined to 9 x 12-inch screens, will produce much larger and brighter pictures after the war, Mr. Beal predicted. "Before Pearl Harbor", Mr. Beal said, "experimental home receivers were demonstrated with picture-screens thirteen inches high and eighteen inches wide. Larger pictures up to twenty-four inches were produced experimentally. In the post-war world, ingenuity in design and production will bring the television receiver within the range of the average pocket-book."

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MEET MISS GAIL RUSSELL!

Frank "Scoop" Russell, Vice-President in charge of the National Broadcasting Company's Washington office, is the new father of a nine-pound baby girl, born to his wife, the former Phebe Gale, at Columbia Hospital in Washington, Tuesday, February 22nd.

It was the intention to name the baby Gale after Mrs. Russell, if it had been a boy, and Gail if a girl - so Gail it is. Mrs. Russell is happily remembered as former chief of public relations at NBC.

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TERMINATION OF INTERNATIONAL RADIOTELEPHONE COMMUNICATIONS

The Board of War Communications has determined that the national security and defense and the successful conduct of the war demand the termination of certain international radiotelephone communications;

Order No. 19-A is therefore amended to read as follows:

"(1) Non-governmental business radiotelephone calls between the United States and Great Britain shall be permitted subject to the prior approval thereof from the Office of Censorship. No personal radiotelephone calls shall be permitted between the United States and Great Britain.

"(2) No non-governmental business or personal radiotelephone call shall be made to or from any foreign point outside of the Western Hemisphere other than Great Britain unless such call is made in the interest of the United States or the United Nations and unless an agency of the United States Government sponsors such call and obtains prior approval therefor from the Office of Censorship; Provided, However, That this provision shall not apply to American press calls or radio broadcast programs, or to such other press calls and radio programs as may be specifically approved by the Office of Censorship.

"(3) No calls of any nature, over the radiotelephone circuits under the jurisdiction of the United States, no matter where such calls may originate, unless sponsored and approved as provided in paragraph (2), shall be permitted to, from, or on behalf of, the following thirteen countries: Egypt, Finland, France, Iceland, Iran, Ireland, Latvia, Lithuania, Portugal, Spain, Sweden, Switzerland, and Turkey.

"(4) Personal calls other than those prohibited in the foregoing paragraphs may be completed between two points in the Western Hemisphere.

"Subject to such further order as the Board may deem appropriate.

"Nothing herein shall apply to existing regulations governing the use of cable, telegraph, or radiotelegraph communications."

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The February issue of "Industrial Music News" issued by the Radio Corporation of America has for its front cover a photograph of the statue of Abraham Lincoln in the Lincoln Memorial bearing this caption:

"What a difference it would have made to the audience if Lincoln had delivered his famous Gettysburg Address over a modern sound system! Only a few really heard him."

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G.O.P. CONGRESSMEN MAY FOLLOW GAREY OUT IN WMCA ROW

The resignation of Eugene L. Garey, counsel for the Congressional FCC probe, and three of his assistants today (Friday) was expected to be followed by a big blow-up on the floor of the House and the resignations of the two Republican members of the Investigating Committee - Representatives Richard B. Wigglesworth, of Massachusetts, and Louis E. Miller, of Missouri.

"To such a patent fraud on the Congress and the public I cannot and will not lend my aid", Mr. Garey declared in resigning.

The resignations were an outgrowth of a decision by the Committee's Democratic majority, headed by Representative Lea, to postpone hearings into the sale of radio station WMCA in New York. There have been charges that Donald Flamm, former owner of the station, had been pressured by the FCC to sell it to former Under-secretary of Interior Edward J. Noble, now owner of the Blue Network.

The Republican members of the Committee - Representatives Miller, of Missouri, and Wigglesworth of Massachusetts - joined Mr. Garey in opposing the delay.

Denouncing the reasons for the postponement as "puerile", Mr. Garey said the action set a "dangerous precedent" whereby the "constitutional investigatory powers of the Congress always can be thwarted merely by adopting the same subterfuge which you are putting forward".

The Committee originally began its study of the FCC under chairmanship of Representative Cox (D), of Georgia, who resigned after charges that he was prejudiced against the FCC. Mr. Lea then took over. Mr. Garey charged in his letter that Representative Lea's "hostility to the investigation and its purposes has been clear to me . . . from the beginning."

"Despite the many efforts to frustrate, interfere with and discredit the work of the Committee", Mr. Garey said, "the Committee's public record contains conclusive evidence respecting the arbitrary and unlawful functioning of the Commission and the high-handed manner in which it has abused its powers and usurped authority."

"The great mass of the material gathered has not yet been made public. It seems to be the evident purpose to conceal, by one means or another, this material from the Congress and the public."

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C O R R E C T I O N

In our last issue we referred to the Washington Times-Herald as "one of the so-called Axis newspapers". In doing this we thoughtlessly fell into the use of a smear headline which enemies of the Washington Times-Herald, the Chicago Tribune and the New York News have attached to those papers.

Taken literally the tag line "Axis newspapers" is an insult. That, of course, was far from our intention. We regret very much in our haste in writing the article that we used any such designation.

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CLOSER HARMONY WITH FCC FIRST MOVE OF NEW NAB PRES.

A conference at an early date between J. Harold Ryan, newly elected President of the National Association of Broadcasters, and Chairman James L. Fly of the Federal Communications Commission, indicates a healing of the great breach caused by the Fly-Neville Miller-Mackeral-in-the-Moonlight row at St. Louis. It was a foregone conclusion that Chairman Fly packing the punch he does had put the O.K. on the election of Mr. Ryan but whether he did or not the latter realizing the importance of better relations between the broadcasters and the FCC will meet Mr. Fly half way at least.

"I see no reason", Mr. Ryan was quoted as saying, "why we shouldn't get together with FCC. It might be of considerable benefit to both of us. I have always been able to get along with Mr. Fly and I hope the chance will be afforded to us to cooperate. I will go into NAB with no chip on my shoulder. I plan to see Mr. Fly in the near future to discuss the problems of the industry."

Emphasizing the importance of one strong organization - not one for FM, another for AM, or another for television, Mr. Ryan said:

"Broadcasting will be weakened by too many different organizations. The industry is stronger today than it was a few years back when there were several different associations. When I step into the new job, I intend to study the problem of whether divisions should be set up inside NAB - one for AM, one for FM, one for television and one for facsimile. Of one thing I feel certain, however. If there are such divisions, they should be units within the framework of NAB."

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WMCA WILL SELL TIME TO CONTROVERSIAL PROGRAMS

Breaking away from the code of the National Association of Broadcasters, which prohibits controversial programs on a commercial basis, WMCA, New York, will sell time for such broadcasts. Nathan Straus, who recently bought the WMCA station from Edward J. Noble said that the station would insist that both sides of an issue be offered on a commercial basis before accepting the program of a single faction because "otherwise the self-interest group with the greatest means would be allowed a monopoly of presentation."

"Only in this way is the public protected against one-sided answers to two-sided questions", he added.

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CELEBRATES SECOND S.W. FRENCH BROADCAST ANNIVERSARY

The Overseas Branch of the Office of War Information is celebrating today (February 25) the second anniversary of the short-wave French-language broadcast "Voice of America" by broadcasting to French-speaking people the world over a review of the past two years' events that have brought the United Nations closer to victory.

In today's broadcast, the OWI Overseas Branch will recall the news of the day that was broadcast February 25, 1942, by the Office of the Coordinator of Information, the Radio Division of which later became part of the Office of War Information.

Before the U. S. Government began its broadcasts to France, the National Broadcasting Company and Columbia Broadcasting System had been presenting programs in French since before the war, and WRUL, in Boston, since June 22, the day the French armistice was signed. February 25, 1942, marked the beginning of U. S. Government broadcasts to the French people.

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WANTS TO RETURN TO STANDARD TIME

Senator Capper (R), of Kansas, received the following letter last week from Mrs. G. W. Brown, of Beloit, Kansas:

"Just a few lines to ask you if you will ^{use} your influence to have our time put back to standard time? (The correct time.) Really, it is of no saving to any one in our country, just makes our light and heat bills higher, and we are asked to conserve in every way. I cannot see but what it is just another bungle to have the time as it is now. We are sick and tired of getting up and blundering around in the dark to get to school or work, according to the new time. Why cause the whole United States to use this crazy time; if those few in the East like it let them go to work an hour early; we do not care. Poor little children go to school before it is daylight and when they do get to the school house it is so dark they cannot see to read in their books. People do not attend Sunday school because they have to blunder around in the dark to do the chore....."

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 ::: TRADE NOTES :::
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January munitions production according to the WLB showed communications and electric equipment to be up 4% in comparison with December.

 "Because of the difficulty labor unions have in buying time on radio stations in some parts of the country", Danton Walker writes, "they are planning to become financially interested in FM (Frequency Modulation) Broadcasting Studios, now in course of development."

 Samuel Mickelberg, trading as Exhibit Sales Co., 423 Market St., Philadelphia, has been ordered by the Federal Trade Commission to cease and desist from selling or otherwise disposing of radios or any other merchandise by means of a game of chance, gift enterprise or lottery scheme.

 "Now that the FCC has O.K'd newspaper ownership of radio stations", says News Week, "watch for trouble in cities where such stations have independent competition, over the way the papers handle radio news and listings."

 Station WSPR, Springfield, Mass., has applied to the Federal Communications Commission for a construction permit to increase power from 500 watts to 1 kilowatt employing directional antenna day and night and make changes in transmitting equipment; amended to change requested power to 500 watts night and 1 KW daytime.

 Maximum Price Regulation No. 430 relating to assembled radios and phonographs, has been amended in the following respect:
 "Sec. 12 . Pricing by specific authorization by the Office of Price Administration. (a) The maximum price for any assembled radio receiving set or phonograph which is assembled by any person other than a distributor-assembler or retailer-assembler or which is not guaranteed as required by section 10 of this regulation, or which cannot be determined by the seller, shall be the price specifically authorized by the Office of Price Administration."

 The opening broadcast tomorrow (Feb. 26) over NBC at 3 PM EWT of National Negro Newspaper Week (on the Air) will headline Joe Louis, Harry McAlpin, the Negro correspondent recently admitted to President Roosevelt's White House Press Conferences (after a considerable commotion among the white newspaper correspondents) and the Hundred Voice Chorus. CBS will carry a special broadcast on Feb. 28 at 11 P.M. and the Blue Network at 4 P.M. March 4th.

 "Bob Sherwood will be kicked upstairs when he completes his revamping of the Office of War Information's Overseas Division in London", Jerry Klutz writes in the Washington Post. "He's expected to be attached to the White House where he'll help write the President's speeches."

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