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INDEX TO ISSUE OF AUGUST 30, 1944

"War Proves Soundness U. S. Broadcasting System" -- Ryan	1
Do You Know About The 4th Chime? Book Dedicated To It	2
Industry Must Grab FM, Tele, or Others Will, Craven Warns	3
Correction	5
Alice Keith Tells How To Speak and Write For Radio	6
Democrats Appoint Radio Division Farm Director	6
FDR Broadcast Status Still Mixed Despite War Dept. Grant	7
Not Political, Eh? Asked Re War Dept. FDR Ruling	9
Calls War Dept. FDR Broadcast Decision Dismal Failure	10
War Forces Competitors to Use Same Outlet For Duration	10
CBS Puts In Washington Station Relations Executive	11
Trade Notes	12
Scissors and Paste	13

No. 1645

August 30, 1944.

"WAR PROVES SOUNDNESS U. S. BROADCASTING SYSTEM" -- RYAN

Opening the National Association of Broadcasters Executives War Conference at Chicago last Tuesday J. Harold Ryan, president, declared that the service radio had been able to render the United States in time of war had been further proof of the soundness of the American system of broadcasting. Mr. Ryan told those assembled that it was the third conference the broadcasters had held under the impact of a complete global war and that he believed "we were warranted in feeling that from this point we can discern the beginning of the end of the war against Nazi Europe."

"The twenty-second annual meeting of the Broadcasters has a significant meaning," Mr. Ryan continued. "It speaks of a comfortable age in an industry as young as radio broadcasting. It means that this organization antedates many of the most important landmarks in radio's history and many of the important institutions with which broadcasting has to deal, including the Federal Communications Commission and its predecessor, the Federal Radio Commission. It spells a certain amount of permanency in a world that from day to day shows less and less signs of permanency. Since our last meeting sixteen months ago the interests and hearts of all of us have been with the fighting forces of our country and our energies and abilities have been placed at the service of our national government. We have been not only an observer but an active participant in an outstanding modern marvel -- the rearming of America and the furnishing by this country of the engines and materials of war to all of the Allied Nations.

"Typical of the expressions of commendation that have come to the Association from the Government was the statement of Brigadier General Jerry V. Matejka, Chief, Personnel and Training Service, Office of the Chief Signal Officer, in presenting to the Association the Chief Signal Officer's Certificate of Appreciation: 'When the going was the toughest, the National Association of Broadcasters took the lead in helping us in the Signal Corps to get the personnel we needed.'

"A few days ago Jesse Butcher, Radio Director of the National War Fund, known personally to many of you in this room, called on the telephone from New York to express his conviction that without the 100% cooperation given to the efforts he is directing by the broadcasting stations of this country it would never have been possible to have raised over \$175,000,000 for the use of this country and its allied nations.

"Why do we mention these things? It is certainly not to flatter our ego or to pat ourselves on the back in any way for the results that we have been able to obtain for ourselves, our servicemen, our people and our Government. We have but done our duty. For that

August 30, 1944

we can take no more than an honest sense of pride. As we look on the results achieved we are overcome with a sense of humility that this modern method of mass communication, whose steps we guide, has been chosen for this historic place in this great struggle and has acquitted itself so well. This whole experience has given us a new insight into the meaning of those three mystic symbols, 'public interest, convenience and necessity.' As we face after the war our obligations to the public the valuable experience of these war days cannot but condition us to further service to the ideals to which broadcasting has devoted its energies, its capabilities and its opportunities.

"We hold that it is the duty of everyone attending this meeting to give to the discussions the benefit of his experience and advice to the end that we may go from this gathering with the fullest possible benefits arising from the meeting of many minds. This organization is of the very essence of democracy, whether that democracy be expressed through the medium of such meetings as this or through the deliberations of the Board of Directors which is constituted on the most representative principle."

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DO YOU KNOW ABOUT THE 4TH CHIME? BOOK DEDICATED TO IT.

Radio's impressive role in collecting and distributing news reports from world capitals and war theatres as the stream of bulletins passed through NBC's News Room from 1931 to the invasion of the Normandy coast on June 6, 1944, is the theme of "The Fourth Chime," a bound volume of 176 pages published this week in a limited edition by the NBC Promotion Department under the supervision of Charles P. Hammond, director of Advertising and Promotion.

The book takes its title from the confidential "alert," a fourth note added to the familiar three-chime NBC signature, which NBC sounds on the air to summon to their posts all news, operating and executive personnel responsible for broadcasting news. Sounded only in time of great emergency, or when news is of such import as to demand extra-intensive coverage, the Fourth Chime was first heard in 1937, the afternoon the giant dirigible Hindenburg came to disaster at Lakehurst. Most recently it sounded during the early morning hours of D-Day. In all probability it will be heard next when it heralds the report of German capitulation.

"When you read 'The Fourth Chime'," Niles Trammell, president of NBC says, "I hope you will remember that only under the American system of broadcasting could this record of public service have been achieved --- that through free radio and a free press the American people have become the best informed people on earth."

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The Emerson Radio and Phonograph Corporation, New York City, has appointed Neidhoefer & Company, Milwaukee, Wisconsin, and Auto Equipment Company of Denver, Colorado, as distributors of Emerson Radio products in those territories.

August 30, 1944

INDUSTRY MUST GRAB FM, TELE, OR OTHERS WILL, CRAVEN WARNS

Making his first public appearance in his new role of vice-president of the Iowa Broadcasting Company at the Chicago NAB War Conference last Tuesday, former FCC Commissioner T.A.M. Craven talked cold turkey to the broadcasters about their postwar opportunities and problems. What he had to say regarding television, for instance, was typical of the general tenor of his address -- that the broadcaster had better keep streamlined.

"The broadcaster should be ready to undertake television service", Commander Cravin warned. "If he is not, someone else will."

Mr. Craven also spoke in somewhat the same vein of television theatre broadcasting, facsimile, radio newsprint services and network linking by radio instead of land line.

"In attempting to estimate the situation, one must consider the fact that at least five distinct groups are involved in the decisions which must be made. The first of these is the public," Commander Craven declared. "Will the public purchase receivers in sufficient quantities to justify the advertiser and others to support the new radio broadcasting structure? Will the radio set manufacturers place upon the market have receivers of standard design in sufficient quantities at prices which are attractive to the public? The third group is the broadcaster. Will he employ the personnel and will he purchase, install and operate the necessary equipment to provide the new service to the public? Will the advertiser pay sufficient money to enable the broadcaster to render new services which are acceptable to the public? Will the Government recognize the economics of the situation in such a manner as to encourage private industry to apply these new technical developments in a practical manner?"

"Let us analyze the questions. Will the public purchase receivers? That depends upon the post-war purchasing power of the public. If the purchasing power is poor, the public will not purchase receivers in large enough numbers to count. If the purchasing power is good, the public will purchase receivers, provided there is a service to be received. If the new service is good from every standpoint, the public will be completely justified in investing its money in new radio receivers. Next, will the Government, particularly the Federal Communications Commission, encourage the application of new developments in a manner which recognizes sound business economics? I answer this with a categorical 'yes'.

"Will the radio manufacturers place upon the market receivers of standard design in sufficient quantities and at prices to attract the public? The answer to this must be 'yes!'. The radio manufacturer will possess the 'know-how' to convert the new war inventions into practical broadcast transmitting and receiving apparatus. The radio manufacturer will possess more than adequate facilities to produce this equipment in large volumes. Moreover, competition among manufacturers will be intense. Hence, we need not fear exorbitant prices for equipment. However, before the manufacturer can proceed logically, he must know what portions of the radio spectrum will be allocated to

August 30, 1944

the various types of radio service. This decision involves controversies and differences of engineering opinion. At present, the situation appears most confusing.

"Heretofore the manufacturer appears to have disregarded the broadcaster. To me this does not appear strange because, generally speaking, the radio manufacturer was the first to broadcast and he has continued to influence the situation most profoundly. Today, however, I would suggest that before the radio manufacturer should feel secure in his decision to manufacture new kinds of receivers in large quantities for the public, he must consult the broadcaster more than he has in the past.

"Will the advertiser support the new radio industry? The answer is an obvious 'yes.' He has supported the old radio industry excellently. He will support the new as soon as it has proved itself worthy. Everyone familiar with radio today realizes that when the new radio has earned general public acceptance in the form of 'listening--reading--or looking' in sufficient numbers of population to insure a return on the advertising dollar, that dollar will be forthcoming into the treasury of the radio industry. What should the broadcaster do? The broadcaster of today will either modernize his facilities or he will cease to broadcast to the public in the future. Newcomers will take the place of a non-progressive broadcaster.

"The 'how and when' is not easy to specify. Therefore, before attempting to answer both parts of this question, let us estimate the situation still more closely. Everyone knows we must provide the necessary capital to proceed. This problem need not be discussed. However, it may relieve us to know that, except in so far as taxation affects the raising of capital to establish any new business enterprise, capital for the new developments of radio will be made available by many persons extremely anxious to invest in one of the most publicized modern industries of the post-war era. The securing of capital will not be the worst problem. Actually, from the standpoint of ultimate public confidence, the ease of securing capital may be the problem which the radio industry and the Government will have to consider.

"Frequency modulation will also make possible the establishment of stations in communities not now adequately served. Every existing amplitude modulation broadcaster, particularly those in large cities, may have to provide an FM service in the future. Ultimately, FM may become the principal method of broadcasting by the present regional and local stations in the thickly populated areas of the country. This does not mean that AM broadcasting will disappear. We must remember that the farmer will always desire a choice of programs. Television broadcasting is certain to expand. The cost of construction and programming will be relatively high. Therefore, television broadcasting will be slow in achieving profitable operation. It will appear in the larger cities before it becomes a reality in smaller communities. We should not underestimate the potential power of television broadcasting as a valuable medium for the advertiser. Profitable operation is inevitable when facilities are provided on a national scale.

Television theater service may become a necessary corollary to television broadcasting to the home. Experience in foreign countries indicates the public may become interested in viewing television in a theater. If television receivers are costly as compared to the pocketbook of the average person, it seems almost inevitable that television theaters will become a reality. Ways and means to coordinate broadcasting to the home as well as to the theater must be planned. Facsimile broadcast service as well as multiple address facsimile service to the home and office, cannot be overlooked. Many persons already subscribe to news printer services. This is considered costly today. Tomorrow, the cost may be reduced if radio methods are employed. No one has yet produced a sufficiently practical plan of organization and operation as a profitable service. This may be done some day.

"A new broadcast service of the future cannot achieve full economic success until it is operated on a national scale. Therefore, costs for interconnecting stations in a network, so as to make available all sources of news and talent to the nation as a whole, must be reasonable. If the telegraph and the telephone carriers of the nation will not provide this service at reasonable costs, the broadcaster must be prepared to organize radio systems which will be adequate for the purpose. This can be done if necessary. However, it is my belief that the telephone and telegraph carriers will provide this linking service by both radio and land lines at costs which are reasonable.

"If war developments make high definition color television very imminent, we should forget the pre-war television and start the real television on a high definition color basis. Likewise, if the FM frequency bands are in the wrong portion of the radio spectrum, we should resolve that question by either moving the present band in its entirety to another portion of the spectrum or we should expand the present FM band considerably to overcome potential poor results from the standpoint of interference. It would seem wise to think of the establishment of the new broadcast services of the future as requiring a period of at least ten years of construction and organization before the new broadcasting service achieves a sound economic operation on a national scale. Likewise, it would seem wise not to be too impetuous, lest capital be wasted. On the other hand, it seems opportune to formulate plans for future action and to make decisions as to how and when to execute these plans."

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C-O-R-R-E-C-T-I-O-N

Proof positive that Horace Greeley, whose handwriting was said to have been the world's worst, had nothing on the writer was in the last issue. In the Scissors and Paste column we wrote a headline "Another Knock on F.D.R.'s Bremerton Broadcast" but so bad was our handwriting that in stencilling, this deciphered as "Arthur Krock on F.D.R.'s Bremerton Broadcast." It heaped coals of fire on the head of the writer because the comment about the President's broadcast was really by Drew Pearson and reprinted from the Washington Post.

R.D.H.

August 30, 1944

ALICE KEITH TELLS HOW TO SPEAK AND WRITE FOR RADIO

Harper and Bros. brings out this month a practical and comprehensive book on the subject of broadcasting. "How To Speak and Write for Radio" by Alice Keith, Director of the National Academy of Broadcasting in Washington, D.C., is a compilation of many outstanding radio scripts, talks, interviews, news and sports broadcasts, quizzes, advertising commercials, round-table discussions, music continuity, variety programs and radio dramas.

But it is more than a compilation of professional scripts in replica. The author, who, as a pioneer in radio education, was Director of Educational Activities for RCA and first Broadcasting Director of the CBS American School of the Air, has given some sage advice to novices in the field of radio and helpful hints to all speakers who use the microphone.

One chapter of the book, which, incidentally, could well serve as a reference manual, is devoted to methods of improving the speaking voice. Lyman Bryson, Adelaide Hawley, Bill Stern, Jean Hersholt, Eddie Cantor, Burns and Allen, Duke Ellington, and William Ford Manley are a few of the personalities whose scripts have been selected for their excellence. The book also contains actual news and sports releases furnished stations by news associations and public service programs broadcast by such agencies as the National YMCA and the American Red Cross.

In this foreword, Earl Godwin, famous news writer and commentator, says that radio has brought back the art of good speech, "the strong simple language people used in the days before typewriters and printing presses," and Miss Keith emphasizes repeatedly in her book the necessity for a choice of short colorful words and brief conversational sentences. In discussing microphone technique, the author allays the fears of the timid by suggesting that a broadcaster will succeed when he can speak clearly, with a smooth even flow of breath, when he can interpret with intelligence and emotional power--and then, talk to the mike as if it were a friend across the table.

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DEMOCRATS APPOINT RADIO DIVISION FARM DIRECTOR

John Merrifield has been appointed Farm Director of the Radio Division of the Democratic National Committee, according to an announcement by J. Leonard Reinsch, Radio Chairman. Merrifield is on leave of absence from WHAS, Louisville, where he has been Farm Director since April 1940. Prior to his WHAS post Merrifield was Farm Director of WLW.

A graduate in Agricultural Economics of Iowa State College in 1932, Merrifield first started in radio with the WLS farm program department in 1924. Merrifield will develop special farm programs for the Democratic National Committee to be broadcast in the Middle West.

August 30, 1944

FDR BROADCAST STATUS STILL MIXED DESPITE WAR DEPT. GRANT

Although it seems to be the general impression that the War Department granting equal time to all political parties over the Army's short-wave overseas facilities is an equalizing of President Roosevelt's political broadcasts, the order really has nothing to do with Presidential broadcasts except when the President, the same as any other candidate, avails himself of Army short-wave overseas time. Neither does Mr. Roosevelt's announcement that on September 23 he is going to make a political broadcast, which the Democratic National Committee will pay for, clear up the question of what is a political broadcast on his part. Unless each time Mr. Roosevelt himself designates whether it is political or non-political, and even then it might be vigorously questioned by his opponents.

In the opinion of this writer, anything the President may broadcast from now on might be construed as political even if he only got on the air and said "Hello, Everybody", because everyone would know that he was a candidate seeking re-election. From an advertising standpoint it wouldn't be any different than Henry Ford getting on the air at a time he was desirous of selling a lot of automobiles. Everybody would know who Henry Ford was and why he wanted to get himself before the people at that time. Even if the President, himself, in the business of raising Christmas trees, went on the air to discuss this subject, as he laughingly suggested at the White House last Tuesday, this might likewise be construed as political.

Although previously discussed, the question as to whether or not the President's Bremerton speech was political, was raised by the Socialists. To the amazement of Washingtonians, the War Department ruled that the speech was political. Immediately there was a scramble to find out who had the courage to make such a ruling. It was not made known until a week or so later that the responsibility of this decision was assumed by Maj. Gen. F. H. Osborn, director of morale services and Col. Robert Cutler, co-ordinator of soldier voting. Considerable sympathy was expressed for these officers, especially when John J. McCloy, Acting Secretary of War, jumped in and overruled them. He said he had done this on his own initiative, though he admitted the White House had called asking for the facts. The charge was made on Capitol Hill that President Roosevelt personally had brought about the reversal.

Whether this was true or not, immediately following the reversal by Ass't. Secretary McCloy, the War Department issued the following ruling regarding political radio broadcast time:

"Under the Federal Soldier Voting Law, the Army may re-broadcast 'political addresses' over Government-controlled radio stations, provided that equal time, if requested, is given to each political party having a candidate for President in at least six States.

"The Democratic, Prohibition, Republican, Socialist and Socialist-Labor parties now have Presidential candidates in at least six States.

August 30, 1944

"The Army rebroadcasts to the armed forces overseas over approximately seventeen different short-wave beams. The Army does not rebroadcast via short wave within the United States.

"In order to provide orderly opportunities for members of the armed forces overseas to receive information by radio rebroadcast with reference to the coming election, the Armed Forces Radio Service will make available from its allotted overseas rebroadcasting time a period each week for each political party, qualified under the statute, between early September and Nov. 1. Overseas voting should be completed by this date.

"The Armed Forces Radio Service will establish a schedule of rebroadcasting times, in conformity with the law and within the practical limitations of its facilities, and will notify each qualified party of the arrangements made.

"A party failing to use its scheduled time in any week will be deemed not to have requested time for such week, but such failure will not affect the right of the other parties to use their scheduled times for that week."

Following the War Department statement, Republicans immediately raised the contention that any speech by President Roosevelt should come out of the Democratic time quota.

Senator Revercomb of West Virginia summed up the party viewpoint.

"Any troop broadcast time given to a speech by the President certainly should be a part of the time allotted to the Democrats. He is a candidate, and whatever he says amounts to an appeal for support."

The War Department, however, sidestepped that.

Commenting upon the situation in an editorial, "Shortwave Politics", the Washington Post said;

"The War Department appears to have emerged at last with a sensible resolution of the furor raised over the President's Bremerton address. Each of the five political parties having a candidate for President in at least six States will be granted equal use of the Army's facilities for shortwave rebroadcasting of political addresses to the men in service overseas. This may be a little hard on G. I. Joe. It may give him a more intensive political diet than he will care to digest during the next ten weeks. But then presumably he retains the inalienable American prerogative of tuning to another station or turning off the radio completely. And it seems to be the only system under which all political candidates in this highly political season of the year can be treated with genuine impartiality.

"The War Department's ruling neatly evades the onerous assignment of determining when Mr. Roosevelt is serving in his

August 30, 1944

capacity as Chief Executive and when he is serving as the leader of the Democratic Party. We envy neither the lesser official who looked upon FDR at Bremerton as a politician nor Assistant Secretary of War McCloy who chose to regard him on that occasion as the Nation's President. The distinction can never easily be made and had better not be attempted. Now none of Mr. Roosevelt's rivals has a reasonable complaint--at least in respect to reaching the men in uniform abroad. Perhaps the soldiers will come out of this political campaign with a better knowledge of what it's all about than the civilians at home."

President Roosevelt at his press conference Tuesday led up to the fact that he would make his first political speech to the International Teamsters Sept. 23 at a dinner arranged by Daniel J. Tobin, union president, with a long dissertation, described by those who heard it as very ironical, about plans to make a non-political speech on Christmas tree raising, but he was afraid this might be interpreted as a political speech.

Mr. Roosevelt said with heavy sarcasm that the topic of raising, planting and selling Christmas trees was a very good topic for a non-political talk; one that should bring joy to the hearts of all.

He added with sustained irony that he was willing to produce his books showing that he had made money as a Christmas tree raiser for the inevitable investigation which would follow charges the address was political.

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NOT POLITICAL, EH? ASKED RE WAR DEPT. FDR RULING

Regarding Ruling No. 2 of the War Department that the President's broadcast from Bremerton was not political, Ruling No. 1 having said it was political, the Washington Daily News (Scripps-Howard) ejaculated:

"Now isn't this somethin'? Acting Secretary of War McCloy rules that President--beg pardon, Commander-in-Chief Roosevelt's--address from Bremerton, Wash., after his trip to Honolulu and the Aleutians, was 'not political'. It was instead a 'report'. And so deciding, Mr. McCloy reverses a six-hour-old Army ruling that the law permitted the Socialist Party equal radio time for broadcast to soldiers overseas.

"O. K., let's take Mr. McCloy's word for it. Now the thing to do to make everything fair and square is for the Navy to provide a warship and escort for Norman Thomas, the Socialist candidate, to take a junket to our outposts and come back and make his 'non-political' report. Then provide the same conveniences and setting for Thomas Dewey, the Republican candidate. Comrade Browder, having dissolved his Communist Party and joined the New Deal, will need no special reservation this year."

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August 30, 1944

CALLS WAR DEPT. FDR BROADCAST DECISION DISMAL FAILURE

The Washington Star also took a shot at the War Department's reversal on President Roosevelt's Bremerton broadcast decision saying:

"The War Department has made a rather dismal failure of its first attempt to differentiate between a 'political broadcast' by the President and a 'nonpolitical report' from the Commander in Chief.

"This is not surprising, for actually there is no real difference. When the President is running for reelection anything that he does or says, either in his role as Chief Executive or as Commander in Chief, has political significance and political implications. That is a simple fact which cannot be altered by calling one of his addresses a 'report' instead of a 'speech'.

"Mr. McCloy, Assistant Secretary of War, has stated that the President had nothing to do with this reversal. But it is clear enough that the men who have to make these decisions are subordinates of the President and Commander in Chief. And when the President undertakes to declare in advance, as he did in this instance, that one of his trips or speeches is not political, then those subordinates are placed in a very difficult position, to say the least.

"If the President continues to campaign as Commander in Chief, which gives him a great advantage over his political opponents, he will have to expect continued criticism. He should accept that criticism gracefully, however, for it is the direct result and the unavoidable consequence of his decision to seek reelection and to campaign, not in the 'usual partisan political sense,' but on his record as the Nation's wartime Commander in Chief. This is an undesirable state of affairs, but it should not be aggravated by such things as the President's press conference attitude in this instance or misrepresentation and distortion on the part of his opponents."

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WAR FORCES COMPETITORS TO USE SAME OUTLET FOR DURATION

With the sale of KSO, Des Moines, to the Kingsley Murphy interests of Minneapolis, a situation unique in radio has evolved. Now KSO, an avowed competitor of KRNT, a Cowles owned station, is forced to broadcast from the same studios as KRNT and to use the same transmitter. KSO has leased its new location for studios, but installations are held up because of critical materials. The KSO towers and transmitter house building will probably come after the war.

For a number of years KSO and KRNT were owned by the Cowles interests. When F. C. C. ruled that only one radio station could be owned and operated by one person or corporation, KSO was sold. The sale and change of management of KSO was attended by a number of personnel changes both for KSO and KRNT. Craig Lawrence, who has been general manager for two and one-half years, is now in New York,

August 30, 1944

where he has taken over the general managership of WHOM with studios in New York City and Jersey City, New Jersey. He is soon to become vice president of WCOB of Boston (these eastern stations will be affiliated in ownership with KRNT.) Mr. Lawrence's position has been taken by Phil Hoffman, vice president of the Iowa Broadcasting company and former station manager of WNAX with studios in Yankton, South Dakota, and Sioux City, Iowa. (WNAX is also a Cowles station) The top position for KSO is held by George Higgins, formerly of Minneapolis and St. Paul. He is known throughout the midwest as a sports announcer. From announcing, Higgins went to the executive branch of radio at St. Paul for Station WTCN.

Herbert F. Holm, formerly of the Minneapolis Tribune newspapers, will take over the duties of controller. Edmund Linehan, who has been with KSO since coming from the University of Iowa, will continue as program director. Linehan joined the KSO continuity department in 1934. Six years ago he was named program director for KRNT and KSO. Charles Miller is the new KRNT program executive. For four years he worked at KFAB and KFOR in Lincoln, Nebraska and for two years served in a like capacity for WING in Dayton, Ohio. Robert Dillon, who was recently given a medical discharge from the Army Air Forces, has resumed his position as commercial manager for KRNT, a position he held before joining the armed services two years ago.

H. T. Enns, Jr., National Sales Manager for the Iowa Broadcasting company, too is leaving soon for New York City to become National Sales representative for the Iowa Broadcasting company and affiliated stations. He will continue to represent KRNT in the National Sales Field. L. Densmore Peterson has been named chief accountant and will take over the duties for Karl Haase, assistant treasurer and chief accountant, who will serve in a like capacity for the Cowles affiliated stations in the East.

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CBS PUTS IN WASHINGTON STATION RELATIONS EXECUTIVE

Edward Yocum has been appointed the Director of the Washington Office of the Columbia Broadcasting System's station relations department, it was announced by CBS Vice President, Joseph H. Ream. In making appointment, Mr. Ream said, "The new post is being created at this time because of the anticipated increase in post-war problems arising from changes in frequency allocation." Since 1935, Mr. Yocum has been general manager of station KGHL in Billings, Montana. In Washington he will devote his time to working with Columbia affiliates in relation to general problems of allocation and station operation.

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Chief John C. King, of the Hartford Fire Department, riding in his car about three miles away, received the first word of the Ringling Circus fire over the car's two-way radio system.

"I reached the catastrophe on the fastest ride I ever had through the streets of Hartford," Chief King said.

8/30/44

TRADE NOTES

A hearing of the House Committee to Investigate the Federal Communications Committee has been called for next Wednesday, September 6. Summoned to appear at the time is Lieut. Commander George B. Storer, President of the Fort Industry Company, in connection with his purchase of Station WFTL at Fort Lauderdale, Florida, and subsequently removed to Miami. The Commission had previously approved the WFTL license transfer, and there was considerable speculation as to why the transaction should again be considered at this late date.

Beginning in newspapers now, and continuing through the fall, Zenith is launching a dramatic advertising campaign telling America of its positive plans for concentration and expansion in the radionics field. Advertisements ranging from 750 to 1,000 lines will appear in newspapers in 73 cities. Full-page magazine advertisements will appear in 21 general, news, women's, farm and scientific magazines. Total circulation will exceed 48,500,000. The campaign is being handled by MacFarland, Aveyard & Company.

The executive offices of Press Wireless, Inc., carrier of radio press dispatches, radio photographs and radio program material will be moved from Chicago to New York about Sept. 1. The new headquarters will be at 1475 Broadway, Times Square, where the company now occupies several floors.

Tony Wakeman and Sam Brown, WINX announcers in Washington, whose fight last week broke into an afternoon sports broadcast, have been notified that their services are no longer needed by the broadcasting station. Wakeman had previously signed up to go with WWDC, Washington, in September. Brown, charged with assault, will have a hearing Sept. 15.

Appointment of a special news staff, said to be the first of its kind in radio, to cover, correlate and broadcast all major news of this country's reconversion from wartime to peacetime economy was announced by William F. Brooks, director of News and Special Events for the National Broadcasting Company.

Philco, S. A., Philco distributors in Mexico City, will open new radio service facilities there and will distribute Philco radios, refrigerators, air conditioners, dry batteries, parts and tubes throughout the Federal District of Mexico and in several adjoining states.

August 30, 1944

:::: SCISSORS AND PASTE ::::
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BBC Develops Midget Recorder for Battle Front

On the technical side, war reporting as it has developed during the course of the war presents two problems. The first of these is to provide a medium by which war correspondents can record their impressions whilst actually at the scene of military operations, Frank Gillard, BBC war correspondent writes. The second problem is to transmit that impression or recording back to Broadcasting House in London for inclusion in the various programme services.

It was realised in 1940 that lighter equipment should be designed which could not only be carried by the war correspondent but be sufficiently simple in design for him to operate himself. A search produced two kinds of portable recorders, neither of which was found entirely suitable or available in sufficiently large quantities.

In a few weeks the BBC research engineers produced what is now known as the Midget Recorder, and it is this recorder which did such excellent service in reporting the first fourteen days of the campaign in Normandy. Its weight is 35 lb., its size little larger than a portable gramophone, and its operation is confined to one knob.

To save battery weight, the motor is clockwork driven and the microphone-cum-recording amplifier, with its dry batteries, are all inside the box. The battery unit has been built on the cassette-loading principle and is capable of running the amplifier for a period of about an hour. The recorder will run for $3\frac{1}{2}$ minutes without changing the disc, and a warning light shines 15 seconds before the end of each disc. Should the correspondent disregard this, the recorder automatically stops.

These Midget Recorders were used by BBC correspondents in the first assault on Normandy, one accompanying the airborne troops. During the first phase the discs were transported back to England, where they were censored, re-recorded, and copies distributed by the War Reporting Unit operations room to the various BBC programme services. Without these recorders many of the despatches which have been heard in the War Reports would not have been possible.

It was realised at the outset that the delays and difficulties of conveying disc recordings back to Broadcasting House would be considerable unless access could be obtained to a radio telephone transmitter within easy reach of the front line. In the Mediterranean campaign existing transmitters in the area were used for this purpose.

During the last two or three years the BBC has been preparing war reporting transmitters, and these are being installed behind the battle fronts for the transmission back to this country of war correspondents' material. One of these is a low-power transmitter

August 30, 1944

capable of working on medium or short waves, complete with its own engine, generator set, aerial, masts, communication receiver and microphone equipment, all installed in a 3-ton 4-wheel-drive Army lorry. This transmitter is now transmitting the bulk of the despatches back to this country for recording or inclusion 'live' in the nightly war Reports.

Finally, a studio lorry is being provided which can work either in conjunction with a mobile transmitter or feed programmes by line to the transmitter should the most accessible point for war correspondents not be the site of the transmitter. In this studio lorry will be fitted microphones, and reproducing equipment capable of editing the recordings made by correspondents on their Midget or Humber vehicle recorders.

(London Calling)

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FDR and Dewey Names Deleted From Radio Quiz Programs

The sponsor of one of the top quiz radio programs called together all the people associated with the show and warned them that the program must be non-partisan. "Until the election is over," he ruled, "you must remove from the lists of questions all those about President Roosevelt. Our show must not take sides during this campaign. There must be nothing about Roosevelt on the programs" ... "How about mentioning Dewey's name?" the director suggested ... "Dewey's name must not be mentioned," the sponsor ruled, "because that would remind the listeners about Roosevelt."

(Leonard Lyons, Syndicated N. Y. Column)

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Mr. Fly's Swan Song?

The question has been raised if the address Chairman James L. Fly, of the Federal Communications Commission is making today (Wednesday) to the NAB War Convention in Chicago may not be his swan song to the broadcasting industry. Judging from Mr. Fly's recent statement, it seems only a question of time until he leaves the Commission. One person usually well informed ventures the guess that it will be around January 1.

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Jeffers of the U. P. Doesn't Think Much of Train Radio

No railroad in America has a finer record of wartime achievement in the face of supreme obstacles than that of the Union Pacific. ***** In accomplishing all this we have drawn upon the practical experience and knowledge of men who have grown up on the property and we have not allowed ourselves to be stampeded into the use of devices - like radio for operating trains, for example - where theory is substituted for that safety which depends upon constant, intelligent application of safe practice developed over 75 years of operation (W.M. Jeffers, president of the Union Pacific Railroad in Associated Press dispatch from Omaha Aug. 24).

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