

National Association of Broadcasters

1760 N STREET, N. W. * * * * * * * WASHINGTON 6, D. C.

No. 17

SPECIAL INFORMATION BULLETIN

April 21, 1944

NO MORE "DISCLAIMERS"

The following letters were received by Willard D. Egolf, NAB Assistant to the President, dated April 15, 1944, abolishing as of that date the necessity for "disclaimers" on commercial programs presenting members of the armed forces or commercial broadcasts emanating from camps, posts or stations.

Your special attention is directed to the wording of these communications, for proper guidance.

(Navy Department)

"Reference is made to your letter of January 31, 1944.

"Effective this date it is no longer necessary to use a disclaimer clause when (1) a commercial program originates from a Naval, Marine Corps or Coast Guard establishment and (2) when personnel of the Navy, Marine Corps or Coast Guard are participants in a commercial program provided no endorsement of the product advertised is inferred and that in the case of participation of personnel no commercial announcement is used immediately preceding or immediately following such appearances.

"A musical curtain, bridge or any other form of definite break will be adequate separation between Naval personnel and commercial announcements.

Sincerely,

J. Harrison Hartley
Lieutenant Commander, USNR
Officer-in-Charge, Radio Section"

(War Department)

"War Department is happy to be able to advise you that, effective immediately the disclaimer which it has required be used on broadcasts emanating from Army installations, is no longer necessary.

"Will you take the necessary steps to advise your committee to that effect?

Sincerely yours,

Jack W. Harris, Major, A.U.S.
Acting Chief, Radio Branch"

Ryan Expresses Faith in Broadcasting's Future

"We have plenty of evidence in the world today that men must stand together if they intend to preserve the rights to which free men are born. But in standing together, they must recognize and respect and carry with courage the obligations incumbent upon those who would enjoy the privileges of democratic living.

I enter the presidency of the National Association of Broadcasters convinced of this, that the broadcasting industry has many obligations which must be met. It is obligated to the Government, which is to say that it is obligated to the people who ARE the Government. To the people of the United States broadcasters owe good and clean programming in entertainment, honest reporting of the news and fair interpretation of it, conscientious support of worthy community projects, true reflection of matters political and social; in short, to the people the broadcasters owe GOOD RADIO.

I see the National Association of Broadcasters as an instrument which can be used in helping to pay that debt. I see it, too, as a defender of the American system of broadcasting as the RIGHT system of broadcasting. To my mind it has always been the right system and the only one consistent with our national aims as a democracy.

If you want to know what I believe, I believe that the Association should continue vigorously its program for obtaining new legislation which is patterned to meet the requirements of an industry that has proven itself worthy; I believe the Association should direct its influence toward technical improvements, for in that direction lies greater service to the people; I believe it should devote itself to removing whatever scar-tissue remains from earlier days, when broadcasting's objectives had not come into clear focus.

I believe radio is here to stay and I have an overpowering presentiment that the Federal Communications Commission is also. Both have a common objective and should be able to attain it by understanding cooperation.

Beyond this, I hope that the Association will devote itself to sponsoring sounder management among radio stations, that all may prosper according to their desserts. Such management, it seems to me, should treat with equal emphasis the problems of programming as well as the problems of the commercial departments. Broadcasting's duty to its sponsors is clearcut—to enable them, through its medium, to speak honestly and sincerely of their products to the public. This concept is as historically American as the pioneer trading-post, which patterned it.

I have utter faith in America's broadcasters. I know many of them personally and I hope to meet more of them. They subscribe to the sentiments I have stated here, I believe, and they will meet any test to which they are put by those they serve."

J. H. Ryan, President

C. E. Arney, Jr., Secretary-Treasurer

Robert T. Bartley, Director of War Activities; Lewis H. Avery, Director of Broadcast Advertising; Willard D. Egolf, Assistant to the President; Howard S. Frazier, Director of Engineering; Paul F. Peter, Director of Research; Arthur C. Stringer, Director of Promotion.

HAROLD RYAN NOW ACTIVE AS NAB PRESIDENT

(As released by NAB News Bureau)

Washington, D. C., April 17, 1944: At his first official meeting with the staff of the National Association of Broadcasters, Monday, Harold Ryan, President, urged the headquarters personnel to give to the NAB membership the best of services in their power and present capacities in the many important problems confronting broadcasting. The meeting was marked by a brief discussion of staff functions which are scheduled for review by the NAB Board of Directors in Washington, May 8-10.

NAB executive personnel is as follows:

C. E. Arney, Jr., Secretary-Treasurer;
 Willard D. Egolf, Assistant to the President;
 Lewis H. Avery, Director of the Department of Broadcast Advertising;
 Robert Bartley, War Activities Director;
 Paul F. Peter, Director of Research;
 Howard Frazier, Director of Engineering;
 Arthur Stringer, Director of Promotion and Circulation;
 Dorothy Lewis, Coordinator of Listener Activity, New York City.
 All are serving now in virtually full time war capacities.

WILLIAM GREEN, AFL PREXY, SAYS WJJD STRIKE UNAUTHORIZED

In response to an NAB telephone query to Philadelphia Thursday, William Green, President of the American Federation of Labor, stated that he was attempting to reach James C. Petrillo by telephone to advise him that the WJJD strike was unauthorized and the strikers should be ordered back to work. Green said that he was continuing his efforts to reach Petrillo and advise him that the strike was in violation of labor's "no strike" pledge.

Situation may be summed up by quoting in full a telegram sent by Ralph L. Atlass, President of WJJD, to Petrillo on April 13, followed by a statement issued by Atlass on April 14. Statements were not forthcoming from the AFM Chicago office or Petrillo.

(Atlass telegram to Petrillo on April 13):

"In accordance with your testimony before the Senate subcommittee that any broadcaster has the right to appeal to you for the unjust demands of any local, we are availing ourselves of this privilege. Your local in Chicago has made unjustified and unpatriotic demands upon us to

have twice the number of employees to accomplish the same work which is now being done by musicians actually working less than 20 hours per week. This is not justified from a patriotic point of view because of the critical shortage of labor, particularly in the Chicago area.

"This is impossible from an economic point of view. There is no dispute about wages or working conditions. Although our contract expired Feb. 15, no demands were made upon us until March 31. Without notice to us and without taking a vote of the musicians working at this station, the musicians were directed not to report for work on April 14. No sincere effort was made to negotiate with us. We vainly tried to cooperate with your local at the first date they would set which was today, but all to no avail.

"Accordingly we are appealing to you. We tried to call you by long distance telephone today. We are advised by your counsel that you would not talk on long distance. We are appealing to you hoping that motivated by a patriotic spirit and sense of fairness you will discuss the matter with us and effect an agreement giving our musicians every right and wage they may reasonably expect and which will at the same time provide an economic and effective use of manpower."

(Atlass statement of April 14):

"On Tuesday, April 11, we were informed by one of our musicians that all musicians employed by our station were being directed by their union not to report for work after April 13. There had been no strike threat, or no strike vote by our musicians. There is now no dispute over pay or working conditions. Our men now receive a minimum of \$75 per week per man. The union scale is \$75 per week for a maximum five-hour five-day week. They now work, exclusive of turning records, an average of less than 7½ hours per week per man. The union is now demanding that we employ 20 men to do the same work that is now being done by 10. Chicago is a critical manpower area. We consider this demand an unpatriotic waste of manpower. It is economically impossible."

HAROLD RYAN ELECTED PRESIDENT OF BMI

Following the formality of election to the Board of Directors of Broadcast Music, Inc., in New York City Wednesday of this week, Harold Ryan, President of NAB, was elected President of BMI. In this move the BMI Board continued the policy of electing the NAB President to the presidency of the industry owned music licensing and publishing organization, the joint posts being formerly held by Neville Miller.

The BMI Board gave formal expression to the feeling of appreciation for the services of Neville Miller in organizing and directing BMI.

A change of by-laws which will increase the membership of the Board from seven to ten is being referred to the stockholders for approval by mail. Directors so added will be C. W. Myers, KOIN-KALE; Leonard Reinsch, WSB, WHIO, WIOD, and Robert D. Swezey, Secretary and Counsel, Blue Network.

Carl Haverlin's resignation from BMI was accepted in the form of a motion to present him with an appropriate gift in recognition of his services to the organization.

NO MORE "DISCLAIMERS"

The following letters were received by Willard D. Egolf, NAB Assistant to the President, dated April 15, 1944,

NAB BOARD MEETING, WASHINGTON, MAY 8-9-10

Harold Ryan, President, has called a meeting of the Board of Directors of the National Association of Broadcasters in Washington, D. C., for May 8-9-10.

abolishing as of that date the necessity for "disclaimers" on commercial programs presenting members of the armed forces or commercial broadcasts emanating from camps, posts or stations.

Your special attention is directed to the wording of these communications, for proper guidance.

(Navy Department)

"Reference is made to your letter of January 31, 1944.

"Effective this date it is no longer necessary to use a disclaimer clause when (1) a commercial program originates from a Naval, Marine Corps or Coast Guard establishment and (2) when personnel of the Navy, Marine Corps or Coast Guard are participants in a commercial program provided no endorsement of the product advertised is inferred and that in the case of participation of personnel no commercial announcement is used immediately preceding or immediately following such appearances.

"A musical curtain, bridge or any other form of definite break will be adequate separation between Naval personnel and commercial announcements.

Sincerely,

J. HARRISON HARTLEY
Lieutenant Commander, USNR
Officer-in-Charge, Radio Station."

(War Department)

"War Department is happy to be able to advise you that, effective immediately the disclaimer which it has required be used on broadcasts emanating from Army Installations, is no longer necessary.

"Will you take the necessary steps to advise your committee to that effect?

Sincerely yours,

JACK W. HARRIS, Major, A.U.S.
Acting Chief, Radio Branch."

RTPB FM AND TELEVISION PANEL MEETINGS

Panel 5 on VHF Broadcasting (FM) met in Chicago on April 11. Panel Chairman C. M. Jansky, Jr., presided at the meeting. Resolutions were adopted requesting a minimum of 80 to 100 FM channels (40 channels are now designated for FM broadcasting), that the present 200 KC channel width be continued with 75 KC deviation, that the present FM position in the spectrum (42 to 50 megacycles) should not be changed, and that the Radio Technical Planning Board be requested to change the name of the Panel from VHF Broadcasting to FM Broadcasting. The Panel also decided to seek data from Dr. J. H. Dellinger, Radio Chief, National Bureau of Standards, concerning the effect in the present part of the spectrum of erratic interference when used for FM broadcasting systems. The formal resolutions were reported as follows:

(I) Type of Modulation: The Panel at its first meeting had referred to its "Committee on the State of the Art", composed of men having access to classified radio information, the question whether or not there have been any new undisclosed developments in the art which would offer advantages for VHF broadcasting superior to the system of frequency modulation now provided for in the present rules of the FCC governing Frequency Broadcasting. This committee reported to the Panel that there are no systems of modulation classified or otherwise which show any indication of being either as good as or better than the FM system now in use;

(II) Position of VHF Broadcast Band in the Spectrum: (Adopted subject to evidence from Dr. J. H. Dellinger, Radio Chief, National Bureau of Standards, concerning the effect in the present part of the spectrum of erratic interference when used for FM broadcasting systems.) The fact that the technical evidence has now shown by practical operating experience that FM can provide a satisfactory service in its present position in the frequency spectrum, and the fact that there is no technical evidence to indicate that certain erratic propagation characteristics of the presently assigned portion of the spectrum would be improved by any shift in the present allocation, or that

there would be any other advantages accruing through the use of other locations of the spectrum, and the fact that there is already a substantial public investment in FM equipment and a highly organized public service already being rendered by existing FM stations in this position of the spectrum;

Be it hereby resolved that it is the consensus of this Committee that present position of FM Broadcasting in the spectrum should not be changed;

(III) (Approved by an 18 to 6 vote). Width of Channel: It was the general thought of the Panel that they saw no reason to discuss changing the present FM channel width of 200 kc and that there was no need at this time for re-consideration;

(IV) (Approved by a 23 to 1 vote). Number of Channels Required for an Adequate VHF Broadcast Structure: It is the consensus of the Committee that a minimum of 80 to 100 channels for commercial and non-commercial broadcasting stations is necessary for the development of an adequate nationwide FM Broadcast structure, and the Committee recommends that these 80 to 100 channels, comprising a band of 16 to 20 megacycles, be so assigned that they shall be continuous.

The additional channels requested would extend through the present television channel Number 1 and into a portion of the amateur frequencies in the range from 56 to 60 megacycles.

Panel 6 on Television is also requesting that portion of the spectrum between 50 and 56 megacycles for the number one television channel, as presently assigned. Under RTPB procedure the conflicting claims for those frequencies now within the Number One television channel will go to Panel 2 on Frequency Allocation for resolution.

Panel 6 on Television met in New York on April 14 for the purpose of receiving reports from the panel committees and drafting of technical recommendations for post war television for transmittal to the RTPB. The television meeting progressed rapidly as there was substantial unanimity of opinion on all standards and recommendations except those pertaining to the television aural channel. The panel voted 10 to 9 to refer the standards on aural transmission back to the committee for further study. The committee had recommended 40 kc deviation FM television sound channels. In returning these standards to the committee, the committee may decide to reopen the entire question of AM versus FM television sound. This has been one of the most controversial issues before the panel and several members have expressed doubt as to the feasibility of using FM aural channels in the higher frequencies proposed for post war television development. The standards adopted for television (other than aural channel) follow very closely the present standards which originated in the National Television System Committee in 1941. The present system of 525 scanning lines per frame, interlaced 2 to 1, with 30 frames per second and a field frequency of 60 per second was reaffirmed. The recommended frequency allocation for television is as follows:

- "1. For commercial television broadcasting the ideal allocation is a continuous spectrum starting at about 40 megacycles and extending upward in frequency to give 30 six megacycle channels.
2. Adjacent channels should not be assigned to the same area but rather the present plan of alternate channel allocations for the same area should be continued.
3. Recognizing the needs of other services and in an effort to provide a reasonable compromise, the allocation plan proposes 26 television channels of which 3 are intended for low power locals and 23 are for high power regional stations. If adopted this plan will accomplish the following:
 - (a) require a minimum shifting of existing services.
 - (b) provide a reasonable approximation to the ideal requirement of 30 continuous channels.
 - (c) provide the ideal service, if during the next few years the services now interspersed be-

tween the proposed television channels can be moved to other frequencies."

The first television channel under the adopted proposal begins at 50 megacycles and the twenty-sixth channel ends at 246 megacycles. With regard to future television development, including color, the panel recommended:

"Provision should be made at this time for higher frequency channels in which experimentation and development may be conducted looking toward an improved service which may include color, higher definition and any other improvements which may occur. It is recommended that these channels be twenty megacycles wide, but that no other standards be established for them at this time. It is further recommended that these channels be assigned on the basis that they will subsequently be utilized for commercial broadcasting of the improved television service at such time as standards may be adopted."

In addition, the panel had before it the question of theater television. It was the consensus of the panel that in the absence of field experience, no standards should be established for theater television service at this time. However, it was recommended that experimental theater television transmissions be authorized. David B. Smith, Chairman of Panel 6, of the Philco Corporation, presided at the meeting.

The FM and Television Panels have moved forward much faster than the other eleven panels within RTPB. Fortunately the work of these panels has been largely that of reviewing existing standards. Every effort is being made by all concerned to make possible early official adoption of FM and television standards by the Radio Technical Planning Board, in order that manufacturers can proceed with the design of post war equipment for these services.

BROADCAST ADVERTISING

RETAIL PROMOTION PLAN CONTINUES TO RECEIVE RADIO-RETAILER ACCLAIM

Now available for local presentation, the Retail Promotion Plan, "Air Force and the Retailer," continues to receive the acclaim of both retailers and radio station executives in widely scattered showings. The first presentation using radio station personnel was made in Missoula, Montana, on Thursday, March 2, by KGVO. In commenting on the presentation, Soes Vratiss, Sales Manager of KGVO, wrote:

"KGVO presented 'Air Force and the Retailer' to 125 local merchants on Thursday, March 2. The response and requests for booklets was overwhelming when you consider that the population of this community is just 21,000. The showing was so successful in fact that numerous people have asked that we again show the last two pictures, namely: 'America Takes to the Air' and 'Why Radio Works.'"

On Wednesday, April 12, it was presented in Dubuque Iowa, by Radio Station KDTH. Following the presentation, K. S. Gordon of KDTH wrote:

"We held our meeting last night and Harry Burke (of WOW-Omaha) did a marvelous job. We had one hundred thirty show up out of one hundred forty-three reservations. . . ."

The following day, Thursday, April 13, Burke again presented the Plan in Clinton, Iowa, under the auspices of Radio Station KROS. Here, too, the response was excellent, according to Morgan Sexton of KROS, who wrote:

"Our showing of 'Air Force and the Retailers' was a tremendous success. We entertained one-hundred-seventy-five guests at dinner at the Lafayette Hotel. As Master of Ceremonies, Harry Burke did an out-

standing job and everyone was generous in their praise of the presentation."

Additional showings are booked in Hagerstown, Maryland, on Wednesday, April 19, and in Jamestown, New York, during the week of April 24.

Every Subscribing Station Can Have the Presentation

Slightly revised to make it easier for their own Masters of Ceremonies to present, the Retail Promotion Plan is available to all subscribing stations for local presentation. Complete and detailed instructions accompany the 16mm talking motion pictures, the self-contained easel charts and the MC's manuscript. If "Air Force and the Retailer" has not been shown in your community, you can arrange for a showing at the slight cost of transporting the films and other material to your city.

The Sawdust Trail

About a month ago, Allen Miller Productions, 310 Bell Building, Toledo 2, Ohio, sent out a form letter offering the Turbo-Aire Gas Saver account on a per-inquiry basis. Many NAB member stations sent the letter to headquarters. In line with established policy, the Director of Broadcast Advertising wrote the producer, urging the use of radio on a standard, rate-card basis.

The reply from Mr. Miller contained so much good sense for radio stations, tempted to take per-inquiry business, that permission was obtained to reproduce portions of his letter:

"Perhaps you would like to know that of the 650 stations solicited by form letter on this plan, less than 10 signed to run the announcements.

"Some stations completely ignored the solicitation, while others took time out to reply, kidding us for the effort. The majority of stations replying wrote a courteous letter, stating that they did not accept per-inquiry business, but that they would be glad to run the spots under the ordinary rate-card schedule.

"We, too, agree with your view that per-inquiry business should not be accepted by any station. The replies we have received have completely cured our client of any thought along these lines.

"We are now arranging to place business with several of these stations on their regular spot rate."

Congratulations to more than 640 out of 650 radio stations for good business judgment. And, for the less than 10 radio stations that did accept the per-inquiry deal, we can only paraphrase an Army marching song:

"You'll never get rich, no matter the itch, on a per-inquiry basis."

LUDLAM SUCCEEDS COHEN AT OWI

George W. Healy, Jr., Director of the Domestic Branch of OWI, has announced the resignation of Philip H. Cohen as Chief of the Domestic Radio Bureau. When Cohen assumed the position in November 1943 after more than two years service with OWI, he did so with the understanding that he would serve for a term of six months. The new chief of the Domestic Radio Bureau will be George P. Ludlam for the past four months Deputy Chief in charge of the Bureau's New York office. Mr. Ludlam came to the Radio Bureau in February of last year as Chief of the Bureau's Special Assignment Division. He transferred the main work of the Division to New York in September and assumed the additional duties of Deputy Chief two months later.

The new chief came to OWI after 14 years in radio, including experience as a free lance writer and producer, as chief of his own program building agency and as a member of NBC's Program Department. Jack Mullen, formerly Vice President of Benton and Bowles, who is now

chief of the Radio Bureau's Editorial and Production Division, will for the present assume additional duties as Deputy Chief in charge of the New York office.

DATA RE 200 TO 500-WATT STATIONS

During the year 1943 there were 435 standard broadcast stations operating with power of 200 to 500 watts, 9 of which operated with reduced power at night. One of these stations was located in Alaska, one in Puerto Rico, two in Hawaii, two in the District of Columbia, and 429 were in 46 of the States. There are no stations operating with this power in the States of Rhode Island and Vermont. Included in the 435 stations are 4 non-commercial stations. Seventeen of these stations operate on regional frequencies and 418 on local frequencies, and may be grouped as follows:

Number of stations	Power	Time
4	500w	Unlimited
4	500w	Limited
6	500w	Part time
397	250w	Unlimited
1	250w	Limited
13	250w	Part time
9	100w-N-500w-D	Unlimited
1	200w	Part time
435		

Three hundred and fifty-eight of these stations have filed revenue reports for the year ended December 31, 1943, reporting "net time sales" amounting to \$22,230,000, and the same stations reported \$17,922,000 for the year 1942, an increase of \$4,308,000 or 24%.

Fifty-six of the 358 stations showed a decrease in net time sales and the remaining 302 showed increases ranging from \$58 to \$85,182, and may be grouped as follows:

56 stations reporting decreases of \$71	to \$10,948
15 stations reporting increases of \$58	to \$1,000
69 stations reporting increases of \$1,000	to \$5,000
74 stations reporting increases of \$5,000	to \$10,000
93 stations reporting increases of \$10,000	to \$25,000
40 stations reporting increases of \$25,000	to \$50,000
11 stations reporting increases of \$50,000	to \$85,182

358 total stations

Two hundred and sixty of the 431 commercial stations serve as outlets for the four major networks as follows:

Blue	64 stations
Blue and Mutual	24 stations
Columbia	28 stations
Mutual	105 stations
National	35 stations
National and Mutual	4 stations

Total 260 stations

RADIO NEWS COMMITTEE WORK GETS FURTHER COOPERATION

The American Association of Schools and Departments of Journalism, which is the professional organization of Class A schools of journalism, has appointed two of its members to act with the NAB News Sub-Committee in the preparation of radio news courses for schools and colleges.

This news comes from Walt Dennis, WHN, former Chief of the NAB News Bureau and continuing as a member of the News Sub-Committee with Paul White, CBS, and Bill Brooks, NBC.

Members appointed by the AASDJ are Mitchell Charnley, Assistant Director, Department of Journalism, University of Minnesota, and Wilbur Schramm, Director of Journalism, State University of Iowa

Both men are members of the special committee already appointed by the National Association of State Universities to work with the NAB News Sub-Committee, so it makes for coherence of effort and maximum results and representation with a minimum of personnel, Dennis writes.

JACK HOPKINS, WJAX, JACKSONVILLE, CONTINUES AS PRESIDENT OF THE FLORIDA ASSOCIATION OF BROADCASTERS

Walter Tison, WFLA, Tampa, Public Relations Chairman for District 5, at the request of NAB, prepared the following release from the minutes of the March meeting of the Florida Association of Broadcasters:

The Florida Association of Broadcasters in formal session at the Tampa Terrace Hotel in Tampa, on March 15th, re-elected all officers for another year:

Jack Hopkins, President—WJAX, Jacksonville
 Jim LeGate, 1st Vice President—WIOD, Miami
 Col. George Johnston, 2nd Vice President—WDBO, Orlando
 Fred Mizer, Secretary-Treasurer—WQAM, Miami
 Spencer Mitchell, Director—WDAE, Tampa
 Bob Feagin, Director—WPDQ, Jacksonville
 Norman Brown, Director—WSUN, St. Petersburg

The association went on record by adopting a resolution in which matters of copyrighted music will henceforth be a matter between the stations and the listening groups, and further that the Attorney General of Florida be notified that the Association will cease its pressure to carry out the provisions of the Florida statute, thereby following the general terms of the consent decree.

The FAB went on record as commending both Columbia and NBC recording divisions for their stand in the Petrillo anti-recording dispute.

RAILROADS TEST RADIO TRAIN COMMUNICATION

The Denver and Rio Grande Western Railroad is conducting front-to-rear radio train communication tests. Recently a 70-car Diesel powered freight train pulled into Salt Lake City from Denver marking the first run with the experimental engine to caboose two way communication. Members of the train crew and officials of the railroad expressed themselves as highly pleased with the results obtained during the test run.

Several other railroads have recently announced the installation of experimental equipment for front-to-rear communication, train to train and train to dispatcher radio-telephone contact. Representatives of the Association of American Railroads are also active in the Radio Technical Planning Board. Those in close touch with recent developments in this field predict the widespread use of radio and electronic principles in post war railroad operation.

KXOK HAS NEW TYPE PUBLIC FORUM BROADCAST

A new and timely forum-type program, "WHERE ARE WE HEADED?", is being broadcast from KXOK, St. Louis, each Tuesday at 10:15 p. m., through the cooperation of the station and the Committee for Economic Development. Dr. William McClellan, former Dean of the Wharton School of the University of Pennsylvania, is chairman of the Committee, and serves in the same capacity during the broadcasts.

The series deals with post-war planning as it affects the lives of average citizens, and listeners are invited to send in their questions, which are discussed on the air by leading representatives of management and labor. Different analysts are invited for each program, and the program is expected to reveal a diversity of post-war thinking by the guest-analysts.

Guests on the first broadcast (April 18) were Charles Belknap, president of the Monsanto Chemical Company, and Joseph Clark, prominent St. Louis Labor leader.

ADVERTISING FEDERATION CALLS OFF ITS ANNUAL CONVENTION

Indefinite postponement of the annual meeting of the Advertising Federation of America scheduled in Chicago for June 4-7 was announced today by Joe M. Dawson, President.

"First consideration in all our affairs today goes to helping win the war," Dawson said. "It is necessary that all traveling be cut to an irreducible minimum so that the country's transportation facilities be free to carry more troops and war materials on their way to being shipped overseas for the fighting fronts.

"Our Board of Directors has voluntarily postponed our annual convention to cooperate with the Office of Defense Transportation in order that the travel facilities we would require may be made available to meet the war needs. This action will not affect our war advertising activities. We are urging all our affiliated Advertising Clubs throughout the United States to continue their efforts to promote advertising for war bonds, Red Cross and all other war-supporting activities."

RESULTS OF AWD GENERAL SURVEY OF WOMEN'S PROGRAMS

At the request of several station managers, a survey of the Association of Women Directors membership was made to determine what types of programs, hours of broadcasts, days of weeks, types of sponsors, guest policies, etc., are current among women broadcasters. 600 questionnaires were distributed. About 215 were returned, or about 34%. Not all questions were answered on every questionnaire, which accounts for an occasional difference in figures.

The questions and an analysis of the replies are listed.

1. What type of program do you carry?

Household and Cooking	91
Wartime	67
Interview	63
Educational	47
Special Events	—
2. Commercial? 92 Sustaining? 63
3. How many sponsors?

43 programs have 1 sponsor—once a week period
12 programs have 4 sponsors—once a week period
1 program has 14 sponsors—once a week period
1 program has 18 sponsors—over a week period
1 program has 23 sponsors—over a week period
4. What type sponsors?

Department Stores (41)	Savings & Loan Associations
Super Markets	Gift Shops
Furniture Stores & Household Furnishings	Children's Apparel
Cafes	Drug Stores
Jewelry Shops	Bakeries & Dairies
Shoe Stores	Antiques & Art
Electric Supply Companies	Photographers
Florists	Fur Storage
Laundry	Frozen Foods
Banks	Cosmetics
	Theatres
	Brewing Company
5. What hour or hours?

15 Minute Period	30 Minute Period
Peak 10:45-11:00 a.m.	Peak 9:30-10:00 a.m.
Near Peak 8:45- 9:00 a.m.	Near Peak 11:00-11:30 a.m.
9:00- 9:15 a.m.	Next
9:15- 9:30 a.m.	Peak 1:30- 2:00 p.m.
11:15-11:30 a.m.	2:00- 2:30 p.m.

6. How many days a week?

80 do 5 day week show	of 215. Transcribed, 104; balance, live
36 do 6 day week show	
15 do 1-3 days a week	
1 does 7 day	
7. Which days are popular?

1. Every day—Monday through Friday	Use script: 79 programs
2. Monday, Wednesday and Friday	Ad lib: 18 programs
	Both: 74 programs
8. How many years has the show been on the air?

Under 6 months	27	11. Do you have guests? 72 yes
6 mos. to 1 yr.	23	45 no
1-2 yrs.	27	36 sometimes
2-3 yrs.	23	
4 years	23	12. Do you broadcast under your own name? 89 yes
9. Do you use music?

Music is used on 117 programs out	46 no
-----------------------------------	-------

OWI OVERSEAS RECRUITING CONTINUES

Recruitment of men and women by the Office of War Information for important missions overseas in view of impending military operations is now about two-thirds of current requirements, Elmer Davis, Director of OWI, announced today. As military operations advance, it may be necessary, Mr. Davis added, to increase this overseas staff for disseminating information overseas even beyond present estimates.

Actions for appointment of 337 of the 450 persons needed for work in connection with the overseas propaganda program have been started, Mr. Davis said, and many more applications are on file.

The response to an appeal for the additional personnel, issued on February 23, 1944, by representatives of the Newspaper and Radio Advisory Committees of the Domestic Branch of OWI, has included 3,953 letters of inquiry from persons interested in overseas assignment. To date, 2,221 applications have been received.

Appointments which have been recommended include: 12 administrative officers and assistants; 59 information specialists of various grades; 16 language specialists; 94 news men; 39 radio program specialists; 69 Morse code operators, and 48 radio engineers.

The new personnel will be engaged in preparing material for distribution in enemy and enemy-occupied territory, and will work in close cooperation with the armed forces. Those going overseas will be stationed either in combat areas or in bases serving these areas. None of the newsmen going abroad will work as war correspondents and they are not "covering" the invasion, Mr. Davis said. Their mission, he explained, is propagandizing the enemy, and bolstering the morale of the people in enemy-occupied countries. Their duties include the writing and distribution of leaflets, publishing newspapers in liberated areas until normal conditions have been re-established, and preparing and broadcasting radio programs. Capacity to speak, read and write foreign languages fluently is an asset some of the new personnel will utilize in their work.

Most of the new OWI personnel will be assigned to the European areas, but some will go to the Mediterranean area, and others to Far Eastern theatres of military operations. A few will be stationed in the New York and San Francisco offices, some replacing previously trained personnel which is now being assigned to overseas tasks. Nearly all of those being appointed will be trained for eventual overseas work.

Assisting OWI's Overseas Branch in meeting its new obligations was a special committee of representatives of the Newspaper and Radio Advisory Committees, Domestic Branch. Representing broadcasts, newspaper and advertising professions, they are:

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, Associate Editor, *Washington Evening Star*
 Mark Ethridge, Publisher, *Louisville Courier-Journal*
 Palmer Hoyt, Publisher, *Portland Oregonian*
 Fred Gaertner, Jr., Managing Editor, *Detroit News*
 Wilbur Forrest, Assistant Editor, *New York Herald-Tribune*
 H. D. Paulson, Editor, *Fargo Forum*
 Paul Bellamy, *Cleveland Plain Dealer*
 Mason Britton, Executive Vice President, McGraw-Hill Publications
 T. S. Repplier, General Manager, War Advertising Council

FIFTEENTH INSTITUTE FOR EDUCATION BY RADIO

and The American Exhibition of Educational Radio Programs

Plans for NAB's participation in the Fifteenth Institute for Education by Radio are complete. Harold Ryan, President; Willard D. Egolf, Assistant to the President; Arthur Stringer, Director of Promotion and Circulation, and Dorothy Lewis, Coordinator of Listener Activity, will take part in the conference sponsored by The Ohio State University May 5-8 in Columbus, Ohio.

Representatives of NAB member stations and networks are also prominently identified with the Institute.

As a service to the Institute and to the National Association of Broadcasters, the complete advance program of the Institute is carried here:

FOREWORD

The Institute for Education by Radio was established in 1930 at the Ohio State University. Its purpose is to provide an annual meeting for joint discussion by broadcasters, educators and civic leaders of the problems of educational broadcasting. The program is devoted chiefly to consideration of the techniques and program policies of radio broadcasting. The Institute passes no resolutions and its officers are limited to an honorary director, W. W. Charters, founder of the Institute; a director, I. Keith Tyler, Acting Director of Radio Education; and a secretary, Ardis Hillman Wheeler, both of the Ohio State University. The annual program is developed from the suggestions and recommendations of those attending the Institute in previous years. The committee on the 1944 program consists of the Institute officers with the addition of C. Wilbert Pettegrew, Program Supervisor, Station WOSU; William Wallace Beavers, Program Director, Station WCOL; Irwin

A. Johnson, Director of Development Programs, Station WBNS; and John Moses, Production Manager, Station WHKC—representing Columbus radio stations; and T. C. Holy, Director, Bureau of Educational Research, and Herschel Nisonger, Chairman, University Radio Education Committee—representing the Ohio State University.

It was no easy decision to hold the Fifteenth Institute for Education by Radio in the midst of a critical war situation. The problem was raised in the final Institute session last year, the Director pointing out the probable difficulties and the burden that such a conference would throw upon public transportation. The members voted unanimously that the 1944 conference should be held, if possible, because of the importance of the Institute in enabling radio to do a significant job in total war. In a letter sent to Institute members during the summer, the problem was again raised and the difficulties cited. Again the response was overwhelming in declaring the essential nature of the Institute in the war situation. You who attend have given the mandate for this meeting; we of the program committee have attempted to develop a program consistent with your needs in meeting your wartime responsibilities.

PROGRAM

Registration

FRIDAY, MAY 5, 9:00 A.M.-8:30 P.M., Main Lobby

To avoid delay in registration, everyone is asked to register promptly upon arrival.

PRE-CONFERENCE MEETINGS

2:00 P.M., Ball Room

Developing Democracy Through Radio Discussions

A Cooperative Venture of Local Radio Stations and the Schools

Presiding, GEORGE V. DENNY, JR., Moderator,
America's Town Meeting of the Air

Introduction to the Demonstration

BYRON B. WILLIAMS, Secretary, Junior Town Meeting League

Does Youth Want Social Security from the Cradle to the Grave?—A Demonstration of a Typical Junior Town Meeting

Four students, appearing the previous night as speakers on *America's Town Meeting*, and representing local junior town meetings, will present a typical local radio junior town meeting. The audience participation in the program consists of representatives of high schools from Greater Columbus. The program will be broadcast over Station WOSU from 2:15 to 2:45. Doors will be closed at 2:10, to avoid interruption of the broadcast.

Participants

Four selected high school students from various parts of the United States
 BYRON B. WILLIAMS, National Junior Town Meeting Moderator, and Secretary, Junior Town Meeting League, *Moderator*

Critique of the Demonstration

Participants

CHARLES G. BENARD, Boston Trade High School, Boston

C. V. COURTER, Superintendent of Schools, Cincinnati
 GORDON HAWKINS, Program Supervisor, Westinghouse Stations, Inc., Philadelphia
 ALLEN Y. KING, Director of Social Studies, Cleveland Public Schools
 JAMES LEONARD, Program Director, Station WSAL, Cincinnati (*invited*)
 J. S. NANTS, Assistant Superintendent of Schools, St. Louis
 LOUIS RATHS, Professor of Education, Ohio State University

Discussions from the Floor

Informal Tea for Newcomers

4:00-6:00 P.M., Room 1648

I. KEITH TYLER, Director, Institute for Education by Radio, *Chairman*

This informal gathering is held for those who are attending the Institute for the first time. A number of those who are old members of the Institute will be present to help the newcomer get acquainted and to explain the general procedures of the Institute.

GENERAL SESSION

FRIDAY, MAY 5, 8:00 P.M., Ball Room

How Free Is Radio?

Presiding, H. V. KALTENBORN, Commentator, National Broadcasting Company

How Free is Radio?—A Symposium

Each participant will have not to exceed ten minutes for an opening statement in the symposium. This will be followed by a free-for-all panel discussion among the participants.

Participants

E. L. BUSHNELL, General Supervisor of Programs, Canadian Broadcasting Corporation
 THOMAS R. CARSKADON, Chairman, Radio Committee, American Civil Liberties Union
 JAMES LAWRENCE FLY, Chairman, Federal Communications Commission (*tentative acceptance*)
 PAUL KESTEN, Executive Vice-President and Director, Columbia Broadcasting System (*invited*)
 EDGAR KOBAK, Executive Vice-President, The Blue Network
 J. HAROLD RYAN, President, National Association of Broadcasters
 NILES TRAMMELL, President, National Broadcasting Company (*invited*)
 BURTON K. WHEELER, Senator from Montana (*tentative acceptance*)

Discussion from the Floor

Announcement of Citations for the Eighth American Exhibition of Educational Radio Programs

Meeting for Chairmen

10:30 P.M., Room 1648

I. KEITH TYLER, Director, Institute for Education by Radio, *Chairman*

A meeting for chairmen of work-study groups, section meetings and round tables for the purpose of acquainting these group leaders with procedures for carrying on their meetings.

GENERAL SESSION

SATURDAY, MAY 6, 9:30 A.M., Ball Room

Radio in the War

Presiding, H. B. MCCARTY, Director, Station WHA, University of Wisconsin

April 21, 1944 — 124

The Voice of America Overseas

FRANK CILLIÉ, Overseas Branch, Office of War Information

Combat Reporting—A Symposium

How CBC Covers the War

D. C. MCARTHUR, Chief Editor, National News Service, Canadian Broadcasting Corporation

How BBC Covers the War

STEPHEN FRY, British Broadcasting Corporation, New York

How American Radio Covers the War

PAUL W. WHITE, Director of Public Affairs and News Broadcasts, Columbia Broadcasting System, *Chairman*

JOHN DALY, War Correspondent, Columbia Broadcasting System, recently returned from Italy

Other Representatives from American Networks and the Armed Services

Discussion by Participants

Discussion from the Floor

WORK-STUDY GROUPS

SATURDAY, MAY 6

The work-study groups devote themselves intensively to problems in the general fields indicated. Each chairman has selected a panel of resource persons to give expert advice. The agenda for each group has been developed by the chairman through correspondence with members. The groups meet for two half days, Saturday afternoon and Sunday morning, which, in most cases, are to be considered continuous rather than separate units. The topics and personnel listed are for both half-day sessions.

Preparatory General Meeting

2:00 P.M., Ball Room

The leaders of each of the work-study groups will present a concise statement of the problems to be worked upon and indicate the resource persons participating in each of the groups. This will afford an opportunity for the Institute members to learn more about what will be covered in each of the work-study groups as a basis for their choices.

Agricultural and Homemaking Broadcasts

2:30 P.M.

General Chairman, WALLACE L. KADDERLY, Chief of Radio Service, U. S. Department of Agriculture

This work-study group meets as one unit on Saturday afternoon and is divided into two groups, Agricultural Broadcasts and Homemaking Broadcasts, for Sunday morning.

Saturday Session

Room 1440

Food in '44: Production and Use. Director of Information, War Food Administration
 Television and FM—How Will We Use These Developments in Service to Farmers and Homemakers?—A Panel Discussion

WILLIAM E. DRIPS, Central Division, National Broadcasting Company, Chicago

R. R. LOWDERMILK, U. S. Office of Education (*invited*)

G. EMERSON MARKHAM, General Electric Company

Representative of a State College of Agriculture
 Commercially Sponsored Radio Service to Homemakers and Farmers—A Panel Discussion

JOSEPHINE FRENCH, Director, Radio Education, Public Schools, and Educational Director, Station WADC, Akron

EVERETT MITCHELL, Director of Agriculture,

Central Division, National Broadcasting Company

WILLIAM MOSHIER, Station KJR, Seattle

JENNINGS PIERCE, Manager of Public Service and Station Relations Departments, Western Division, National Broadcasting Company

GEORGE S. ROUND, Extension Editor, University of Nebraska

SAM SCHNEIDER, Farm Director, Station KVOO, Tulsa

H. B. SUMMERS, Manager, Public Service Division, Blue Network

What Can We Learn from BBC Farm and Home Broadcasts. HERB PLAMBECK, Farm Director, Station WHO, Des Moines

GEORGE BIGGAR, Assistant to the General Manager, Station WLW, Cincinnati, *Discussion Leader*

Sunday Agricultural Session

Room 1440

Chairman, SAM H. RECK, JR., Extension Editor, College of Agriculture, Rutgers University

What Kind of Service Do Farmers Want? WILLIAM B. LEWIS, Columbia Broadcasting System (*invited*)

LARRY HAEG, Farm Service Director, Station WCCO, Minneapolis, and HENRY SCHACHT, Farm Director, Station KPO, San Francisco, *Discussion Leaders*

Building Good Will and Selling a Product. GORDON M. PHILPOTT, Advertising Manager, Ralston-Purina Mills, St. Louis

Showmanship in Farm Broadcasting—A Panel Discussion

LAYNE BEATY, Farm Service Director, Stations WBAP-KGKO, Fort Worth

CLIFF GRAY, Farm Service Director, Station WSPA, Spartanburg, S. C.

ED MASON, Director of Farm Programs, Station WLW, Cincinnati

CHARLES STOOKEY, Farm Service Director, Station KMOX, St. Louis

CHARLES WORCESTER, Director of Farm Programs, Columbia Broadcasting System

Putting Inexperienced Broadcasters at Ease. PHIL EVANS, Farm Director, Station KMBC, Kansas City

Using Radio in County Extension Work. F. P. TAYLOR, Agricultural Agent, Jefferson County, Ohio

AUGUST NEUBAUER, Agricultural Agent, St. Louis County, Minnesota, and H. SIDNEY VAUGHN, Agricultural Agent, Worcester County, Massachusetts, *Discussion Leaders*

Farmers' Week by Radio. WILLIAM ZIPP, Extension Radio Specialist, Ohio State University

DALE WILLIAMS, Radio Editor, Extension Service, Iowa State College, *Discussion Leader*

Use of Transcriptions in Farm Service—A Panel Discussion

MERTON EMMERT, Farm Service Director, Station WEA, New York

GEORGE P. GERMAN, Farm Service Director, Station WNAX, Yankton, S. D.

JIM MILES, Associate in Extension Information (Radio), Purdue University

How to Deal with Controversial Subjects. HARRY ASPLEAF, Farm Director, Station KSTP, Minneapolis

The Importance of Mail Response from Listeners. LOUIS BUCK, Farm Director, Station WSM, Nashville

Sunday Homemaking Session

Room 218

Chairman, ELEANOR S. WILKINS, Radio Women's Editor, Station WOI, Iowa State College

How Homemakers Fit Into the Food Picture. E. O. POLLOCK, Regional Director, Midwest Region Office of Distribution, War Food Administration, Chicago

Radio Interprets the Food Picture for the Home-

maker. ANNE HAGEN, Radio, Office of Distribution, War Food Administration

Food in '44: Production and Use. RUTH VAN DEMAN, Department of Publication, Bureau of Human Nutrition and Home Economics, U. S. Department of Agriculture

Commercial Radio Service to Homemakers. ELINOR LEE, Station WTOP, Washington, D. C.

Broadcasting by National Organizations

Parlor J

Chairman, JESSE BUTCHER, Radio Director, United States Organizations and National War Fund

Topic and Speakers for Saturday

Responsibilities of Radio and of National Organizations Asking Free Time

Panel Participants

LYMAN BRYSON, Director of Education, Columbia Broadcasting System (*tentative acceptance*)

CHARLOTTE DEMAREST, Radio Consultant, Community Council, Winston-Salem

HENRIETTE K. HARRISON, National Radio Director, Y. M. C. A.

MAX KARL, Educational Director, Station WCCO, Minneapolis

EDYTHE MESERAND, Assistant Director of Special Events, Station WOR, New York (*invited*)

MARY G. ROEBLING, Banker, and Member of National Advisory Council from Community Service Project

JANE TIFFANY WAGNER, Director of War Activities for Women, National Broadcasting Company

Topic and Speakers for Sunday

What Can National Organizations Do in Terms of Planning Toward Permanent Peace?

Presentation of the Problem

FRANK WEIL, President, National Jewish Welfare Board, and Vice President, United Service Organizations

What Can Radio Do?

PHILIP H. COHEN, Chief, Domestic Radio Bureau, Office of War Information

WARREN RUTHRAUFF, Radio Director, American Red Cross

General Discussion

Children's Programs

Parlors A, B

Chairman, GLORIA CHANDLER, Children's Theater and Radio, Association of Junior League of America

Religious Broadcasts

Room 1279

Chairman, FRANKLIN G. DUNHAM, National Catholic Welfare Service

Topics and Speakers

Saturday:

Review of Religious Radio During the Past Year, Highlighted by Transcribed Excerpts from Outstanding Programs. RABBI SAUL APPLEBAUM, Union of American Hebrew Congregations, and EVERETT C. PARKER, Public Service Department, National Broadcasting Company

Religious Broadcasts of the Canadian Broadcasting Corporation, Illustrated with Transcribed Excerpts. C. R. DELAFIELD, Supervisor of Religious and Institutional Broadcasts, Canadian Broadcasting Corporation (*invited*)

Sunday:

Standards of Quality. KENNETH G. BARTLETT, Director, Radio Workshop, Syracuse University (*invited*)

Scientific Audience Survey. RICHARDSON WOOD, *Fortune Magazine (invited)*
Recommendations on Religious Broadcasting. LOUIS MINSKY, National Conference of Christians and Jews
Permanent Organization of Religious Broadcasters. FRED EASTMAN, Chicago Theological Seminary

Radio Research

Room 1437

Chairman, MATTHEW N. CHAPPELL, C. E. Hooper, Inc.

School Broadcasting

Room 1540

Chairman, KATHLEEN N. LARDIE, Assistant Supervisor, Department of Radio Education, Detroit Public Schools

Participants

DEAN E. DOUGLASS, Regional Manager, Educational Department, RCA Victor Division of Radio Corporation of America, Chicago (*invited*)
MARGUERITE FLEMING, Director, Radio Workshop, South High School, Columbus
RUTH FOLTZ, Coordinator of Elementary School Programs, Station WBOE, Cleveland
EVELYN GIBBS, British Broadcasting Corporation, New York (*invited*)
MARK L. HAAS, Station WJR, Detroit
FRANK ERNEST HILL, American School of the Air, Columbia Broadcasting System (*invited*)
MAJOR HAROLD W. KENT, War Department Liaison, U. S. Office of Education (*invited*)
M. R. KLINE, Cleveland Public Schools
R. S. LAMBERT, Supervisor of Educational Broadcasts, Canadian Broadcasting Corporation
SAM H. LINCH, Supervisor of Radio Education, Atlanta Public Schools
LUKE ROBERTS, Educational Director, Stations KOIN-KALE, Portland, Oregon
ANNA BELLE ROBINSON, Teacher, Chicago Public Schools

College Courses in Radio

Room 1479

Chairman, KENNETH G. BARTLETT, Director, Radio Workshop, Syracuse University, and Chairman, FREC Committee on Standards for College Courses in Radio

Topic to be Discussed

Setting Standards for College Courses in Radio

Participants

EDWIN BARRETT, Director, Radio School, Drake University
GERTRUDE BRODERICK, Secretary, Federal Radio Education Committee, U. S. Office of Education
LYMAN BRYSON, Director of Education, Columbia Broadcasting System (*tentative acceptance*)
JOHN S. CARLILE, Director of Radio Education, University of Alabama (*invited*)
ELIZABETH GOUDY, Specialist, Training Techniques in Visual Aids, U. S. Office of Education (*tentative acceptance*)
ROBERT J. LANDRY, Director of Program Writing, Columbia Broadcasting System (*invited*)
H. B. MCCARTY, Director, Station WHA, University of Wisconsin (*invited*)
LEONARD POWER, Educational Consultant, New York City
TOM SLATER, Director, Special Features, War Programs and Sports, Mutual Broadcasting System
ARTHUR STRINGER, National Association of Broadcasters

H. B. SUMMERS, Manager, Public Service Division, Blue Network
TRACY F. TYLER, Associate Professor of Education, University of Minnesota
JUDITH WALLER, Director of Public Service, Central Division, National Broadcasting Company, Chicago

Music Broadcasts

Parlor G

Chairman, ALTON O'STEEN, Head, Department of Fine Arts, University of Alabama

Topic and Speaker

Special Techniques for Presenting Music on the Air. ROBERT SHAW, Choral Director, Fred Waring's Pennsylvanians (*invited*)

Panel Participants

LT. COL. FORREST J. AGEE, Classification and Replacement Branch, Adjutant General's Office
JEAN-MARIE BAUDET, Supervisor of Music, Canadian Broadcasting Corporation (*invited*)
OLIVER DANIEL, Producer of *Gateways to Music*, American School of the Air, Columbia Broadcasting System (*invited*)
GUY FRASER HARRISON, Conductor, Rochester Civic Orchestra (*invited*)
ALAN LOMAX, Columbia Broadcasting System (*invited*)
NELL PARMLEY, Texas State Department of Education, Austin
BURTON PAULU, Manager, Station WLB, University of Minnesota
CLAREN PEOPLES, Public Schools, Huntington, West Virginia
IZLER SOLOMON, Conductor, Columbus Philharmonic Orchestra
JEAN THOMAS, "The Traipsin' Woman," Ashland, Kentucky

Radio and Reading

Parlor H

Chairman, JAMES F. FULLINGTON, Department of English, Ohio State University

FM Radio and Education

Room 1337

Chairman, WILLIAM D. BOUTWELL, Director, Information Service, U. S. Office of Education

Topics and Speakers

Saturday: Technical Problems

Planning for Educational FM Broadcasting Service. R. R. LOWDERMILK, Radio Service, U. S. Office of Education
Determining Technical Requirements for FM Stations in Terms of Coverage. C. M. JANSKY, JR., Jansky and Bailey, Consulting Engineers
Procedure for Obtaining a License for an Educational Station. GEORGE P. ADAIR, Chief Engineer, Federal Communications Commission

Participants

W. J. BARKLEY, Collins Radio Company
H. R. BERLIN, Johns-Manville Sales Corporation
E. J. CONTENT, Assistant Chief Engineer, Station WOR
W. R. DAVID, General Electric Company
WALTER EVANS, Westinghouse Electric and Manufacturing Company
PARKER S. GATES, Gates Radio and Supply Company
FRANK A. GUNTHER, Radio Engineering Laboratories, Inc.
O. B. HANSON, Chief Engineer, National Broadcasting Company
C. M. LEWIS, Radio Corporation of America

WILLIAM B. LODGE, Chief Engineer, Columbia Broadcasting System
J. W. MARQUE, Graybar Electric Company, Inc.
NATHAN NEAL, Engineer, Station WBOE, Cleveland

Sunday: Program Planning for Educational Stations—

For State School Systems

R. C. DEMING, Connecticut State Department of Education

JOHN GUNSTREAM, Director, Texas School of the Air

JOSEPH E. MADDY, Chairman, Steering Committee for Michigan FM Educational Stations, University of Michigan

For City School Systems

WILLIAM B. LEVENSON, Director of Radio, Cleveland Public Schools

GEORGE JENNINGS, Director, Chicago Radio Council

PAUL REED, Rochester Public Schools (on leave to U. S. Office of Education)

For Universities and Colleges

H. B. MCCARTY, Director of Radio, University of Wisconsin

CARL MENZER, Director of Radio, University of Iowa

The Junior Town Meeting

Room 216

Co-Chairmen, W. LINWOOD CHASE, School of Education, Boston University, and HARRY D. LAMB, Supervisor, Radio Education and Speech, Toledo Public Schools

Topics to be Discussed

Local Form of Organization
School and Station Relationships
Selecting and Training of Student Speakers
Techniques of the Program Period
Utilization Techniques

Participants

DOROTHY M. ANDERSON, Head, Social Studies Department, Belmont, Massachusetts, High School
VIOLA G. BERK, Educational Director, Station WAKR, Akron
KATHERINE FOX, Director of Public Service, Stations WLW-WSAI, Cincinnati
FREDERICK J. GILLIS, Assistant Superintendent of Schools, Boston
WILLIAM H. HARTLEY, State Teachers College, Towson, Maryland
GORDON S. HAWKINS, Program Supervisor, Station KYW, Philadelphia
HARRIET KIMBLE, Teacher of Social Studies, DeVilbiss High School, Toledo
ALLEN Y. KING, Directing Supervisor of Social Studies, Cleveland Public Schools
LEONA PROBST, Teacher of Social Studies, Whitney Vocational High School for Girls, Toledo
GEORGE H. REAVIS, Assistant Superintendent of Schools, Cincinnati
ARCH SHAWD, Manager, Station WTOL, Toledo
BYRON B. WILLIAMS, Secretary, Junior Town Meeting League, and National Junior Town Meeting Moderator

Broadcasts to Women

Room 1212

(Saturday Afternoon Only)

Program Arranged by Association of Women Directors, NAB

Presiding, RUTH CHILTON, President, Association of Women Directors, NAB, and Women's Commentator, Station WCAU, Philadelphia

Topic to be Discussed

Is the American Woman Prepared to Assume Her Role in the International Scene?

Keynote Speaker

MARGARET CULKIN BANNING, Author, Duluth

Panel Participants

ANN GINN, Station WTCN, Minneapolis, *Chairman*
PEGGY CAVE, Station KSD, St. Louis

MRS. HAYLE CAVENOR, Regional Director, Office of War Information, Minneapolis

ALMA KITCHELL, Blue Network

MARY MARGARET MCBRIDE, National Broadcasting Company

LINNEA NELSON, J. Walter Thompson Agency, New York

ELIZABETH REEVES, Knox-Reeves Agency, Minneapolis

HELEN SIOUSSAT, Director of Talks, Columbia Broadcasting System

FRANCES FARMER WILDER, Pacific Network, Columbia Broadcasting System

SPECIAL SESSION

5:00 P.M., Ball Room

Regional Station International Broadcasting

Demonstration and Discussion

Presiding, WILLIAM WALLACE BEAVERS, Program Director, Station WCOL, Columbus

Introduction to the Demonstration

STEPHEN FRY, British Broadcasting Corporation, New York

JAMES L. CASSIDY, Special Events Director, Stations WLW-WSAI-WLWO, Cincinnati

Demonstration of BBC-WLW Broadcast

The British Broadcasting Corporation in London will originate program material especially tailored for the audience of Station WLW, Cincinnati. The Institute audience will hear the entire procedure including the preliminary cueing on the transatlantic channels, the program material from Cincinnati and the material from London. This demonstration is representative of a type of cooperation which has recently been developed between the BBC and a number of American regional stations.

Discussion from the Floor

Dinner, National Association of Broadcasters

SATURDAY, MAY 6, 6:30 P.M., Deshler-Wallick Hotel

HAROLD RYAN, President, *Chairman*

Institute members invited.
(Tickets at registration desk.)

SECTION MEETINGS

SATURDAY, MAY 6, 8:00 P.M., Room 1440

In-School Broadcasting

Presiding, WILLIAM B. LEVENSON, Directing Supervisor of Radio, Cleveland Public Schools

Participants

FRANCIS BECK, Director of Radio, Collinwood High School, Cleveland

EDWIN F. HELMAN, Coordinator of High School Programs, Station WBOE, Cleveland

ELLIS B. MIRACLE, Zanesville, Ohio, Senior High School

CARL O. MOODY, Department of Radio Education, Detroit Public Schools

The Negro, and Radio in Education

Parlor J

Presiding, WALTER N. RIDLEY, Director, Audio-Visual Center, Virginia State College for Negroes

Invited Participants

ANNE COOKE, Communications Center, Hampton Institute
CHARLES S. JOHNSON, Rosenwald Fund, Nashville
B. A. JONES, Talladega College, Alabama
ROBERT MARTIN, A. and T. College, Greensboro
L. F. PALMER, Extension Division, Hampton Institute
W. A. ROBINSON, Secondary School Study, Atlanta
JOHN H. SENGSTACKE, *Chicago Defender*
RUTH M. THOMAS, Wilberforce University
H. COUNCIL TRENHOLM, American Teachers Association, Montgomery
GARNET C. WILKINSON, Washington, D. C., Public Schools

Public Health Broadcasts

Room 1279

Presiding, DAVID RESNICK, Director of Public Relations, National Society for the Prevention of Blindness

Participants

E. R. COFFEY, M. D., Director of District One, U. S. Public Health Service, *Discussion Leader*
A. SCHAEFER, JR., Director of Public Relations, American Society for the Control of Cancer
MURIEL F. STEWARD, Executive Director, Minnesota League for Planned Parenthood
THOMAS C. STOWELL, Assistant Director, Division of Public Health Education, New York State Department of Health

Alpha Epsilon Rho

Room 1540

(Closed Meeting)

Presiding, SHERMAN P. LAWTON, Director of Radio and Visual Education, Stephens College, Executive Secretary

Broadcasting by Local Youth Organizations

Parlor G

Presiding, ANNETTE BAER FICK, Executive Secretary, Campfire Girls of Columbus and Franklin County

Topic to be Discussed

How Can Your Youth Agency Broadcast Effectively?

Participants

HENRIETTE K. HARRISON, National Radio Director, National Council of the Young Men's Christian Associations
C. WILBERT PETTEGREW, Program Supervisor, Station WOSU, Ohio State University
MARION RENICK, Children's Author and Broadcaster, Ohio School of the Air
FERN SHARP, Women's Commentator, Station WBNS, Columbus
MARGARET C. TYLER, Supervisor, Ohio School of the Air
DOROTHY M. YONTZ, Publicity Chairman, Campfire Girls of Columbus and Franklin County

WORK-STUDY GROUPS

SUNDAY, MAY 7, 9:30 A.M.

A continuation of the sessions of Saturday afternoon
(See detailed program on pages 124 to 127)

GENERAL SESSION

2:00 P.M., Ball Room

Radio's Role in Understanding

Symposium and Discussion

Presiding, HARVEY H. DAVIS, Vice-President, Ohio State University

Presentation of the Situation

Labor Relations. To be announced
Race Relations. PEARL S. BUCK, Author, New York City (*invited*)
International Relations. FOSTER RHEA DULLES, Professor of History, Ohio State University

What Is Radio's Role?—A Panel Discussion

M. S. NOVIK, Director, Station WNYC, New York
WILLIAM N. ROBSON, Writer-Producer, Columbia Broadcasting System
GEORGE ROSEN, Radio Editor, *Variety* (*invited*)
FRANCES FARMER WILDER, Director of Education, Pacific Network, Columbia Broadcasting System
Others to be announced

Discussion from the Floor

SPECIAL SESSION

5:00 P.M., Ball Room

Morale on the Fighting Fronts

Presiding, FRED EASTMAN, Department of Biography, Literature, and Drama, Chicago Theological Seminary

The Role of Radio in Maintaining Morale

Speaker to be announced

The Chaplain's Role in Maintaining Morale

CAPT. STEPHEN J. MEANY, Chaplain, U. S. Army, recently returned from Southwest Pacific

North Atlantic Testament—A Demonstration of *The Catholic Hour*

Introduction to the Demonstration
EDWARD J. HEFFRON, Executive Secretary, National Council of Catholic Men

A special broadcast from the current series of *The Catholic Hour* will be featured as the closing portion of this session. The dramatization of a war incident involving four Army chaplains will originate in the New York studios of the National Broadcasting Company. The broadcast will be concluded with a tribute to all chaplains by Brigadier-General William Arnold, Chief of Chaplains, U. S. Army.

ANNUAL INSTITUTE DINNER

SUNDAY, MAY 7, 7:30 P.M., Ball Room

Toastmaster, HOWARD L. BEVIS, President, Ohio State University

Introduction of Distinguished Guests

Entertainment—Courtesy Crosley Radio Corporation, Cincinnati

Selections by nationally known Columbus Boy Choir School

HERBERT HUFFMAN, Musical Director

Address

ELMER DAVIS, Director, Office of War Information

ROUND-TABLE DISCUSSIONS

MONDAY, MAY 8, 9:45 A.M., Room 1540

Production Techniques

Chairman, WYNN WRIGHT, Production Chief,
National Broadcasting Company

College Public Relations Broadcasting

Room 1337

Chairman, ELMER G. SULZER, Director of Public
Relations, University of Kentucky

Participants

TRENNIE E. EISLEY, Director of Publicity, Bucknell
University
P. CASPER HARVEY, Director of Publicity, William
Jewell College, and Vice-President in Charge of
Radio, American College Publicity Association
HAROLD K. SCHELLENGER, Director of Public Rela-
tions, Ohio State University
H. B. SUMMERS, Manager, Public Service Division,
Blue Network
E. D. WHITTLESEY, Director of Publicity, Western
Reserve University, and President, American Col-
lege Publicity Association

Education in Wartime Responsibilities Through Special Events

Room 1479

Chairman, JOHN L. CARPENTER, Director, Special
Events, Stations KOIN-KALE, Portland, Ore-
gon

Writing for Radio

Room 216

Chairman, RANALD MACDOUGALL, Writer, Colum-
bia Broadcasting System (*invited*)

Training Radio Journalists

Room 1440

Chairman, FLOYD BASKETTE, Department of Jour-
nalism, Emory University, Atlanta

Topics and Invited Speakers

Education for Work in Radio News Rooms. WILBUR
SCHRAMM, Director, School of Journalism, State
University of Iowa
Some Hints on Radio News Style. PHIL NEWSOM,
Chief, Radio Division, United Press
Radio News Features. TOM O'NEIL, News Editor,
Press Association, Inc.
What's Wrong With Radio News? LESTER SPENCER,
Station WHIO, Dayton
What About Radio News After the War? G. W.
JOHNSTONE, Director of News and Special Fea-
tures, Blue Network

Invited Panel Participants

RICHARD BECKMAN, School of Journalism, Iowa
State College
MITCHELL V. CHARNLEY, Professor of Journalism,
University of Minnesota
PAUL WAGNER, School of Journalism, Indiana Uni-
versity
PAUL W. WHITE, Director of Public Affairs and
News Broadcasts, Columbia Broadcasting System

Radio and Recruitment

MONDAY, MAY 8, 9:45 A.M., Parlor H

Chairman, LT. HAZEL KENYON MARKEL, Radio
Section, Office of Public Relations, Navy De-
partment

Participants

Representatives from the various Armed Services
of the United States, from Canada, from the
Maritime Commission, from advertising agencies,
and from the Office of War Information

Radio Councils

Parlors A, B, C

Chairman, DOROTHY LEWIS, Coordinator of Lis-
tenser Activity, National Association of Broad-
casters

Topic to be Discussed

Listeners and Broadcasters, Partners in Progress

Keynote Speaker

STERLING FISHER, Assistant Public Service Coun-
selor, National Broadcasting Company

Participants

MRS. ROY O. BAKER, President, Radio Council of
Greater Kansas City
MRS. HENRY C. CHRISTIAN, President, Radio Coun-
cil of Greater Cleveland
MRS. ROBERT CORNELISON, President, New Jersey
Radio Council
MARY GAYLORD, Northeastern Radio Council, Sche-
nectady
HAZEL HILLIS, President, Des Moines Radio Council
MAX KARL, Educational Director, Station WCCO,
Minneapolis
HARRY D. LAMB, President, Toledo Radio Council
HOWARD E. LESOURD, President, Boston Radio Coun-
cil
MARGARET STODDARD, Regional Director of Listener
Activities, Cedar Rapids
MRS. ARCH TRAWICK, President, Radio Council of
Middle Tennessee
RALPH EVANS, WHO, WOC, Iowa
LYLE FLANAGAN, KSO-KRNT, Des Moines, Iowa
SHERMAN LAWTON, Stephens College, Columbus,
Mo.
MISS RUTH ROSSHOLT, President, Minnesota Radio
Council, Minneapolis, Minn.
Others to be announced

Recordings for Education

Room 218

Chairman, NORMAN WOELFEL, Head, Teaching
Aids Laboratory, College of Education, Ohio
State University

GENERAL SESSION

2:00 P.M., Ball Room

Radio and Postwar Problems

Presiding, I. KEITH TYLER, Director, Institute for
Education by Radio

A Summary of Work-Study Groups

The chairman or secretary of each work-study group
will give a three-minute report of the outstanding con-
tributions from the discussion of his group.

A Summary of Section Meetings and Round Tables

A single summary including the outstanding contribu-
tions of each of the section meetings and round tables.

The Postwar Situation

PAUL HOFFMAN, Chairman, Board of Trustees, Com-
mittee on Economic Development, and President,
Studebaker Corporation

What is Radio's Role?—A Panel Discussion

KENNETH G. BARTLETT, Director, Radio Workshop,
Syracuse University
EDWARD L. BERNAYS, Publicist and Author, New York
LYMAN BRYSON, Director of Education, Columbia
Broadcasting System
Others to be announced

OTHER MEETINGS OF INTEREST TO INSTITUTE MEMBERS

Friday, May 5, all-day session beginning at 10:00
a. m., Parlors A, B, C, Deshler-Wallick Hotel
Business meeting of the Association for Educa-
tion by Radio

Major Harold W. Kent, War Department Liai-
son, U. S. Office of Education, President,
Chairman

Friday, May 5, 11:00 a. m., Hall of Mirrors, Desh-
ler-Wallick Hotel

Business meeting of the Junior Town Meeting
League

Allen Y. King, Supervising Director of Social
Studies, Cleveland Public Schools, President,
Chairman

Friday, May 5, 12:00 noon, Room 1648, Deshler-
Wallick Hotel

Luncheon of Executive Committee, Association
for Education by Radio

Major Harold W. Kent, President, *In Charge*

Friday, May 5, 2:00 p. m., Parlor H, Deshler-
Wallick Hotel

First annual meeting, National Association of
Rural Farm Directors

Larry Haeg, Station WCCO, Minneapolis, *In
Charge*

Friday, May 5, 6:00 p. m., Deshler-Wallick Hotel

Dinner for Representatives of Stations Affili-
ated with the National Broadcasting Com-
pany. Judith Waller, *In Charge*

Friday, May 5, 6:00 p. m., Ball Room, Hotel Sen-
eca, 361 E. Broad Street

Dinner of the Columbus Association for Child-
hood Education. Members of the Institute
invited. Price \$1.50

Speaker from the radio industry (to be an-
nounced)

Music by Columbus Boy Choir School

Ruby Borden, President, *Chairman*

Friday, May 5, 6:15 p. m.

Dinner of Columbus English Club. Institute
members invited. Place and price to be an-
nounced

Edna M. Weitzel, President, *Chairman*

Friday, May 5, 8:00 p. m., Room 1440, Deshler-
Wallick Hotel

Business meeting of Executive Council, Alpha
Epsilon Rho

Judith Waller, Honorary President, *Chairman*

Saturday, May 6, 12:15 p. m., Hall of Mirrors,
Deshler-Wallick Hotel

Luncheon of the Association for Education by
Radio

Speaker: Archibald MacLeish, Poet, Radio
Writer, and Librarian of Congress

Subject: The American Story

I. Keith Tyler, President, *Chairman*

Saturday, May 6, 2:00 p. m., Room 218, Deshler-
Wallick Hotel

Business meeting of Alpha Epsilon Rho

Sherman P. Lawton, Executive Secretary,
Chairman

Saturday, May 6, 6:00 p. m., Deshler-Wallick
Hotel

Dinner of District Nine, Campfire Girls

Subject: Using Community Resources in Broad-
casting

Speakers: I. Keith Tyler, Acting Director of
Radio Education, Ohio State University;
Marguerite Fleming, Director of Radio Work-
shop, South High School, Columbus; and Roy
B. Weed, former Columbus Safety Director
W. E. Ferguson, President, Columbus and
Franklin County Campfire Girls, *Chairman*

Saturday, May 6, 6:30 p. m., Deshler-Wallick
Hotel

Dinner of National Association of Broadcasters.
Institute members invited.

John Harold Ryan, President, *Chairman*

Sunday, May 7, 9:30 a. m., Room 1212, Deshler-
Wallick Hotel

Brunch and annual business meeting of the As-
sociation of Women Directors, NAB (Closed
Session)

Ruth Chilton, President, *Chairman*

Sunday, May 7, 12:00-2:00, Room 221, Deshler-
Wallick Hotel

Business session of the National Association of
Educational Broadcasters

Frank E. Schooley, Program Director, Station
WILL, University of Illinois, Executive Sec-
retary, *In Charge*

Sunday, May 7, 12:00 noon, Deshler-Wallick Hotel

Luncheon of Alpha Epsilon Rho

Judith Waller, Honorary President, *Chairman*

Monday, May 8, 12:00 noon, Deshler-Wallick Hotel

Luncheon of Advisory Committee, Chicago
School Broadcast Conference

George Jennings, *Chairman*

NETWORK BROADCAST ORIGINATING DURING THE INSTITUTE

Thursday, May 4, 8:30-9:30 p. m., EWT. Amer-
ica's Town Meeting of the Air

Subject: Does Youth Want Social Security from
the Cradle to the Grave?

The Blue Network from Station WCOL, Colum-
bus. George V. Denny, Jr., President of
Town Hall, Inc., *Moderator*

Notes

All meetings are scheduled on Eastern War
Time.

It is imperative, due to war conditions, that

reservations for sleeping room accommodations be made well in advance. Reservations for the Deshler-Wallick Hotel should be made by writing directly to the hotel. Single rooms are from \$3.30 to \$8.80; double rooms are from \$5.50 to \$13.20 with double or twin beds. All rooms are with bath.

All members of the conference are cordially invited to visit the Institute Headquarters Suite, Room 1648. Come there to meet your friends or to take in the view from the open air veranda (weather permitting). An audition room is provided, just adjoining, where recordings may be heard. All recordings entered in the Eighth American Exhibition will be available for auditing.

Open discussion on matters of radio education is one of the chief functions of the Institute. Members are urged to take part freely in the discussion.

The Institute for Education by Radio is a cooperative conference maintained through the interest and support of its members. The Ohio State University grants a small allotment to cover a portion of the expense, but the bulk of the cost for this annual meeting and for the printing of the proceedings is supplied by conference registration fees. The Institute pays neither honoraria nor expenses for its speakers, and it is the custom, in furtherance of the cooperative character of the meeting, for speakers and chairmen to pay registration fees on the same basis as other participants.

Conference registration facilities will be maintained in the main lobby of the Deshler-Wallick. The general registration fee is \$4.00 which includes a copy of the proceedings, *Education on the Air, 1944* (separately priced at \$3.00), and admission to all meetings. Single day registration is \$1.00, single session registration is 50 cents, and student general registration is 50 cents. These latter registration cards admit the members to the meetings but do not include a copy of the proceedings. Special registration for those who do not wish a copy of the proceedings is \$2.50. A registration card will be required for admission to all Institute meetings, except the pre-conference sessions.

Regular students in high schools and colleges may secure student registration cards upon presentation of fee cards or other evidence of school membership and upon payment of a special registration fee of 50 cents.

Each year the proceedings of the Institute are published under the title *Education on the Air*. The yearbooks may be purchased at \$3.00 a copy from Ohio State University, except the 1935 yearbook, which may be purchased from the University of Chicago Press. A reduced price for back copies of the yearbook is made when purchased in sets. A set of the proceedings of past years is on display at the conference registration desk.

Tickets for the dinner Sunday evening, May 7, may be purchased at the registration desk; the price is \$2.75. All reservations for the dinner

should be made by Sunday noon, May 7. Due to war conditions, dress will be informal.

The exchange of materials among the members of the Institute has proved helpful in the past. A table will be provided where this material may be placed. Members are encouraged to bring such materials for distribution.

A press room will be arranged for representatives of newspapers, press services, and magazines covering the Institute.

Grateful acknowledgment is made to the members of Epsilon Chapter, Alpha Epsilon Rho, undergraduate radio fraternity at the Ohio State University, who have kindly offered to assist in the many duties of arrangements and hospitality during the Institute.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, April 24. They are subject to change.

Monday, April 24

WNAC—The Yankee Network, Inc., Quincy, Mass.—C. P. to move auxiliary transmitter. 1260 kc., 1KW; for auxiliary purposes only.

Thursday, April 27

KVOE—The Voice of the Orange Empire, Inc., Ltd., Santa Ana, Calif.—C. P. 1480 kc.; 1 KW; unlimited.

Federal Communications Commission Action

APPLICATIONS GRANTED

L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, and Effie H. Allen, d b as Valley Broadcasting Co., West Point, Ga.—Granted petition to reconsider and grant application (B3-P-3543) for construction permit to erect a new station to operate on 1490 kc., 250 watts, unlimited time, subject to Commission's policy announced January 26, 1944.

South Bend Broadcasting Corp., South Bend, Ind.—Granted construction permit for new station to operate on 1490 kc., 250 watts, unlimited time, subject to Commission's policy of January 26, 1944. (B4-P-3569)

KFAC—Los Angeles Broadcasting Co., Inc., Los Angeles, Calif.—Granted construction permit, subject to policy of January 26, 1944, to move transmitter to intersection of Rodeo Road and Santa Barbara, Los Angeles, and install new antenna. (B5-P-3551)

WSPR—WSPR, Inc., Springfield, Mass.—Granted construction permit, subject to January 26 policy, to increase daytime power from 500 watts to 1 KW, employing directional antenna. (B1-P-3554)

KOIL—Sidles Co., State Journal Printing Co. and Star Printing Co. (Transferors), Charles F. and James Stuart (Transferees), Central States Broadcasting Co. (Licensee), Omaha, Neb.—Granted consent to transfer of control of Central States Broadcasting Co., licensee of station KOIL from

Sidles Co., State Journal Printing Co., and the Star Printing Co., to Charles F. Stuart and James Stuart, by transfer of 1000 shares or 100% of the issued and outstanding capital stock of the licensee from Sidles Co. (500 shares), State Journal Printing Co. and Star Printing Co. (250 shares each), for \$250,000. (B4-TC-358).

KFOR—Sidles Co., State Journal Printing Co., and Star Printing Co. (Transferees), Charles T. Stuart and James Stuart (Transferees), Lincoln, Neb.—Granted application for transfer of control of Cornbelt Broadcasting Corp., licensee of station KFOR, from Sidles Co. (501 shares), State Journal Printing Co. (250 shares), and Star Printing Co. (249 shares), representing 1000 shares of capital stock, for a consideration of \$100,000. (B4-TC-354)

Raymond C. Hammett, Talladega, Ala.—Granted petition to reinstate application for construction permit for new station to operate on **1230 kc.**, 250 watts, unlimited time, transmitter site to be determined; and designated said application for hearing. (B3-P-3365; Docket No. 6402)

Truett Kimzey, Greenville, Texas; **Beauford H. Jester**, Waco, Texas; **KDNT**, Harwell V. Shepard, Denton, Texas; and **WACO**, Frontier Broadcasting Co., Inc., Waco, Texas.—Granted petition of Kimzey to reinstate application for construction permit for new station at Greenville, Texas, to operate on **1400 kc.**, 250 watts, unlimited time. (B3-P-3343); granted petition of Beauford H. Jester, Individually and as Trustee for Callan, Kichs, Howell, Naman, Levy, Sams and Stribling, to reinstate application for construction permit for new station in Waco, Texas, to operate on **1230 kc.**, 250 watts, unlimited time, transmitter location and antenna system to be determined (Docket No. 6218); granted petition of KDNT to amend application for modification of license so as to request increase in power from 100 watts to 250 watts on its present frequency of **1450 kc.** (Docket No. 6325); and designated the application of Kimzey, Jester and KDNT for consolidated hearing with application of Frontier Broadcasting Co., Inc. (WACO), for construction permit to change frequency from **1450 to 1230 kc.** (B3-P-3574)

KTOK—Oklahoma Broadcasting Co., Inc. (Assignor), O. L. Taylor (Assignee), Oklahoma City, Okla.—Granted consent to voluntary assignment of license of station K TOK from Oklahoma Broadcasting Co., Inc., to O. L. Taylor, for the sum of \$150,000. (B3-AL-401).

KOMO & KJR—Fisher's Blend Station, Inc., Seattle, Wash.—Granted request to change call letters of stations KOMO and KJR, so that KOMO, which now operates on **950 kc.**, with 5 KW, will take the call letter KJR, and station KJR, which now operates on **1000 kc.**, with 5 KW, will take the call letters KOMO.

The Commission approved power of attorney for the affairs of John R. Pepper, licensee of station WJPR, Greenville, Miss., appointing his wife, Alella R. Pepper his attorney-in-fact to manage and conduct all his business affairs.

LICENSE RENEWALS

Renewal of licenses for the following FM stations were granted for the period ending May 1, 1945:

WLOU, Detroit; KOZY, Kansas City, Mo.; WMLL, Evansville, Ind.; WENA, Detroit, Mich.; WBNF-FM; Binghamton, N. Y.; WMFM, Milwaukee, Wis.; WHFM, Rochester, N. Y.; KHJ-FM, Los Angeles; WHNF, New York; WSM-FM, Nashville; WIP-FM, Philadelphia; WDRC-FM, Hartford, Conn.; KYW-FM, Philadelphia; WOWO-FM, Fort Wayne; WFIL-FM, Philadelphia; WTNT, Pittsburgh, Pa.; WWZR, Chicago; WTIC-FM, Hartford, Conn.

KALW—Board of Education of San Francisco Unified School Dist., San Francisco, Cal.—Granted renewal of license for the period ending May 1, 1945.

WBOE—Cleveland City Board of Education, Charles H. Lake, Supt., Cleveland, Ohio.—Granted renewal of license for the period ending May 1, 1945.

WBAL—Hearst Radio, Inc., Baltimore, Md.—Granted renewal of license for station WBAL and auxiliary, for the period ending May 1, 1945.

DESIGNATED FOR HEARING

KAND—Navarro Broadcasting Assn. (A partnership), J. C. West, Pres., Corsicana, Texas; and Gene L. Cagle, Fort Worth,

Texas.—Designated for consolidated hearing applications of **KAND** for construction permit to move transmitter and studio from ½ mile north of city on Highway #75, Corsicana, to Riverside Drive between Hawthorne and Lancaster Streets, Ft. Worth, Texas (B3-P-3558), and application of Gene L. Cagle for construction permit for new station at Fort Worth, Texas, to operate on **1340 kc.**, 250 watts, unlimited (facilities of **KAND**) (B3-P-3576).

MISCELLANEOUS

WELO—Birney Imes, Jr., Tupelo, Miss.—Granted modification (B3-MP-1743) of construction permit authorizing a new station, for approval of studio and transmitter locations at 212 Spring Street, Tupelo, and on U. S. Highway 45, 1250 ft. due South of City limits of Tupelo, respectively.

KVOP—W. J. Harpole and J. C. Rothwell, a Partnership, Plainview, Texas.—Granted modification (B3-MP-1734) of construction permit authorizing new station, for approval of antenna and approval of studio and transmitter sites at Ware Hotel Bldg., 111 West Sixth St., Plainview, and between 7th and 8th Streets, College Heights Addition, Plainview, respectively.

WNYG—City of New York—Municipal Broadcasting System, Portable-Mobile, area of New York, N. Y.—Granted construction permit for reinstatement of relay broadcast station **WNYG**, to be used with applicant's standard station **WNYC**; frequencies **1622, 2058, 2150, 2790 kc.**; 40 watts.

WNYD—City of New York—Municipal Broadcasting System, Portable-Mobile, area of New York, N. Y.—Granted construction permit for reinstatement of relay broadcast station **WNYG**, to be used with applicant's standard station **WNYC**; frequencies **1622, 2058, 2150, 2790 kc.**, 40 watts.

KDB—Don Lee Broadcasting System, Santa Barbara, Cal.—Granted special temporary service authorization to permit broadcast of calls directed to longshoremen, in accordance with request of the Pacific Coast Maritime Industry Board, service to be rendered without charge.

KFOX—Nichols & Warinner, Inc., Long Beach, Calif.—Granted special temporary service authorization to permit broadcast of calls directed to longshoremen, in accordance with request of the Pacific Coast Maritime Industry Board, service to be rendered without charge.

KVOE—The Voice of the Orange Empire, Inc., Ltd., Santa Ana, Cal.—Granted motion for continuance of hearing now scheduled for April 27 to July 26, in re application for construction permit.

WNAC—Yankee Network, Inc., Boston, Mass.—The Commission on its own motion continued the hearing now scheduled for April 24 to June 26, on application for construction permit to move auxiliary transmitter.

APPLICATIONS FILED AT FCC

560 Kilocycles

WQAM—Miami Broadcasting Co., Miami, Fla.—Modification of license to use auxiliary transmitter during night hours of operation.

610 Kilocycles

KFAR—Midnight Sun Broadcasting Co., Fairbanks, Alaska.—Extension of Special Service Authorization to operate with an RCA type 10-DX transmitter, on **660 kc.**, 10 KW power, unlimited time for the period 6-1-44 to 5-1-46.

1240 Kilocycles

WMIS—Natchez Broadcasting Co., Natchez, Miss.—Construction permit to change frequency from **1490 kc.** to **1240 kc.**
KYUM—Yuma Broadcasting Co., Yuma, Ariz.—Acquisition of control of licensee corporation by John J. Louis through purchase of 12,350 shares of common stock from R. N. Campbell, D. Morgan Campbell and Eleanor McCoy. Contingent upon granting of B5-TC-367—KTAR.

1270 Kilocycles

WHBF—Rock Island Broadcasting Co., Rock Island, Ill.—Construction permit to install a 250 watt transmitter to be used for auxiliary purposes.

1340 Kilocycles

- WWPG—Palm Beach Broadcasting Corp., Palm Beach, Fla.—Relinquishment of control of licensee corporation by Charles E. Davis through sale of 125 shares common stock to Ajax Corporation.
- NEW—Alabama Broadcasting Co., Inc., Sylacauga, Ala.—Construction permit for a new Standard Broadcast Station to be operated on 1340 kc., power of 250 watts and unlimited hours of operation.
- KGEZ—A. W. Talbot, Kalispell, Mont.—Authority to make changes in automatic frequency control equipment.

1420 Kilocycles

- NEW—Consolidated Broadcasting Corp., Ponce, P. R.—Construction permit for a new Standard Broadcast Station to be operated on 1420 kc., 250 watts power and unlimited hours of operation. Facilities of WPRP.

1450 Kilocycles

- WLAY—Muscle Shoals Broadcasting Corp., Muscle Shoals City, Ala.—Voluntary transfer of authority of licensee corporation from Joseph Wiggs Hart and Joseph Carl Russell to Frank Mitchell Farris, Jr. (666⅔ shares common stock).
- WMOH—The Fort Hamilton Broadcasting Company, Hamilton, Ohio.—Modification of construction permit (B2-P-3469) for approval of transmitter site and change of studio location.

FM APPLICATIONS

- NEW—The Toledo Blade Co., Toledo, Ohio.—Construction permit for a new High Frequency (FM) Broadcast Station to be operated on 44500 kc. with coverage of 8,400 square miles.
- NEW—WPTF Radio Co., Raleigh, N. C.—Construction permit for a new High Frequency (FM) Broadcast Station to be operated on 43300 kc. with coverage 23,343 square miles.
- NEW—Josh Higgins Broadcasting Co., Waterloo, Iowa.—Construction permit for a new High Frequency (FM) Broadcast Station to be operated on 44300 kc. with coverage of 26,943 square miles.
- NEW—E. F. Pepper, Stockton, Calif.—Construction permit for a new High Frequency (FM) Broadcast Station to be operated on 45900 kc. with coverage of 19,696 square miles.
- NEW—Charleston Broadcasting Co., Charleston, W. Va.—Construction permit for a new High Frequency (FM) Broadcast Station.

TELEVISION APPLICATIONS

- NEW—Radio Corporation of America, Area of Camden, N. J.—License for reinstatement of experimental television relay broadcast station W3XAD to be operated on 321000-327000 kc., power of 500 watts peak, A5 and A3 Emission. Amended to add Special Emission for FM-Aural.
- NEW—Radio Corporation of America, Camden, N. J.—License for reinstatement of experimental television broadcast station W3XEP to be operated on Channel #5 (84000-90000 kc.), power of 50 KW peak, A5, A3 and Special Emission. Amended to omit Special Emission for visual operation and change power to 30 KW peak.
- NEW—The Tower Realty Co., Baltimore, Md.—Construction permit for a new Commercial Television Broadcast Station to be operated on Channel #4 (78000-84000 kc.).
- NEW—The Travelers Broadcasting Service Corps., Hartford, Conn.—Construction permit for a new Commercial Television Broadcast Station to be operated on Channel #7 (102000-108000 kc.).

MISCELLANEOUS APPLICATIONS

- WNRA, NEW—National Broadcasting Co., Inc., Bound Brook, N. J.—Modification of construction permit (B1-PIB-48) for extension of completion date from 5-7-44 to 8-7-44.
- WNRE, NEW—National Broadcasting Co., Inc., Bound Brook, N. J.—Modification of construction permit (B1-PIB-45) for extension of completion date from 5-7-44 to 8-7-44.
- WNRI, NEW—National Broadcasting Co., Inc., Bound Brook, N. J.—Modification of construction permit (B1-PIB-49) for extension of completion date from 5-7-44 to 8-7-44.

WNRX, NEW—National Broadcasting Co., Inc., Bound Brook, N. J.—Modification of construction permit (B1-PIB-50) for extension of completion date from 5-7-44 to 8-7-44.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

American Waxed Paper Association, 1532 Lincoln-Liberty Building, Philadelphia, and its 24 member manufacturers are charged in a complaint with engaging in a combination and conspiracy to restrain trade and fix prices in the interstate sale and distribution of waxed paper and waxed paper products. The complaint also is directed against the members of the Association's board of governors and its manager and secretary-treasurer, George J. Lincoln, Jr. (5149)

Caradine Hat Co., 8 South Fourth St., St. Louis, is charged in a complaint with violation of the Robinson-Patman Act by discriminating in price between different purchasers of its hats of like grade and quality. (5151)

Temple Bar College—A complaint has been issued charging Temple Bar College, 4717 Pillsbury Ave., Minneapolis, with misrepresentation in the sale of courses of study in theological and related subjects and in the conferring of so-called academic "degrees." The college, according to the complaint, was organized in April, 1943, for the purpose of "operating a Congregational College and Seminary offering courses of study in liberal arts and religious subjects, both in residence and through home study."

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Gold Medal Haarlem Oil Co., 190 Baldwin Ave., Jersey City, N. J., has been ordered to cease and desist from disseminating false advertisements which represent that the preparation variously designated as "Gold Medal Haarlem Oil" and "Gold Medal Haarlem Oil Capsules" is an effective and harmless treatment for ailments of the kidneys and bladder. The Commission finds that the preparation is an irritant diuretic which does not have the therapeutic properties claimed for it, and its indiscriminate use by persons whose kidneys are diseased may interfere with their proper functioning and prolonged administration may injure kidneys that are normal. (4865)

MacDougal Bros. et al.—Two orders to cease and desist have been issued which are directed against the practice of representing that potatoes produced in New York State are grown in Maine.

One order is against Donald N. MacDougal and Dan A. MacDougal, trading as MacDougal Brothers, Avoca, N. Y.; the other against Bishop & Babbitt, Inc., Atlanta, N. Y. Both firms are engaged in the sale and distribution of potatoes they grow in Steuben County, N. Y. (4990-5000)

Dr. Swett's Root Beer Company, Inc., 17 Battery Place, New York, stipulated that in advertising or selling Dr. Swett's Root Beer Concentrate it will cease and desist from any statement implying that the beverage made from the concentrate contains any ingredient that would make it a tonic for the nerves

or of value in the treatment of dyspepsia, act as a stimulant, stomachic, carminative or diuretic, or be of value in any form of kidney trouble, or that any ingredient contained in the beverage would impart to it therapeutic value. (3825)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Allied Minerals, Inc., West Chelmsford, Mass., engaged in the sale of Limeroll, a poultry food, and Byron H. and Harriet B. Clark, trading as The Yankee Writing Service, Guilford, Conn., an advertising agency which disseminated advertisements for the product, stipulated that they will cease and desist from representing that it will always insure proper grinding of the feed; provide the exact insoluble grit or calicum carbonate requirements of birds, when the "exact insoluble grit requirements" are unknown; and afford the right amount of calicum carbonate to effect a correct balance, when the "right amount" is unknown. (Q3208)

Columbia Galleries of New York, 98 Buena Vista Terrace, San Francisco, entered into a stipulation to cease and desist from certain misrepresentations in connection with the sale of photographs. (3822)

Dixie Poultry Farm & Hatchery, Brenham, Texas, and its

president, Herber H. Drumm, entered into a stipulation to discontinue making certain representations in connection with the sale and distribution of baby chicks. (3821)

Gattis Chemical Co., 214 Woodland St., Nashville, Tenn., entered into a stipulation to cease and desist from disseminating any advertisement which fails to reveal that the laxative it sells under the name "Gattis' Crack Shot Pills" should not be used when abdominal pain, nausea or other symptoms of appendicitis are present; provided, however, that such advertisement need only contain the statement, "CAUTION: Use only as directed," if the directions for use on the label or in the labeling contain a warning to the same effect. (Q3207)

Radiator Specialty Co. et al.—Two corporations have entered into stipulations to discontinue representing that so-called "welding" compounds they sell will permanently repair metal parts.

Radiator Specialty Co., 1700 Dowd Road, Charlotte, N. C., stipulates that it will cease and desist from representing that its product known as "Block Weld" will effect a permanent repair of metal parts; from using the term "Block Weld" as a designation for a product that does not effect a weld or fusion of metal parts; and from representing that such a product welds cracked blocks, valve parts, water jackets or other metal parts. The company also agrees to discontinue representing that it has a branch office and factory in Toronto, Canada, or any other city, unless it actually maintains such an office and owns, operates or controls a factory as represented. (3823-3824)

J. H. Ryan, *President*

C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

WMAL CASE

Royal Montgomery, Hearing Officer for the War Labor Board, has submitted his report and findings to the Board in the controversy between Station WMAL and AFRA as to whether staff announcers should receive extra compensation for all local commercials.

In NAB REPORTS, Vol. 11, No. 44, page 444, it was reported that WMAL and AFRA had submitted their dispute to the War Labor Board and in the NAB REPORTS of November 26, Vol. 11, No. 48, page 475, it was reported that Joseph L. Miller, then NAB Director of Labor Relations, had appeared for WMAL and testified that extra compensation for all local commercials was not a prevalent practice in the industry.

In his report, Mr. Montgomery points out that the parties are WMAL and AFRA, which represents the 6 staff announcers employed at the station. "The two issues," says Mr. Montgomery, "are the method of payment of the employees involved and the retroactive date in case of any change in existing salary arrangements. The Union asks that the present base salary of two hundred dollars (\$200.00) a month be retained and that a schedule of fees for assigned commercial broadcasts be included in the contract. 'Assigned' commercial broadcasts, in contrast to 'selected' commercial broadcasts, are those in which the announcer is not selected by the sponsor or the advertising agency but is assigned to the broadcast by a radio station. The parties are in agreement that announcers' fees in the case of selected broadcasts are to be paid to staff announcers and only the question of whether a schedule of fees shall be paid in the case of 'assigned' local commercial broadcasts enters into the present case."

Continuing, the report says: "The employer proposes to increase the compensation of the staff announcers by an amount substantially equal to the fee proposed by the

Union, but wishes this increase to be a flat amount for each of the staff announcers."

The employer submitted exhibits to demonstrate the result of the flat amount payment to the employees. This shows that with a base pay of \$200.00 the total compensation would amount to around \$250.00 a month and the employer indicated willingness to increase the present base salary to this amount. Commenting upon this, the Hearing Officer says, "Accordingly, there is not an issue between the parties of total monthly compensation but only of whether the proposed fee system be instituted or base salaries be increased by the amount that the fee system would have increased the total monthly income when averaged among the six staff announcers."

The other issue involved in the case is the retroactive date. The Union asks that any change in present salary arrangements be made retroactive to August 22, 1943, the date upon which negotiations between the parties terminated. The employer took the position that there is no basis for retroactive pay, and that in any event no increase should be made retroactive prior to October 15, 1943, when the case was certified to the War Labor Board.

History of the Case.

The last contract between AFRA and WMAL was dated March 1, 1940 and this contract had been continued in effect pending agreement of terms of a new one. At the time the original contract was entered into, WMAL and WRC were operated jointly by the National Broadcasting Company and the contract was between NBC and AFRA. In August of 1941, WMAL was purchased by the "Evening Star" Newspaper Company and later the Evening Star Broadcasting Company was incorporated. It was not until October 1, 1941, that the Evening Star Broadcasting Company started to operate WMAL but by agreement it became a party to the contract of March 1940. This contract expired November 27, 1942 but was continued on an interim basis. Negotiations with respect to the terms of the new contract were started in the fall of 1942 and were finally terminated in August 1943.

Contentions of Parties

The Union contended:

(1) That there is contractual obligation on the part of the Company under provisions of the contract of March 1, 1940, to negotiate a scale of assigned commercial fees such as has been agreed upon by the American Federation of Radio Artists and Washington stations in substantial competition with WMAL.

(2) That the flat increase method proposed by the Company would exceed the adjustment permitted by the "Little Steel" formula, but that the War Labor Board has approved the fee system in the case of contracts of other Washington radio stations and that this method of compensation adjustment is the only one which under the stabilization program has been approved.

(3) That the method proposed by the Evening Star Broadcasting Company would put other Washington radio stations with which the Union has contracts at an unfair competitive advantage, with resultant detrimental effect upon employer-employee relations in the other stations.

(4) That "assigned" commercial broadcasts necessitates as much, or more effort, skill and talent as do "selected" commercials, the payment of a fee for which is not in question.

(5) That assigned commercial fees are in the nature of payment for service rendered to sponsors or advertising agencies on commercial programs and being such are artists' fees separate from the base salary.

The Evening Star Broadcasting Company (WMAL) contended:

(1) That the provisions of Schedule I of the expired contract, invoked by the Union, do not involve obligations

NAB BOARD TO MEET

The NAB Board of Directors will meet in Washington May 8, 9 and 10. This will be the first opportunity that the Board has had to confer officially with Harold Ryan, who assumed the NAB presidency on April 15.

The tentative agenda calls for discussion of many matters of vital importance to the industry. Among these are legislation; the AFM situation, both as it affects the recording ban and the demand for "platter turners"; ASCAP relations, and the NAB Convention. Also, consideration will be given to the internal affairs of NAB.

on its part to agree to the schedule of fees requested by the Union, and incidental to this contention that this argument should not be considered by the Hearing Officer and the Board because it was not brought up in the negotiations for a new contract, but was first raised during the hearing.

(2) That commercial announcements have already been a part of the regular staff duties of the announcers and that it would be "wrong in principle" to compensate for time in the case of "sustaining programs" (i.e., programs broadcast on a non-commercial basis, the costs of which are borne by the station).

(3) That the method of payment proposed by the Union is also "wrong in principle" because it bears no reasonable relation to the value of the work.

(4) That WMAL is an independent station, and therefore is not subject to the pattern that has been established by Washington stations owned by national broadcasting companies.

(5) That the method, if introduced in the case of staff announcers, could be demanded by other employees.

(6) That the Union's plan would cause announcers to favor programs for which they were paid on an assigned fee basis to the detriment of sustained programs, and the management would be unable to maintain the degree of control over its employees that managerial functions necessitate it maintain.

Mr. Montgomery, the Hearing Officer, then presents the following analysis of the main issues involved:

"The Union has contended that paragraph 4 of Schedule I imposed upon the Company the obligation to agree to the method of payment proposed by the Union. This paragraph, as stated above, provided that nothing should prevent the parties 'from negotiating minimum rates and conditions for the services of staff announcers in reading commercial copy . . . but the AFRA (the Union) agrees that it will not require the Company, and that the Company shall be under no obligation, to negotiate with the AFRA with respect to such minimum rates and conditions for stations WRC and WMAL until such time as AFRA shall have commenced bona fide negotiations of such minimum rates and conditions for stations in substantial competition with WRC and WMAL in the area in which it serves, it being understood that such area is Washington, D. C.' Then follows a provision that subject to and in accordance with the foregoing, AFRA and the Company agree to negotiate such minimum rates and conditions in good faith. The Union called attention to the fact that the three stations agreed to be in substantial competition with WMAL (WRC, which was a twin station when the contract was negotiated in 1940, WTOP, and WOL) have entered into agreements with it which incorporate the scale of assigned commercial fees that the Union is requesting of WMAL. The Union alleges obligation on the part of the Company to agree to the proposed schedule of fees.

"The Company points out that it had attempted to negotiate 'minimum rates and conditions' for commercial fees after its competitors had commenced similar negotiations and that it negotiated in good faith. It calls attention, in substantiation of this position, to the fact that substantial agreement on all but assigned local commercials has been reached. The Company's position is that the agreement 'to negotiate minimum terms and conditions of employment' does not obligate it to agree to the particular scale requested by the Union for staff announcers assigned to local commercials."

He then states his conclusion that the Evening Star Broadcasting Company as successor to NBC which negotiated the March 1, 1940, contract is bound by the terms of the agreement which had been continued on an interim basis pending negotiations of a new contract, even though since August 1942 WMAL was operated as an entirely separate entity. He then says:

"However, the agreement 'to negotiate' terms and conditions of employment after negotiations with stations in substantial competition had been started does not involve obligation with reference to the specific character of said terms and conditions; and the fact that the schedule of fees proposed by the Union for its WMAL contract have

KEEP SENDING NAB INFORMATION ON PERSONNEL IN ARMED FORCES

Still another letter of appreciation has been received by NAB from the ARMED FORCES RADIO SERVICE. Information on officers and enlisted men with previous program as well as technical experience is proving especially helpful in the selection and training of men for American Expeditionary Stations.

Have you supplied NAB with information on every member of your staff, man or woman, now with the armed forces? Check the list again! Give us the complete radio background and present military address of each one. It will be a service to victory and in addition may provide the means for transferring many of radio's armed forces personnel to posts which suit them better and enable them to serve more effectively. Send the information to Willard D. Egolf, Assistant to the President, National Association of Broadcasters, 1760 N Street, N. W., Washington 6, D. C.

become a part of the terms and conditions of the contract of the Union in substantial competition does not obligate WMAL to accept these terms and conditions. The fact that the point of contractual obligation was not raised during negotiations does not appear to the Hearing Officer to be one of controlling importance since the point was discussed in considerable detail by counsel and witnesses for both sides during the hearing. It is established that in spite of considerable delays caused by a variety of circumstances negotiations were carried on, and the testimony does not establish absence of good faith on the part of either party during these negotiations. Accordingly, the old contract did not obligate the Company to accept the proposed scale. A phase of this aspect of the Union's case to which the Hearing Officer believes attention should be called, and some weight attached, however, is the inclusion in the contract of steps for negotiations looking toward some uniformity of terms and conditions among the competing Washington radio stations."

In the summarization and conclusions the Hearing Officer says: (The following is a substantial verbatim copy of the Hearing Officer's report.)

The Washington Area Pattern

The four larger stations in Washington are WMAL, which is now a Blue Network affiliate, WRC, owned and operated by the National Broadcasting Company, WTOP, owned by the Columbia Broadcasting Company, and WOL, which is locally owned but is affiliated with the Mutual Broadcasting Company. There are also two low power stations (WWDC and WINX). The three larger stations cited by the Union as being the chief competitors of WMAL have signed contracts with the Union containing schedules of assigned commercial fees such as the Union requests of WMAL in this case, as had also, on the date of the hearing, one of the two smaller stations. The WTOP contract was signed prior to the time the United States became a participant in the war; the WRC contract in March, 1943, with approval of the Wage Stabilization Director, being dated August 19, 1943; and the WOL contract on September 1 of that year. The Union, on the basis of these facts asserts that fees for assigned commercial broadcasts have become the prevailing pattern in the Washington area to which WMAL should conform. The Company, on the other hand, has averred that there is no reason why it must conform to the pattern of the other Washington stations. Two of these, it has pointed out,

are owned by national networks and these national networks, with an interest in their relations with the Union because of the over-all network operations, are influenced by considerations that do not obtain in the case of the independent WMAL.

The Hearing Officer concludes that the assigned fee feature is the prevailing pattern in the Washington area. While WRC and WTOP are owned by national headquarters, Station WOL, like WMAL, is a national network affiliate. It, like one of the smaller stations, has agreed to the fee system. The Hearing Officer believes that the establishment of this method of payment in Washington by all stations except the one here involved, taken in conjunction with the fact, mentioned above, that the old contract defines the competitive area as Washington, D. C., must be given consideration in arriving at the recommendation to be made in this case.

The National Pattern

The Union contends that the provisions of contracts between the Union and radio stations outside of Washington are irrelevant. Testimony was given by representatives of the Company on the national pattern, without direct assertion so far as the record reveals, that deviations between the national and the Washington patterns are of controlling importance. Testimony on the national pattern was also given by a witness for the Union. This testimony revealed that in New York, as well as in Washington, there are contracts involving local commercial fees; that in Cincinnati likewise such fees are included in the contracts; and that in other cities various compromises with the assigned commercial fee proposal here involved have been worked out. Apparently three general types of compromises have been worked out.

The Hearing Officer finds that the assigned commercial fee feature involved in this case does not occupy the place in the national pattern that it does in Washington, but that it or variations of it obtain at various places throughout the country. Also, the national pattern does not seem to be the one which should receive the weight in view of the already sketched circumstances of this case that is given to the Washington pattern. In view of the fact that the assigned commercial fee feature is not peculiar to Washington and in view of the already stated conclusion that the Washington pattern is the one of the greater relevance in this case, the Hearing Officer cannot regard the absence of the assigned fee provision in a good many cities, and the deviations from it in others, as dictating that this Washington station should not adopt the method of payment prevailing there.

Relative Effort in Sustaining and Commercial Broadcasts

The Company has contended that sustaining programs, for which it is not compensated by one of its customers, involved as great or greater, skill and effort than do commercial broadcasts. The Union through statements of its representatives and testimony of a witness has contended that commercials involve greater effort on the part of—make greater demands upon—the announcer than do selectives. All of the material introduced has been given careful consideration. The Hearing Officer does not find that this material establishes the fact of greater effort for skill in the case of commercial broadcasts.

The "Competitive Advantage" Issue

The Union's position is that to permit WMAL to compensate solely on the basis of a flat salary, while its competitors in Washington pay fees for assigned commercials, would place the latter at an unfair competitive advantage. This contention was predicated upon the hypothesis that under the flat salary arrangement there would not be opportunity to charge back to the Company the remuneration of the announcer, while under its proposal the Company has the privilege of charging this back to the sponsor as a talent fee. Testimony was also introduced indicating that at least in some cases the competing companies do charge back the announcers' fee. It was also brought out,

however, that there is nothing to prevent stations with assigned commercial fees from absorbing these fees if they wish to, and that a station having the flat salary arrangement could, upon agreement with their customers, charge an announcer's or "talent" fee. Whether or not WMAL could absorb the fee appears, therefore, to be a matter of its decision in this matter of business policy and of the arrangements it could negotiate with its customers. The "competitive advantage" issue does not, therefore, seem to the Hearing Officer to be one of controlling importance; but uniformity in the method of wage payment among competing stations obviously would eliminate any development of competitive advantage that might obtain as a result of variations in these methods of wage payment.

Approval by War Labor Board

The Union takes the position that the method of increasing monthly remuneration of the announcers that it proposes has been approved by the War Labor Board, whereas an increase in flat salaries such as the Company proposes (i.e., an increase from \$200 per month to \$250) has not been. It has further contended that the increase in flat salaries is not allowable under the Little Steel formula. The Company, on the other hand, has contended that the approval by the War Labor Board of assigned fees for other Washington stations was tantamount to increasing the pay of the staff announcers, that since the basic question under the stabilization program is the increase in money wages rather than the method of payment, there is no reason why approval of its method should not be forthcoming and that the approval of the commercial fee scales in contrast to other stations did not constitute approval of the principle of assigned commercial fees. On August 10, 1943, the WRC schedule was approved, and later, according to testimony during the hearing, station WOL was advised that in view of the WRC precedent it need not submit for approval the scale of fees it had submitted. The Hearing Officer believes in this matter his function is chiefly that of recording the positions of the parties, not in deciding whether the approval of the assigned fee schedules established by other stations was in effect an approval of wage increases within the stabilization program. The present base pay, as already stated, is \$200 per month. Examination of the contract of March, 1940 shows that the base pay there agreed upon was \$180 per month. In answer to the query of the Hearing Officer it was stated that there has been no increase since January 1, 1941; and also that the March, 1940 scale had obtained since then. Since the scale in that contract was \$180 a month, it is patent (a fact revealed by examination of the exhibits since the hearing) that either the present salaries of \$200 per month began to be paid subsequent to the signing of this contract or else that immediately thereafter the Company began paying \$200 a month. It is stated in the record, however, that there has been no increase since January 1, 1941. The increase in remuneration under either the Company's proposal or the Union's proposal would be, accordingly, about 25 per cent.

Retroactive Date

The Union has pointed out that negotiations broke down on August 22, 1943 because the Company refused to continue with them, and its position is that any changes in the existing salary arrangements should be retroactive to that date. The Company's position is that it proceeded in good faith, that it was not responsible for delays in the negotiations, that there should be no retroactive clause in the Board's Directive, but that if a retroactive date is set such date should be not earlier than that of certification of the case to the Board—October 15, 1943. Union Exhibit No. 3 shows that negotiations did continue on through October 22, 1943, and testimony during the hearing—while indicating considerable delay as a result of changes in the personnel of Union representatives, vacations on the part of those who served, and other reasons—did not indicate a lack of good faith bargaining. It is evident that an impasse was reached on August 22, 1943, and the period from August 22 to October 15, 1943 was one of efforts on the part of the United States Conciliation Service to bring the

parties together on the issue. The Hearing Officer believes that the canons of the War Labor Board with respect to retroactive dates dictate, in these circumstances, that the proper retroactive date is October 15, 1943.

Miscellaneous Issues

Several other issues were introduced, chiefly in the form of argument in the Briefs or during the hearing, rather than through evidence submitted. (1) The Company has contended that, should the method of payment requested by the Union be established in the case of staff announcers, a similar arrangement might be granted to all other employees. The Union has pointed out that it is bargaining only for staff announcers and has contended that there is no reason why the maintenance or all other employees would have to be granted some kind of fee method of compensation. The Hearing Officer, while recognizing that any group of employees might ask for a method of compensation applicable in the case of other employees of the same employer, does not find evidence to substantiate the position that other employees of WMAL would ask for some sort of fee method of compensation and believes he must confine his considerations to the employment terms of the agreement between the American Federation of Radio Artists and Station WMAL. (2) The Company has averred that the Union's proposal is in effect a request for part of the gross income of the Company. This conclusion does not seem to the Hearing Officer logically to ensue. The Company would compensate the announcers under either the flat salary or the fee method of payment, irrespective of whether it wanted to, and was able to, charge back the announcers' fees, in the latter case, to the sponsors of the commercial broadcasts. (3) The Company has stated that the method proposed by the Union would cause announcers to favor commercial broadcasts to the detriment of sustaining ones, to which more than one-third of the time on the air is devoted. The Union has admitted no tendency in the direction of deterioration of effort in the case of sustaining programs, and there is not evidence to support the position of either party. (4) An objection to the Union's proposal, advanced by the Company, is that management would lose a necessary degree of control over its business and its employees under the proposed method of payment—that announcers' allegiance would be primarily to sponsors or advertising agencies rather than to the employer. Testimony of one of the witnesses for the Union indicated that announcers, when assigned to commercials, are acutely conscious of the fact that their performance must meet the approval of the sponsor as well as of the station. On the other hand, there are the facts that other companies have agreed to this method of payment, and that the announcers would still receive the greater part of their remuneration in the form of flat salary rather than fees. None of these "miscellaneous" issues appears to the Hearing Officer to be of controlling importance.

Conclusions

The Hearing Officer concludes:

1. The trade agreement of March, 1940, while containing provisions which made possible negotiations between the Union and WMAL of the same "terms and conditions" established by agreement between the Union and the competing radio stations in Washington, does not impose a contractual obligation upon the Company to institute the method of wage payment that now obtains in the case of announcers employed by WRC, WOL, and WTOP.

2. However, this method of payment in the competitive area defined in the contract of March, 1940 (i.e., Washington) has become the established pattern, WMAL being the only important station not to have it. This fact appears, in the circumstances of this case, to be deserving of considerable weight.

3. The national pattern indicates variations in the method of payment, with the method proposed by the Union obtaining here and there, but the national pattern is not controlling this case.

4. The evidence does not prove conclusively that other stations in Washington would be placed under a com-

petitive disadvantage were WMAL to institute a flat salary increase instead of the fee system, although any effect the method of payment might have would be, of course, to equalize competitive conditions when all competitors had the same method.

5. The Stabilization Division has approved the method of payment requested by the Union; it has not in the case of radio announcers specifically approved the flat salary increase of the monetary equivalent to the fees asked by the Union.

6. The retroactive date in the case of the recommendation immediately following should be October 15, 1943.

Recommendation

The Hearing Officer recommends that the parties be directed to include in their contract provision for a base monthly salary of \$200 a month and the scale of fees for assigned commercial broadcasts requested by the Union and set forth in Schedule I of the proposed contract.

NAB MUSIC COMMITTEE CONFERS WITH ASCAP

A sub-committee of the NAB Music Committee met in New York on Friday, April 21. Present were Campbell Arnoux, WTAR, Chairman; James P. Begley, KYW; and Frank White, CBS. Also attending were Sydney M. Kaye and C. E. Arney, Jr., Secretary-Treasurer of NAB.

Over 100 responses which had been received from stations operating under the ASCAP per-program were canvassed and facts regarding their relations with ASCAP were catalogued.

Mr. Arnoux and Mr. Begley had an extended conference with ASCAP officials. Specific questions regarding their future policy with reference to taxing announcements, etc., under per-program licenses were submitted and ASCAP has agreed to submit a written response to these inquiries prior to the meeting of the NAB Board of Directors to be held in Washington on May 8, 9 and 10.

NEW AWARD IS CREATED FOR RADIO CONTRIBUTION TO CAUSE OF DEMOCRACY

COLUMBUS, OHIO: Creation of the Edward L. Bernays Radio Award of \$1,000 to be given to the person making the greatest contribution during 1944 to democracy through the medium of radio is announced by Ohio State University.

A score of national leaders in education, government, business, and radio have approved the project, made possible through a gift by Mr. Bernays, New York public relations counsel, to Ohio State's Institute for Education by Radio.

Terms of the agreement provide that the award shall go to the individual who makes the outstanding contribution in the year 1944 in the field of radio "which furthers democratic understanding, democratic thinking, and democratic action by the people of the United States."

It is specifically stated that this award shall not go to a "corporation, station, or other multiple entity," although it may go to an individual within any of these organizations.

The suggestion for such an award was submitted to many national leaders and it has met with unanimous approval, according to Dr. I. Keith Tyler, director of the Institute for Education by Radio.

Among the comments received are these:

Vice President Henry A. Wallace: "If democracy is to have the vitality and vivid compelling interest necessary to enable it to compete against fascism after the fighting stops, it will be necessary for all the channels of public information to do a clean, aggressive job. That is why