

24th ANNUAL REPORT—July 1945-October 1946

The President

This month, October, marks the first anniversary of my association with you as your President.

In this 24th Annual Report, you will find a complete summary of the activities of the Departments of the NAB. I urge you to read them carefully to the end that you may better understand the work of your association and acquaint yourself more fully with the variety and scope of the services which are available to you as members.

At the convention in Chicago, on Tuesday morning, October 22nd, I shall report the progress which your association has made during the year, the plans for the year to come and I shall discuss with you some of the problems which we face together. Copies of this will be available shortly thereafter in a special NAB Bulletin.

This has been a year of encouraging growth for the NAB. For the first time in its history, the association membership has passed the thousand mark. Frequency Modulation Broadcasters, Inc., until this year an independent organization, has tentatively chosen to cast its fortunes with the NAB and has brought with it some 150 members and the creation of a new NAB department. This merger has established a more nearly united front among broadcasters in meeting their common problems and has strengthened our industry organization.

Within the NAB the work of organization is nearing completion. The Board of Directors authorized the appointment of an Executive Vice President, a General Counsel; the establishment of an Employee-Employer Relations Department and, at its last meeting, a Program Department. With the exception of the Program Department, directors and personnel for all of these new divisions have been selected and the departments have been activated. Indeed, I am happy to be able to report to the membership that for the first time since taking my office, all of the old-line NAB departments and all of the new departments mentioned (with the exception noted above) are now fully staffed.

I am confident that the combined skills and abilities of Vice President Jess Willard, Secretary and Treasurer Bee Arney, and General Counsel Don Petty, working with me and with the splendid group of department heads, whom you will meet individually in these pages, constitute an industry team thoroughly capable of carrying the ball on virtually any play you may need to call.

Much of my first year as your President has been spent in getting acquainted with you at the 17 District Meetings and absorbing as many of the intricate, multiple-sided aspects of your industry workings and problems as possible. Your patience and your cooperation have contributed a great deal toward my education in these matters. To the broadcasters in the field, to the special Advisory Committee which so ably assisted me at the beginning of my term of

office, and to the Board of Directors, I am deeply indebted for the inspiration and help without which it would have been impossible to carry on.

JUSTIN MILLER,
President.

Secretary-Treasurer

The period which has intervened since we last made an "annual report" to the membership has been one of unusual growth in membership and expansion in services and activities on the part of the Association. This growth and expansion has brought with it an enlargement of the headquarters staff, the need for a larger building in which to carry on our activities and a resulting increase in our financial outlays. The details of membership, personnel and finance are set forth in the charts accompanying this report. Some brief generalizations, however, may be helpful.

MEMBERSHIP

During the 15 months covered by this report (July 1, 1945-September 30, 1946) it will be noted that a phenomenal increase in membership has occurred. Several reasons for this may be found. The induction of Judge Justin Miller as President on October 1, 1945, and the instant favorable reaction to his sound and constructive approach to the problems of the industry in his talks at the seventeen district meetings and before outside groups, is one of the prime causes. A second cause may be found in the substantial increase in the number of station licenses which have been granted and the recognition on the part of these grantees of the advice and service available only through NAB.

Still a third cause is the activities of the various departments and their contact with stations and the services which they render. The small market stations activity within the Department of Broadcast Advertising has resulted in bringing into membership a very large number of this type of station. While the foregoing constitute the major causes of increase, there is a growing recognition throughout the industry of the need for united and coordinated action on industry matters.

PERSONNEL

The personnel turn-over since July 1945 has brought many new faces to the executive, administrative and clerical staff. The list of personnel attached hereto shows the dates upon which the service of each member of the staff began and an examination of this will reveal the extent to which changes have occurred.

NEW BUILDING

It will be recalled that in the fall of 1942 NAB was compelled to seek new headquarters for its operations due to the requisition by the government of the Normandy Building in which its offices were then located. The building at 1760 N Street containing about 14,000 square feet of usable space was purchased and has served quite admirably, until recently, as headquarters. However, the increase in the size of the staff has rendered it totally inadequate. The Board took action on this matter at its meeting in January, and in July the purchase of a larger building at 1771 N Street, recently occupied by the Canadian Government, was consummated. This building contains some 24,000 square feet of usable space and will, in the judgment of the Association's officers, serve us adequately for many years to come. It is now in process of remodeling to accommodate our needs. It is probable the move will be made some time before the first of the year.

DISTRICT MEETINGS

Meetings were held in all seventeen NAB districts during the early part of 1946. President Miller, Broadcast Advertising Director Frank Pellegrin, and either A. D. Willard, Jr., Executive Vice President, or the undersigned were present at all of these meetings. They were splendidly attended and constitute the finest means by which the membership may be kept abreast of industry matters and the staff may gain a better understanding of the industry's attitudes and desires.

FINANCES

The increase in membership has brought with it a corresponding increase in the income of the Association, but likewise it has produced an increase in the outlays. The Association is in sound financial condition insofar as current operations are concerned. It has a cash and bond surplus, as well as the assets represented by the present headquarters building (which will be sold) and the new one above referred to, both of which are entirely free of all encumbrance. The Board, however, is giving close attention to the matter of re-organizing the Association's finances to the end that it will always be in a position to render the most effective service to the industry on all matters which arise.

The financial statement which is a part of this report sets forth in some detail the income and expenses for the period from July 1, 1945 through August 31, 1946. It could not be made to cover the full 15-month period because the books for the month of September were not closed in time to enable the extension of the report to cover the other month.

Should any more detailed information with respect to any phase of the business operation of NAB be desired by any member, such information will be cheerfully provided.

NAB Membership by NAB Districts

District	June 30, 1945	Sept. 27, 1946
1.....	38	52
2.....	40	46
3.....	40	53
4.....	61	98
5.....	59	81
6.....	48	61
7.....	39	44
8.....	25	31
9.....	34	39
10.....	42	48
11.....	26	30
12.....	27	32
13.....	45	55

District	June 30, 1945	Sept. 27, 1946
14.....	31	41
15.....	28	38
16.....	27	39
17.....	39	45
FM.....	16	35
Television.....	2	2
Networks.....	2	3
Associate.....	39	206*
Total.....	708	1079

* Includes 5 FM-CP.

Excludes 86 AM-CP already included above.

NAB Membership by Dues Classification

Class	June 30, 1945	October 1, 1946
A.....	65	190
B.....	79	73
C.....	94	92
D.....	61	78
E.....	80	104
F.....	57	67
G.....	43	56
H.....	61	68
I.....	34	38
J.....	19	21
K.....	19	21
L.....	9	15
M.....	11	10
N.....	7	9
O.....	10	8
P.....	14	14
Q.....	4	6
R.....	0	1
S.....	0	0
T.....	0	0
U.....	0	0
V.....	0	0
W.....	2	2
X.....	0	0
Associate.....	39	206
Total.....	708	1079

NAB Membership by Network Affiliation as of October 1, 1946

	NAB Member	Per Cent Membership
Total U. S. Network Affiliates...821	641	78.1
ABC.....215	168	78.1
CBS.....157	128	81.5
MBS.....329	239	72.6
NBC.....153	133	86.9
Less Duplicates*.....-33	-27	
Non-Affiliates.....522	192	36.9
Total Standard Broadcast Including 335 CP Stations...1343	833	62.0
Frequency Modulation.....	35	
Television.....	2	
Networks.....	3	
Associate Members.....	206	
(Includes 5 FM-CP Stations)		
Total NAB Membership.....	1079	

*Duplicates:

ABC and MBS.....	19	17 NAB members
CBS and MBS.....	5	3 " "
NBC and MBS.....	9	7 " "

District Meetings

District	Date	Place
16	January 7-8, 1946	Los Angeles, Calif.
15	January 10-11, 1946	San Francisco, Calif.
17	January 14-15, 1946	Seattle, Washington
10	January 25-26, 1946	Omaha, Nebraska
14	January 28-29, 1946	Denver, Colorado
13	January 31-Feb. 1, 1946	Dallas, Texas
12	February 4-5, 1946	Tulsa, Oklahoma
6	February 7-8, 1946	Memphis, Tennessee
11	March 18-19, 1946	Minneapolis, Minnesota
8	March 21-22, 1946	Grand Rapids, Michigan
9	March 25-26, 1946	Chicago, Illinois
7	March 28-29, 1946	Cincinnati, Ohio
4	April 11-12, 1946	Virginia Beach, Virginia
2	April 25-26, 1946	New York, N. Y.
5	April 29-30, 1946	Pensacola, Florida
1	May 13-14, 1946	Boston, Massachusetts
3	May 16-17, 1946	Philadelphia, Pa.
15	August 12-13, 1946	Monterey, California

Personnel

Executive Staff:

	Date employed
Justin Miller, President	October, 1945
A. D. Willard, Jr., Executive Vice-President	October, 1945
C. E. Arney, Jr., Secretary-Treasurer	April, 1940

Administrative Staff:

Kenneth H. Baker, Director of Research	April, 1946
Robert T. Bartley, Director of FM Dept. and Government Relations	September, 1943
Charles A. Batson, Director of Information	March, 1946
J. Allen Brown, Assistant Director of Broadcast Advertising	December, 1945
Robert C. Coleson, Assistant to the President (Hollywood)	February, 1946
Richard P. Doherty, Director of Employee-Employer Relations	September, 1946
Lee Hart, Assistant Director of Broadcast Advertising	January, 1946
Edward J. Heffron, Executive Assistant-Public Relations	June, 1946
Hugh M. Higgins, Assistant Director of Broadcast Advertising	December, 1945
Milton J. Kibler, Assistant Director Employee-Employer Relations	March, 1945
Dorothy Lewis, Coordinator of Listener Activities (New York City)	January, 1943
James L. Middlebrooks, Director of Engineering	July, 1946
Benjamin Miller, Assistant Director of Information	April, 1946
Frank E. Pellegrin, Director of Broadcast Advertising	April, 1941
Ivar H. Peterson, Assistant Director of Employee-Employer Relations	February, 1946
Don E. Petty, General Counsel	February, 1946
Bryce Rea, Attorney	May, 1946
Everett E. Revercomb, Auditor	September, 1935
Helen H. Schaefer, Assistant Director of Research	November, 1938
Arthur Stringer, Director of Special Services	August, 1939

Secretarial, Clerical and Part Time:

Kathleen Allardice, Research Assistant	September, 1946
Jayne Arnold, Receptionist	December, 1939
Barbara Baer, Research Assistant	July, 1946
Neil M. Bradshaw, Clerk	October, 1945
Frederica Clough, Secretary	February, 1944

Secretarial, Clerical and Part Time—Continued Date employed

Alice M. Dodd, Research Assistant	September, 1946
Helen A. Fruth, Secretary	October, 1945
Elma G. Garber, Librarian	March, 1946
Gladys Hall, Secretary	January, 1946
Elsie L. Hodson, Secretary (Hollywood)	February, 1946
Katherine Holland, Information Specialist	January, 1946
Hazel Jones, Secretary	April, 1946
Loretta Kealy, Secretary	February, 1942
Irmah Kerrigan, Secretary	October, 1945
Joan Kirk, Clerk	September, 1946
Adele Kuczensky, Varitypist	October, 1945
Carolyn Loughton, Secretary (New York)	March, 1946
Harold Magos, Clerk	August, 1946
Mable Mann, Assistant Auditor	September, 1944
Shirley Munro, Secretary	May, 1946
Ella Nelson, Secretary	April, 1932
Frances Palmer, Secretary	November, 1945
Leonard D. Pigott, Secretary	February, 1946
Frances Roberts, Clerk	November, 1945
Helen Ryan, Secretary	February, 1946
Leona Schalk, Secretary	March, 1946
Lillian Stewart, Secretary (New York)	May, 1946
Joan C. Warner, Secretary	April, 1946
Rita J. Williams, Secretary	August, 1946
Evelyn Williamson, Secretary	July, 1946
George Smith, Janitor	February, 1945
Celestin Barrington, Charwoman	December, 1944

Statement of Income and Expense July 1, 1945 to August 31, 1946

Income	
Membership Dues	\$679,491.67
Other Income	12,474.35
	<hr/> \$691,966.02
Expenses	
President	\$91,352.21
Secretary-Treasurer	37,247.98
Broadcast Advertising	54,278.62
Employee-Employer Relations	26,005.25
Engineering	10,274.96
FM	9,038.12
Government Relations	14,577.52
Legal	13,188.50
Special Services	14,679.16
Public Relations	76,680.33
Research	17,066.71
General Administration	194,876.36
Special Budget	37,469.86
Total	<hr/> \$596,735.58
Excess of Income over Expenses July 1, 1945 to August 31, 1946	95,230.44
	<hr/> \$691,966.02

Balance Sheet July 1, 1945 and August 31, 1946

Assets:	July 1, 1945	Aug. 31, 1946
Cash in Bank	\$97,141.06	\$79,022.86
Petty Cash	250.00	250.00
Investments, U. S. Bonds	100,775.00	55,000.00
Deposit, American Airlines	425.00	425.00
Joske Clinical Test	3,742.95	
Broadcast Measurement Bureau	45,757.00	
Dues and Accounts Receivable	17,129.43	9,032.56
Furniture and Fixtures less Reserve	10,340.66	23,158.03

Assets—Continued

July 1, 1945 August 31, 1946

Land.....	\$11,000.00	\$11,000.00
Building less Reserve.....	22,800.43	27,061.29
New Building "1771 N St.".....		200,000.00
Postage Inventory.....	239.17	359.71
	\$309,600.70	\$405,309.45

Liabilities:

Surplus.....	\$201,295.89	\$341,680.15
War Bonds for Employees.....	37.50	
Taxes Withheld.....	2,348.50	
OAB Taxes.....	189.56	182.47
Excess of Receipts over Expenditures 1/1 6/30/45.....	105,729.25	
Excess of Receipts over Expenditures 1/1 8/31/46.....		63,446.83
	\$309,600.70	\$405,309.45

C. E. ARNEY, JR.,
Secretary-Treasurer.

General Counsel

August 1, 1945, to February 1, 1946

It is my pleasure to submit a report on the activities of the office of General Counsel of the Association for the period from my previous report in July of 1945 to February 1, 1946, when I was succeeded in office by Don E. Petty, Esquire.

During this period the work of the General Counsel encompassed both the field of industrial relations and general legal matters. As in my report of last year I believe it best to consider each phase of our work separately.

INDUSTRIAL RELATIONS

The constructive program established under the resolutions of the Board of Directors was carefully pursued. Information was sought from all stations, received from many, and was utilized by our office to supply data to a number of members for the purposes of collective bargaining.

Decisions of various governmental agencies dealing with industrial relations were carefully analyzed and utilized for the benefit of our members whenever an inquiry was received. Information of general interest was published currently in the weekly Reports of the Association.

Whenever a problem of wide application was received, our office attempted to obtain a favorable ruling from the governmental division involved. Problems of specific interest to a particular broadcasting station were analyzed carefully, and a prompt personalized reply was made. Almost three hundred such inquiries were received and answered.

A number of member stations conferred with our office, either in person or by telephone, to obtain our advice on labor negotiating problems which then confronted them. In all such matters we endeavored in every way to help the inquiring member and gave him the benefit of the latest information then in our possession.

We believe the efforts of this Department in the industrial relations field during this period of operation were successful in eliminating a great deal of labor unrest and improved labor relations in a number of radio stations while strengthening the bargaining ability of those members who sought our help.

GENERAL LEGAL MATTERS

Our work in this field consisted of advising the Association's department heads on the legal aspects of the various problems which were handled by them. These included the revision of the standard form of NAB-AAAA contract for spot broadcasting; the formation of the Council on Radio Journalism; the application of Section 722 of the Internal

Revenue Code to broadcasting stations; the legality of establishing standards for receiving set manufacture; the dissolution of the NAB Bureau of Copyrights; and many others of wide diversification of subject matter.

It may be well to specifically touch on the revision of the standard form of NAB-AAAA contract for spot broadcasting. The final proposal, which I believe will be submitted for approval to the Annual Convention, is the best form of contract which could be agreed upon by the two negotiating committees. While it can be greatly improved from the legal standpoint, it represents an excellent transitory step toward the more completely legally satisfactory document which is the goal of the future.

By direction of the NAB Board, our office took an active part in the legal actions filed in New Mexico to test the validity of a sales tax which that state sought to apply to all radio broadcasting stations in the state. It was a privilege tax on the stations' gross revenue which we believed was unconstitutional. The case was argued in November 1945 and again in February 1946 and my assistant, Milton J. Kibler, and I conferred with and assisted local counsel of the broadcasting stations and argued as "amicus curiae." This case was dismissed without prejudice on the basis of a lack of jurisdiction by the United States District Court, but its decision is presently being appealed to the Supreme Court of the United States.

Our office prepared and filed briefs with the Federal Communications Commission on several matters in the Promulgation of Rules and Regulations for Commercial Television Stations and the Allocation of Frequencies for Non-Governmental Service in the radio spectrum as it applied to Frequency Modulation Stations.

Our office also conferred with the legal staff of the Federal Communications Commission many times relative to various rules and regulations as proposed. We appeared before the Commission on behalf of the industry whenever oral argument was held on matters of general application. We also conferred with the Director of the Accounting Division and a representative of the Budget Bureau in an endeavor to simplify many of the forms which the FCC requires radio stations to file.

In all of the work of the Legal Department, I was most fortunate in having the able assistance of Major Milton J. Kibler. Without this many of the accomplishments of the Department could not have been achieved. I am deeply grateful to him.

On February 1, 1946, Don E. Petty, Esquire, assumed the post of General Counsel and shortly thereafter I was able to devote my full time to my law partnership, Davis and Short, in Philadelphia. I miss many of the contacts I had with the Association's membership and officers. However, I am greatly pleased with the legal ability of my successor, Commander Petty, and the manner in which he has taken hold of the many intricate legal problems which face broadcasting. I consider the industry most fortunate in having him available to participate in the solution of these problems.

JOHN MORGAN DAVIS.

February 1, 1946, to August 1, 1946

The General Counsel acts as attorney for the Board of Directors, the officers and all committees and departments of the Association. In such capacity legal problems of general interest to the industry are considered as they arise. In addition, many long range legal problems affecting the industry have been and now are being analyzed and studied. Many of the problems considered are of such a nature that they cannot be set forth in detail in a public report.

Among the matters considered by the General Counsel during the period of this report are the following:

Relief from excess profits tax under Section 722 of Internal Revenue Act; income tax exemption status of NAB and BMB; legal relationship between NAB and other associations and organizations in which NAB is in-

terested; analysis of NAB Articles of Incorporation and By-Laws; purchase of building, and zoning and Civilian Production Administration matters in connection therewith; New Mexico radio broadcasting gross receipts tax case; Federal Communications Commission transfer rule; FCC FM frequency withholding rule; FCC Blue Book; FCC forms and questionnaires; Inter-American Copyright Convention and proposed treaty; revision of Government copyright catalogs; ASCAP contracts; the Lea Act; Petrillo-industry matters; standard labor contracts; transcription-radio industry problems; FCC transcription rule; NAB-AAAA standard contract; libel and slander in radio; crime programs; television-radio broadcasting problems; anti-trust problems; NAB Standards of Practice; authority of Federal Communications Commission under the Communications Act and its Rules and Regulations.

Briefs were prepared and filed and oral argument made before the Commission in connection with the transfer rule and the FM withholding rule.

DON PETTY,
General Counsel.

FM Department

The FM Department of NAB was established November 1, 1945, under the direction of an NAB-FM Executive Committee, with the President of FM Broadcasters, Inc., as Chairman, and including three members of the FMBI Board of Directors and three members of the NAB Board of Directors. The Executive Committee is composed of Walter J. Damm (President, FMBI), Chairman; John Shepard, 3d (FMBI Board); Wayne Coy (FMBI Board); Gordon Gray (FMBI Board); Paul W. Morency (NAB Board); Frank M. Stanton (NAB Board); and Leslie Johnson (NAB Board).

The Department was established as a result of negotiations between the NAB Board of Directors and the FMBI Board of Directors looking to the assumption by NAB of the duties previously performed by FM Broadcasters, Inc. The purposes and objectives of the FM Department, as established by the Executive Committee, are as follows:

1. To seek to secure the assignment of sufficient additional channels for FM so that broadcasting may develop in the public interest to its fullest potentialities without the artificial barriers, restraints, and regulation now imposed upon it.
2. The issuance of three-year licenses to FM licensees.
3. The revision of the numbering of FM channels to begin with the highest frequency instead of the lowest in order that the numbering will be consecutive when the band is extended downward.
4. The use of joint program logs during the period of duplicate operation.
5. The use of joint call letters during the duplicate operation.
6. The revision of the six-hour minimum rule to eliminate requirement of three hours before 6:00 p.m. and three hours after 6:00 p.m.
7. The use of numerical instead of frequency designations on FM receiving sets.
8. The compilation of information with respect to FM receiver sales.

To June 30, 1946, NAB had on two occasions appeared before the Federal Communications Commission and argued in behalf of the grant of additional channels for FM broadcasting so that it might develop in the public interest to its fullest potentialities without the artificial barriers, restraints, and regulations now imposed.

The first of these occasions was on the petition of Zenith Radio Corporation for the assignment of an additional

band of FM frequencies in the 50 megacycle range. The brief filed by NAB set forth the need for additional FM channels and urged that the Commission reconsider its previous allocation and grant additional channels for FM development (See NAB Reports, January 23, 1946, pp. 36-37).

Again NAB appeared before the Commission and urged the allocation of additional channels in connection with the Commission's proposal that one out of five channels be reserved for future applicants.

The Commission in both cases failed to extend the band. However, the objective, as set forth by the Executive Committee, will be pursued at every opportunity.

In view of the several changes which have been made in the allocation by the Commission it does not appear to be appropriate to seek three-year terms for FM licenses as yet. However, the Department is prepared at the appropriate time to petition and urge the Commission to extend the license period to the fullest extent possible under the Communications Act of 1934.

With respect to Items 3 and 7 above, the Department sought and secured the cooperation of the Commission in the numbering of FM channels so as to provide for expansion of the band in the future without making obsolete the numbering of channels of the FM receivers first distributed. In addition, the manufacturers were urged to adopt the FCC channel numbering, and the vast majority of manufacturers have agreed to follow this suggestion.

With respect to Items 4 and 5, the Department sought from the FCC and has secured authority for stations operating both AM and FM stations to maintain single program logs on a joint basis during the periods of simultaneous operation and to authorize the use of joint call letters for both standard and FM channels.

With respect to Item 6, the Department sought relief from the inflexible rule that FM broadcast stations be required to operate three hours before 6:00 p.m. and three hours after 6:00 p.m. While the Commission retained the Rule in its existing form, it was explained that should some special occasion arise when the public interest would be served by a station's operating at hours other than those specified, the Commission would look with favor on petitions for relief in that specific case.

With respect to Item 8, set distribution has not as yet reached the point where a breakdown of information would be of any assistance. The problem however, has been thoroughly discussed with the Radio Manufacturers Association, and we understand that when distribution reaches a somewhat higher volume, RMA will undertake to supply the FM broadcasters with adequate information.

The Department is maintaining close watch on this situation and should the need arise will seek the direct cooperation of manufacturers in supplying to NAB the distribution figures which would be of value to FM broadcasters.

In addition, the Department has been a clearing house for information for FM licensees, for FM applicants and others interested in FM broadcasting. It has assisted in planning station promotion of FM, has maintained a close scrutiny of and taken appropriate action on all developments which would affect FM broadcasting.

This section of the report does not cover general activities of NAB, all of which are geared to the general welfare of the broadcasting industry as a whole.

Robert T. Bartley,
Director, FM Department

Department of Broadcast Advertising

As part of the NAB reorganization plan the Department of Broadcast Advertising was enlarged late in 1945 to

include three new sections: Small Market Stations, Sales Promotion, and Retail Radio Advertising, with an assistant director in charge of each. Personnel of the department was increased from four to eight people.

Lewis H. Avery, director of the department since July, 1942, resigned in September, 1945, to become president of the national radio sales representation firm bearing his name. Frank E. Pellegrin, who left the post in 1942 to enter the army, returned as director.

J. Allen Brown, formerly general manager of WFOY, St. Augustine, Florida, was appointed assistant director in charge of the Small Market Stations section. Hugh M. Higgins, former NBC sales promotion director in Washington, was named assistant director in charge of Sales Promotion. Miss Lee Hart, former radio director for Joske's of Texas, was appointed assistant director in charge of the Retail Radio Advertising section.

Activities of the department were coordinated with work of the Sales Managers Executive committee, under the experienced leadership of its chairman, James V. McConnell, NBC, New York. Serving on the committee during the past year were:

Cecil K. Beaver, KTBS, Shreveport, La.
Lincoln Dellar, KNOA, Sacramento, Calif.
Stanton P. Kettler, WMMN, Fairmont, W. Va.
Arthur Hull Hayes, WABC, New York, N. Y.
Beverly Middleton, WSYR, Syracuse, N. Y.
John M. Outler, Jr., WSP, Atlanta, Ga.
Odin S. Ramsland, KDAL, Duluth, Minn.

Board Liaison Members:

William B. Ryan, KFI, Los Angeles, Calif.
Martin B. Campbell, WFAA, Dallas, Texas
Paul W. Morency, WTIC, Hartford, Conn.

Associate Members:

John Blair, John Blair & Company
Henry I. Christal, Edward Petry & Co.
Lewis H. Avery, Lewis H. Avery, Inc.

Meetings of the committee were held May 8-10 in San Antonio, Texas, in connection with the Joske retail radio advertising study; September 11-12 and November 29-30 in New York City, and June 5-7, 1946, in Washington. Principal activities conducted by the committee included:

1946 DISTRICT MEETINGS

Sales managers' sessions were held at each of the 17 NAB district meetings early in 1946, with the Director reporting on current activities and radio sales problems. These meetings were directed by each district sales manager's chairman, appointed by the District Director and consisting of:

District

- 1—Herbert L. Krueger, WTAG, Worcester, Mass.
- 2—John W. Kennedy Jr., WHAM, Rochester, N. Y.
- 3—J. Robert Gulick, WGAL, Lancaster, Pa.
- 4—Henry V. Seay, WOL, Washington, D. C.
- 5—Thad Holt, WAPI, Birmingham, Alabama
- 6—F. C. Sowell, Jr., WLAC, Nashville, Tenn.
- 7—J. E. Willis, WLP, Lexington, Ky.
- 8—Robert E. Bausman, WISH, Indianapolis, Ind.
- 9—Joseph Raber, WMBD, Peoria, Ill.
- 10—Wendell B. Campbell, KMOX, St. Louis, Mo.
- 11—Odin S. Ramsland, KDAL, Duluth, Minn.
- 12—Clark A. Luther, KFH, Wichita, Kansas
- 13—Bill Bennett, KXYZ, Houston, Texas
- 14—William C. Grove, KFBC, Cheyenne, Wyoming
- 15—Clyde Coombs, KARM, Fresno, Calif.
- 16—J. Arch Morton, KNN, Los Angeles, Calif.
- 17—Oliver A. Runchey, KOL, Seattle

SUBCOMMITTEES

Subcommittee on Rate Card Standardization

The subcommittee on Standardization of Rate Card Format made an extensive study of current rate cards, and obtained from time buyers a list of recommendations for standardizing the information given thereon "to make it easier to buy radio." A comprehensive report and five model rate cards were distributed at the district meetings. Thereafter the committee continued its work looking towards greater refinement in standardization, with a supplementary report due for release at the 1946 convention.

The recommendations of this committee met with enthusiastic industry-wide acceptance and were hailed as a major contribution to broadcast advertising. Members who served on the committee are:

Arthur Hull Hayes, WABC, New York, N. Y., *Chairman*
W. C. Roux, NBC, New York, N. Y.
William Doerr, Jr., WEBR, Buffalo, N. Y.
Ken Church, WCKY, Cincinnati, Ohio
K. K. Hackathorn, WHK, Cleveland, Ohio
Craig Lawrence, WCOP, Boston, Mass.
J. Kelly Smith, CBS, New York, N. Y.
George Southerland, WILM, Wilmington, Del.

Subcommittee to Define Spot Broadcasting

Beverly Middleton, WSYR, Syracuse, N. Y., *Chairman*
John Blair, John Blair & Co., Chicago, Ill.

Work of this subcommittee resulted in the adoption of the following definition:

"Spot broadcasting is radio advertising of any type on stations individually selected. Regardless of the number of stations used, each broadcasting schedule is separately arranged, giving the advertiser free choice of markets and of stations in each market, free choice of programs or announcements, either live or transcribed."

The subcommittee is now engaged in a project to develop a better term for "spot" broadcasting.

Subcommittee on Audience Measurement

Odin S. Ramsland, KDAL, Duluth, Minn., *Chairman*
Frank V. Webb, Lewis H. Avery, Inc., Los Angeles, Calif.
Sam H. Bennett, KMBC, Kansas City, Mo.
Henry I. Christal, Edward Petry & Co., New York, N. Y.
Howard Meighan, CBS, New York, N. Y.
Beverly Middleton, WSYR, Syracuse, N. Y.

This committee, working in cooperation with the Research Department, undertook a series of studies intended ultimately to lead to establishment of standards for radio audience measurement. It also inquired extensively into the current research methods used by various organizations, and into the problem of disclosing radio measurements to various types of subscribers.

Subcommittee on Revision of the NAB-AAAA Standard Contract for Spot Broadcasting

Walter Johnson, WTIC, Hartford, Conn., *Chairman*
Sam H. Bennett, KMBC, Kansas City, Mo.
Ben Laird, Green Bay Broadcasting Co., Appleton, Wis.
Howard Meighan, CBS, New York, N. Y.
Lewis H. Avery, Lewis H. Avery, Inc., New York, N. Y.

A year of negotiations with a subcommittee of the AAAA Time Buyers' committee led to a new proposed standard contract form, embodying extensive revisions of the form jointly approved in 1942. The new form was approved by the NAB Board of Directors August 6, 1946; formal action had not yet been taken by the AAAA Board.

On the AAAA negotiating subcommittee were Carlos Franco, Young & Rubicam, chairman; Linnea Nelson, J. Walter Thompson Co.; Charles Ayres, Ruthrauff & Ryan; Frank Silvernail, BBD&O, and William Maillefert, Compton Advertising, Inc.

Special commendation by the Sales Managers Executive Committee was voted to the two groups engaged in this project.

Subcommittee on Advertising Agency Recognition Bureau

Stanton P. Kettler, WMMN, Fairmont, W. Va., *Chairman*

William Doerr, Jr., WEBR, Buffalo, N. Y.

Harold Soderlund, KFAB, Omaha, Nebr.

Lewis H. Avery, Lewis H. Avery, Inc., New York, N. Y.

An extensive study by this subcommittee of advertising agency recognition bureaus now operated by other media, and of the pros and cons for the establishment of such a bureau by the radio industry, led to a report submitted to the NAB membership at the 1946 district meetings.

The NAB Board at its August meeting decided against the establishment of a bureau at this time.

Subcommittee on Sales Practices

John M. Outler, Jr., WSB, Atlanta, Ga., *Chairman*

Lincoln Dellar, KXOA, Sacramento, Calif.

Odin Ramsland, KDAL, Duluth, Minn.

Craig Lawrence, WCOP, Boston, Mass.

Henry Christal, Edward Petry & Co., New York, N. Y.

This was established as a standing subcommittee in 1946 to work towards the elevation of standards in broadcast advertising and in radio sales methods. Its activities encompass such fields as cooperation with the Standards of Practice Committee, higher standards for copy acceptance, a study of station rates and definitions, etc. Currently it is engaged in an industry-wide survey on rate practices, and is evolving a set of recommendations for submission to the industry at the 1946 convention.

SMALL MARKET STATIONS

This section of the Broadcast Advertising Department was established to render special service to NAB members with power of less than 5,000 watts, in cities of 50,000 population or less. Its work is directed by the Small Market Stations Executive committee, consisting of

Marshall Pengra, KRNR, Roseburg, Oregon, *Chairman*

Wayne W. Cribb, KHMO, Hannibal, Mo.

James R. Curtis, KFRO, Longview, Texas

Monroe B. England, WBRK, Pittsfield, Mass.

William C. Grove, KFBC, Cheyenne, Wyo.

Robert T. Mason, WMRN, Marion, Ohio

Glenn Marshall, Jr., WFOY, St. Augustine, Fla.

Board Liaison Members:

William B. Smullin, KIEM, Eureka, Calif.

Clair R. McCollough, WGAL, Lancaster, Pa.

Harry R. Spence, KXRO, Aberdeen, Wash.

Assisting this executive committee are the Small Market Stations chairmen in each of the 17 NAB districts:

District

1—David Carpenter, WKNE, Keene, N. H.

2—Simon Goldman, WJTN, Jamestown, N. Y.

3—George E. Joy, WRAC, Williamsport, Pa.

4—R. Sanford Guyer, WBTM, Danville, Va.

5—Glenn Marshall, Jr., WFOY, St. Augustine, Fla.

6—Emmet H. McMurry, Jr., WJPR, Greenville, Miss.

District

7—Don Ioset, WMOH, Hamilton, Ohio

8—D. E. Jayne, WELL, Battle Creek, Mich.

9—Allan Curnutt, WOSH, Oshkosh, Wis.

10—John Alexander, KODY, North Platte, Nebr.

11—John F. Meagher, KYSM, Mankato, Minn.

12—J. Fred Case, KWON, Bartlesville, Okla.

13—B. A. Laurie, KNET, Palestine, Texas

14—William C. Grove, KFBC, Cheyenne, Wyo.

15—William H. Bates, Jr., KTRB, Modesto, Calif.

16—Maurice A. Vroman, KFXM, San Bernardino, Calif.

17—C. O. Chatterton, KWLK, Longview, Washington

A cross-section study of salesmen's compensation among small market stations was completed in January; many established stations as well as hundreds of new ones have asked for this specific information.

At the request of the executive committee, a series of "Radio Management Studies" was undertaken by Arthur C. Stringer, NAB Director of Special Services, who made on-the-spot surveys of actual operating conditions and practices among 10 selected small market stations in widely separated areas of the nation. The studies have been published in booklet form. The committee has expressed its appreciation for the excellent information obtained; many letters have been received with the comment that this is one of the finest services the NAB has rendered to stations in this classification. Management of several hundred larger stations have requested copies of the study.

A special session for small market stations was held at all 1946 NAB district meetings. The agenda covered many subjects of particular concern to small stations.

Per-inquiry and free time problems were referred to this section to handle in keeping with the NAB resolution discouraging this practice. Although several such "deals" have come to light during the year, mostly among the smaller stations, it is apparent that the number is considerably fewer than in pre-war years.

Valuable information on commercial and sustaining religious broadcasting was released to all NAB members. Credit for this work goes to A. E. Spokes, WJOY, Burlington, Vermont, who at that time was Small Market Stations Chairman of District 2.

A study was made on the costs of syndicated transcriptions to small market stations. Views and experiences of station management and transcription producers were released to the industry during the early part of the year.

Techniques of "group selling" have been reported throughout the year. Various plans, whereby a number of small stations are grouped together in various geographical areas to attract national and regional spot business, have been described to the industry.

The Small Market Stations Executive committee has vigorously pursued its work on behalf of the approximately 650 small stations within NAB. The committee has held meetings in April and September in Washington, and on each occasion George Adair, chief of the FCC Engineering Division, has been present to discuss operator requirements. The committee has continuously kept before the FCC staff the problems of small station operation.

The committee has kept a close watch on developments of the Lea bill and the resultant Lea Act. It has encouraged the training of personnel and kept abreast of all matters which might affect small market stations.

Studies have been made on "Early Morning Programming" on large and small stations. Information on programming for stations in competitive markets has proved valuable. "The 11:00 P.M. Sponsor", or late hour commercial programming, was a study for the development of new business during this period of the broadcast day.

A study of effective methods of selling network cooperative programs was made, resulting in increased activity

during the year on this subject by the four networks. Spotlighting of the subject brought about additional sales for stations throughout the nation. In a single week, 36 co-op programs were sold by MBS affiliates. Sales increased considerably on affiliates of the other networks. Additional co-op programs on each of the networks were added as a result of the interest expressed.

SALES PROMOTION

During the year the activities of the Sales Promotion section have been directed towards increasing the use of radio as an advertising medium, and in distributing information about broadcast advertising as a gainful occupation.

Because of the rapid growth in the number of stations and construction permits, plus the fact that competitive post-war markets demand a sure knowledge of advertising techniques, the Department of Broadcast Advertising established this clearing house for the compilation, preparation and exchange of information on the successful use of the broadcast medium.

Towards this end the "Manual of Radio Advertising" (first published by NAB in 1941) was revised, brought up to date in charts and text, and distributed to newcomers in the industry. This five-chapter book deals with the extent of radio listening, the effectiveness of radio, radio as a social force, and radio as a medium for dealers, and compares its cost factor with that of other media.

In keeping with the original plan to make the Manual a continuing study for radio sales people, a new 30-page illustrated chapter, "Here's How," was published. This describes the successful use of radio advertising by brewers. Work now in progress includes studies on radio for bakers, hardware dealers, jewelers, and laundries.

Two promotional activities which had been discontinued at the start of World War II were also revived. They were:

- 1) The mimeographed success story series, "Radio Gets Results" (sent free to members on request);
- 2) The monthly four-page two-color printed series, "Results from Radio."

Both "sales helps" record specific instances wherein radio advertising gained objectives and produced results for various types of advertisers.

Distribution was also made of such sales aids and promotional literature as: "What's What in Merchandising"; "Dealer Cooperative Radio Advertisers"; "What Radio Buyers Want to Know"; the "How to Do It" booklets; "How Much for How Many" (a presentation of radio's case in the media cost comparison); sets of advertising charts and tables; standard program schedule forms; mats of recommended contracts for station facilities; the "Radio Salesman's Check List", and various reprints of timely articles from trade and selected publications.

The continued use of the 16-mm. sound films and scripts on "Air Force and the Retailer", "Why Radio Works", and "America Takes to the Air", which were a part of the Retail Promotion Plan, was encouraged, and the films received several hundred showings.

Articles and speeches were prepared on such subjects as "Radio's Place in the American Marketing Picture in the Reconversion Period"; "Today's Opportunity for the Advertiser in Radio"; "Radio for Retailers", etc., for *Markets of America*, *Fashion Topics*, the Fairchild publications, the Retail Reporting Bureau, the General Electric Company's factory representative school, and the Pacific Advertising Association.

Literature descriptive of the broadcasting industry and its effectiveness as an advertising medium was widely distributed among various organizations and was circulated among agencies, station representatives, radio writers, and schools and colleges listing radio courses in their curricula.

RETAIL SECTION

The main objective of the Retail Section is to further the development of radio advertising by providing broadcasters and retailers with information about how to use radio for the promotion of retail business.

This emphasis distinguishes retail advertisers from national advertisers in that retailers aim to build acceptance of a particular store, rather than consumer-acceptance of a name or product. Therefore, each retailer must plan his radio promotion to meet his own specific and local problems.

A major project of the past year has been the writing and publishing of "Radio for Retailers", the report of the study of broadcast advertising conducted at Joske's of Texas since January of 1945. This report is being distributed to member stations by NAB and to retailers through the National Retail Dry Goods Association.

"Radio for Retailers" records procedures, observations and results of the Joske study, and recommendations of the committee. Much of this information is applicable to retailers and broadcasters generally, and can encourage more accurate procedures for using radio to meet the advertising objectives of all types of retailers.

It places emphasis on:

- 1) Careful study and frank exchange of basic information between retailer and broadcaster. (Analysis of the retailer's advertising needs in terms of what he wants to promote and to whom. Analysis of the potentialities of the medium to serve those needs.)
- 2) Setting of specific objectives.
- 3) The "beamed program technique", or the selection of stations, times and types of programs on the basis of their potential ability to meet specific objectives.
- 4) Usage of programs correlated with their objectives. (Scheduling of merchandise or departments; types of radio copy.)
- 5) Integration of radio advertising into the store's entire promotional and merchandising plan.

Information concerning programs being used successfully by other retailers in the United States will be included in the program section of the Joske report.

A library of program scripts, commercials and transcriptions is being compiled from these and other successful retail programs, so that retailers and broadcasters may obtain this service from the Department.

Assisting in this extensive project, jointly financed by Joske's of Texas, the NAB and the five participating stations in San Antonio, are the following two advisory committees:

For the Broadcasters:

Cecil K. Beaver, KTBS, Shreveport, La.
James Brown, KONO, San Antonio, Texas
Walter Johnson, WTIC, Hartford, Conn.
Lewis H. Avery, Lewis H. Avery, Inc., New York, N. Y.

For the Retailers:

Willard Campbell, Sibley, Lindsay & Curr Co., Rochester, N. Y.
Russell Brown, Allied Purchasing Corporation, New York, N. Y.
Walt Dennis, Allied Purchasing Corporation, New York, N. Y.
James H. Keenan, Joske's of Texas, San Antonio, Texas
Howard P. Abrahams, NRDGA, New York, N. Y.

It is believed that the Joske study and report constitute the most intensive project of its kind ever undertaken by any advertising medium. The study was an outgrowth of the NAB's "Retail Promotion Plan" series in 1943, and

credit for its inception belongs to those who participated in the series, as well as to Hugh Halff, WOAI-San Antonio, who helped to interest Joske's of Texas in the undertaking.

Early planning and much of the actual study was directed by Lew Avery and Helen Cornelius, his assistant, as well as by Lee Hart, who served as Joske's Radio Director until January 1, 1946, when she joined the NAB staff.

Additional research is still underway at Joske's; also, the Department engaged Professor Vernon Fryburger of Miami University to conduct a six-month study, which will be reported as a supplement to "Radio for Retailers."

Articles for retail trade papers have been written to increase the retailer's knowledge of how to use radio most effectively.

A special article on radio for promotion of teen-age business has been written for the *Girl's And Teen's Merchandiser*, a trade publication which goes to all merchandise managers and buyers in the teen-agers' and girls' departments, and to all manufacturers in the related fields. This type of direct promotion on the use of radio for specific types of retail business will be an important part of the department's work in the year to come. Plans are also under way for working with the Association of Women Directors on the commercial aspects of women's programs, so that the Department's service will reach one of the most important groups of talent used by retailers.

Specific information has been given on programs, copy, scheduling of merchandise, and other topics, to retailers and broadcasters who approached the Department with specific problems.

The Retail section has made inquiries of stores and stations using television for retailers, and is gathering data concerning advertising techniques, types of merchandise most adaptable to these techniques, and types of studio, remote, and intra-store television programs being used.

COOPERATION WITH TRADE GROUPS

The Department has worked in close cooperation with other trade and advertising associations, notably the National Retail Dry Goods Association, American Association of Advertising Agencies, Association of National Advertisers, Advertising Federation of America, Retail Furniture Advertising Institute, National Association of Electrical Companies, American Bankers Association, Radio Executives Club of New York, Chicago Radio Management Club, etc.

TALKS ON ADVERTISING

Members of the Department's staff have delivered talks on various phases of radio advertising before such groups as the Sales Institute of the Fort Wayne Chamber of Commerce, Indianapolis Junior Chamber of Commerce, San Antonio Advertising Club, San Francisco Advertising Club, Lever Brothers Advertising Department (Cambridge, Mass.) Kansas City Advertising Club, Omaha Advertising Club, Association of Women Directors (New York convention), National Academy of Broadcasting (Washington), Indiana Association of Broadcasters, Kentucky Broadcasters Association, etc.

OTHER ACTIVITIES

The Department is working in cooperation with the Research Department on the revival of "The Broadcast Record" as a media record for radio advertising, and with the Engineering Department on standardization of informative transcription labels.

Contact is maintained with such agencies of government as are directly or indirectly interested in radio advertising.

Thousands of individual inquiries from member stations have been handled, and information given. Similar service has been rendered to advertisers and their agencies, to

schools, trade associations, and others interested in commercial aspects of radio.

Sincere thanks of the Department are extended to President Miller and all other members of the NAB staff, and to the members of the Sales Managers and Small Market Stations committees and subcommittees, for their guidance and valued assistance throughout the year.

FRANK E. PELLEGRIN,
Director of Broadcast Advertising

Research Department

The present Director of the Research Department was appointed April 1, 1946 and so has been in office only the last six months of the period since the last Annual Report. For the six month period previous to this appointment there was no Director of Research, Barry Rumble having resigned as Director in October, 1945.

During the period in which there was no Director, however, the Department continued its diversified activities under the direction of Mrs. Helen H. Schaefer, Assistant Director and Miss Frederica Clough, secretary. The volume of requests for all kinds of information continued to increase and the processing of these requests occupied most of the time of these two people. In addition, they undertook one major project and continued the work on another.

The interest in the problems centering around the American Federation of Musicians required that some factual data on the subject be collected. A questionnaire was mailed to both members and non-members of NAB to determine how many had contracts with musicians unions, how many union and non-union musicians were employed by each broadcaster and the amount of money paid in wages to these employees.

Section 722 of the Internal Revenue Code provided certain forms of relief from the excess profits tax. In the case of a change in operation subsequent to December, 1940, however, it was necessary for the claimant to establish a base of operations for the period 1936-1939. Since it was virtually impossible for licensees to determine for themselves what they would have been earning had they been operating under the changed conditions during the 1936-1939 period, the Research Department analyzed the Annual Reports of the FCC and published a booklet entitled "Average Income Items of Broadcast Stations, 1937-1944." This booklet has been well received and has been found useful for a number of purposes other than the one for which it was originally prepared.

The Broadcast Measurement Bureau has long since ceased to be a primary concern of the Research Department, although a former NAB Research Committee was the point of origin of the idea and much of the early work which established the Bureau. The Director of the Research Department serves on the Technical Committee, the Special Plans Committee and the Statistical Bases Sub-committee of the BMB.

Both the Small Markets Committee and the Sales Managers Executive Committee have asked that some data similar to that published in the Broadcast Advertising Record be developed and published periodically by the Research Department. The shortcomings of the old Record were to be corrected and some additional information included. To this end, the Research Department has been considering the possibility of studying the Program Logs of a sample of stations with a view to abstracting the desired information from those logs. A pilot study on a 100-station sample is now underway. An initial obstacle was, of course, the fact that only 82 of the original sample submitted logs for study. Whether or not the desired information can be distilled from these logs still remains

to be demonstrated. Information sought includes: Types of commodities advertised; types of advertisers using radio; volume of spot business; estimate of income derived from various sources; type of programs being broadcast; and the Industry-wide breakdown of sustaining vs. commercial time.

At the request of the Sales Managers Executive Committee and its Sub-committee on Sales Practices, the Research Department canvassed the NAB membership in an effort to determine the extent of the practice of charging multiple rates. The findings of this survey were summarized and sent to participating stations and the data turned over to the Sales Practices Sub-committee.

By an action of the Board of Directors, the Office Forms and Practices Committee (formerly the Accounting Committee) has been decreased in size and now constitutes a two-man sub-committee of the Research Committee.

The NAB Research Committee now consists of:

J. C. Tully, WJAC, Johnstown, *Chairman*
H. M. Beville, NBC, New York
Roger W. Clipp, WFIL, Philadelphia
Charles E. Couche, KALE, Portland, Ore.
W. Lee Coulson, WHAS, Louisville
Dietrich Dirks, KTRI, Sioux City
Edward F. Evans, WJZ, New York
E. P. H. James, MBS, New York
Dale L. Taylor, WENY, Elmira
Elmo S. Wilson, CBS, New York

Working Guests:

Glenn Bannerman, CAB, Canada
Hugh Feltis, BMB, New York
Kenneth Greene, NBC, New York
Richard Puff, MBS, New York
Barry Rumble, NBC, New York

Sub-committee on Office Forms and Practices

Gene L. Cagle, KFJZ, Fort Worth
Earle W. Winger, WDOD, Chattanooga

The Sub-committee recently examined the Accounting Manual and recommended that it be republished with few changes. This Manual, which has been one of the most fruitful efforts of the Research Department, is widely used in the Industry as the basis of the bookkeeping system of all types of licensees.

Several demands have been made of the Research Committee for a statement concerning the present status of the matter of audience-measurement. The role of the Research Department has been largely that of coordination since most of the work has been done by a sub-committee set up for that purpose. As a result of their efforts, a booklet, "Radio Audience Measurement," has been published. It is planned that this will be followed by a critique of the methods and agencies now most popular or widely used. Several considerations have delayed the issuance of these statements, among them certain legal items not yet straightened out.

The Department continues to maintain a valuable and unique file which, on one card, provides accessible and convenient information regarding many aspects of the operation of all standard stations. This file is indispensable to the efficient operation of the headquarters office. It is in the process of being expanded to include similar data regarding FM and Television stations and will be supplemented shortly to include a geographical representation of the Industry. In addition, a statistical analysis of the size and growth of the Industry is being published monthly in the REPORTS.

It has been the policy of the Department in its many contacts with members through the mail to answer any and all questions put to it by old and prospective operators. In addition, every attempt has been made to put members in direct contact with those original sources available to them. These sources include the Regional Field offices of the Department of Commerce, many Census reports, and other similar funds of data. Our thesis has been that, in the competitive era just ahead, the successful operator will need to base more and more of his decisions on facts rather than fancy.

STATION ANALYSIS

(October 1, 1946)

	<i>Stations as of Oct. 1, 1946</i>	<i>NAB Membership Sept. 27, 1946</i>
Clear Channel:		
Unlimited (50kw).....	47	40
Part-time (50kw).....	4	4
Unlimited (5 to 25kw).....	34	25
Part-time (5 to 25kw).....	4	2
Regional Channel:		
Unlimited.....	282	243
Limited and Day.....	49	31
Part-time.....	14	7
Local Channel:		
Unlimited.....	498	369
Day and part-time.....	24	11
Total Commercial, Operating in		
Continental U. S.....	956	732
Non-Commercial.....	35	4
Territorial-Operating.....	16	11
Construction Permits.....	336(9 Ter.)	86(2 Ter.)
Total Standard Broadcast Stations	1343	833
Frequency Modulation.....		35
Television Stations.....		2
Total NAB Stations.....		870
Networks.....		3
Associate Members Other Than AM-CP (See Above).....		206
Total Membership in NAB.....		1079

Metropolitan Districts (1940 Census)	Operating Commercial Stations Continental U. S.		Non- Commercial Stations		Territorial- Operating Stations		Construction Permit Stations		Total Stations	
	Total	NAB	Total	NAB	Total	NAB	Total	NAB	Total	NAB
2,500,000 and over.....	66	43	5	1	0	0	4	1	75	45
1,000,000 to 2,500,000.....	51	39	1	0	0	0	6	1	58	40
500,000 to 1,000,000.....	53	46	2	0	0	0	12	5	67	51
250,000 to 500,000.....	106	87	5	2	1	0	16	8	128	97
100,000 to 250,000.....	140	117	2	0	8	6	41(3T)	10(1T)	191	133
50,000 to 100,000.....	64	52	1	0	2	2	23(4T)	6	89	59
<i>City and Town</i>										
25,000 to 50,000.....	128	101	1	0	0	0	50	13	179	115
10,000 to 25,000.....	226	167	10	0	0	0	68	19	304	186
Less than 10,000.....	122	80	8	1	5	3	116(2T)	23(1T)	251	107
Total Standard Broadcast.....	956	732	35	4	16	11	336(9T)	86(2T)	1343	833
Frequency Modulation.....										35
Television.....										2
Total NAB Stations.....										870
Networks.....										3
Associate Members.....										206
Total Membership in NAB.....										1079

COMMERCIAL FM (October 1, 1946)

Total Stations.....	596
Operating.....	48*
CP—Prewar.....	5
CP—Since October, 1945.....	290
Conditional Grants—Since October, 1945.....	253

* Some additional stations have special temporary authority to operate.

COMMERCIAL TELEVISION (October 1, 1946)

Total Stations.....	40
Operating.....	6
CP—Prewar.....	2
CP—Since October, 1945.....	32*

* Includes 1 non-commercial TV station.
The table excludes 2 CP stations deleted since Oct., 1945.

KENNETH H. BAKER,
Director of Research.

Special Services

Special Services was the name approved for this department by the Board of Directors at the May 1946 meeting. The new title is functionally more descriptive than "Promotion Department" by which it was formerly known.

The first post-war year of operation found the entire broadcast industry instituting improvements in operation all along the line. One of the highlights was progress made in handling radio news. Standards were raised. Personnel was increased. Local and regional news coverage was extended.

In many cases these results grew out of the suggestion

of the NAB Radio News Committee*, approved by the Board of Directors, that "there be held under its sponsorship regional meetings of radio station managers, news and special events directors, for the discussion of problems of news broadcasting."

"Radio News Clinic" was the name given these regional meetings. Fifteen clinics were held through August 20, 1946. They were attended by a total of 597 managers, newsmen and other industry personnel. Attendance was said to have surpassed that of any nation-wide series of meetings for the discussion of a programming subject, previously held. At a number of clinics, the District Director was petitioned to authorize subsequent meetings. Places and dates of the fifteen are shown below:

1—Illinois Clinic	Springfield	Nov. 16, 1945
2—Indiana Clinic	Indianapolis	Jan. 3, 1946
3—Florida Clinic	Daytona Beach	Jan. 12
4—Iowa Clinic	Cedar Rapids	Mar. 22
5—Texas Clinic	Houston	Mar. 26
6—Texas Clinic	Fort Worth	Mar. 27
7—Texas Clinic	Sau Antonio	Mar. 28
8—New York State Clinic	Utica	Apr. 10
9—Nebraska Clinic	Kearney	May 11
10—Wisconsin Clinic	Madison	May 14
11—Minnesota Clinic	Minneapolis	May 17
12—Oregon Clinic	Portland	June 25
13—Washington Clinic	Olympia	June 27
14—Southern California Clinic	Los Angeles	July 11
15—Ohio Clinic	Canton	Aug. 20

Here is how news clinics are arranged. A request for a News Clinic is directed to NAB headquarters. Planning follows approval of request by the District Director. By notifying NAB that a demand for a news clinic exists, it is often possible for the Director of Special Services to stretch his travel budget by including more than one clinic on a trip.

* 1945-1946 NAB Radio News Committee consisted of:
E. R. Vadeboncoeur, WYSR, Syracuse, *Chairman*
William Brooks, NBC, New York
A. A. Fahy, KABR, Aberdeen
Arthur Kirkham, KOIN, Portland
Karl Koerper, KMBC, Kansas City
Chet Thomas, KXOK, St. Louis
Paul White, CBS, New York

The Director of Special Services is committee secretary.

The NAB Radio News Committee favors an adequately staffed news department reporting directly to management. It believes in gathering and broadcasting local news, and that every station should have a minimum of one competent, fulltime news man. The Committee continues to assert that news audiences are going to those stations which consistently do the best job of gathering, writing, rewriting, and broadcasting the news.

Council on Radio Journalism, Inc.

The long range program for improvement in news continued in 1946 through the Council on Radio Journalism, Inc. (This organization was created on January 25, 1945 and incorporated in the summer of 1946. It consists of five members appointed by the National Association of Broadcasters and five appointed by the American Association of Schools and Departments of Journalism.)

For two summers (1945 and 1946) the Council has concentrated on establishing the proposition that teachers of journalism need actual radio newsroom experience if they are going to teach radio news satisfactorily to young men and women headed for industry employment. This experience is gained by the old-fashioned method of learning by doing. Arrangements are made by the Council and NAB for qualified stations to accept qualified teachers of journalism for internship in their news departments.

Internships are financed entirely by contributions of the cooperating stations. The stations which made the 1946 internships possible, and the respective internes, were:

KFI—Los Angeles	RUSSELL J. HAMMARGREN, Associate Professor University of Southern California
KPRC—Houston	ELLSWORTH CHUNN, Assistant Professor University of Tulsa
WHBC—Canton	MICHAEL RADOCK, Assistant Professor Kent (Ohio) State University
WHO—Des Moines	JAMES W. SCHWARTZ, Assistant Professor Iowa State College
WSYR—Syracuse	ALAN SCOTT, Assistant Professor Michigan State College
WTMJ—Milwaukee	BURTON L. HOTALING, Assistant Professor* University of Wisconsin

* Rutgers University, autumn, 1946.

The indoctrination textbook for internes, "Writing by Ear", was written and contributed by Soren Munkhof, news director, WOW, Omaha, teacher of radio news writing, Creighton University, and 1945 "Professor of Internship", the trade title of a news director who has taught a journalism teacher. Many copies of the book have been found helpful by radio news writers, particularly those who have come to radio recently from newspapers. The students of a number of colleges and universities are using them.

The ten journalism teachers who interned in 1945, the six in the 1946 group, those others who previously have had radio newsroom experience, plus a fair number of station news editors serving on journalism faculties, comprise a small but impressive group of active teachers who understand the industry's problems and news department needs. The growing number of students who study under these men and enter the industry will provide the manpower for management to do an even better job.

Members and officers of the Council on Radio Journalism, Inc. are:

FRED S. SIEBERT, Chairman, Director of School of Journalism, University of Illinois.

WILBUR SCHRAMM, Vice-Chairman, Director of School of Journalism, University of Iowa.

ARTHUR STRINGER, Secretary and Treasurer, Director of Special Services, National Association of Broadcasters.

KENNETH G. BARTLETT, Professor and Director, Radio Workshop, Syracuse University.

FLOYD K. BASKETTE, Assistant Professor of Journalism, Emory University.

WILLIAM BROOKS, Vice President and Director of News and Special Events, National Broadcasting Company.

MITCHELL V. CHARNLEY, Professor of Journalism, University of Minnesota.

KARL KOERPER, Vice President and Managing Director, Radio Station KMBC.

E. R. VADEBONCOEUR, Vice President, Radio Station WSYR.

MANAGEMENT STUDIES

A second industry highlight of 1945-46 resulted from a decision of the small market stations, acting through the Small Market Stations Executive Committee. This important, far-reaching decision was to pioneer in the study of small market station operation. It called for a series of ten on-the-spot management studies.

The proposal was made on the theory that, if the good and the not so good facts and details of operation were plainly documented, a study of the findings would benefit individual station owners and managers.

This director received the assignment to make the studies. Field work was begun in January, 1946. First study was mailed July 26, with distribution thereafter at intervals of three to four weeks.

By September 1 more than three hundred owners and managers had commented favorably on the studies in letters to Executive Vice President A. D. Willard, Jr.

OTHER SERVICES

During the year this department continued as NAB contact with the U. S. Treasury Department. The Victory Loan, October 29 through December 8, 1945, was supported by all segments of the industry to the tune of \$14,124,853.

For the seven War Loans and the Victory Loan the total dollar value of industry support amounted to \$95,283,595.

Cooperation was extended to the War Department, Veterans Administration, Retraining & Reemployment Administration, American Red Cross, the National Foundation for Infantile Paralysis, and others.

Late in 1945 the department completed the "Let's Go to Town" assignment which the Board of Directors approved at the 1944 Chicago War Conference at the request of General Eisenhower.

The General wanted large numbers of original home town programs to be produced and recorded by individual stations for broadcast to overseas military personnel. Over two hundred programs were produced, mostly half hours.

"Music from Your Home Town" was a second assignment to be completed for military personnel outside the United States. Cooperating stations produced both series at their own expense.

ARTHUR STRINGER,
Director of Special Services.

Employee-Employer Relations Department

ORGANIZATION

During the past fiscal year, the Employee-Employer Relations Department has undergone substantial reorganization and expansion with the result that more effective labor

relations service and information have been rendered to members of the Association.

Until January 1946, the labor relations activities of the Association were conducted as a part of the General Counsel's office. Early in December 1945 a committee of broadcasters met at NAB headquarters, at the direction of the Board of Directors, and formulated plans for the creation of a separate department which would devote the full time of its staff members to employee-employer relations problems.

This committee, under the chairmanship of John Elmer, WCBM, Baltimore, comprised the following:

William Fay, WHAM, Rochester, New York
Frank King, WMBR, Jacksonville, Florida
Howard Lane, WJJD, Chicago, Illinois
Harry R. LePoidevin, WRJN, Racine, Wisconsin
John H. MacDonald, NBC, New York City
J. O. Maland, WHO, Des Moines, Iowa
Marshall Pengra, KRNR, Roseburg, Oregon
Calvin J. Smith, KFAC, Los Angeles, California
Frank White, CBS, New York City
F. W. Borton, WQAM, Miami, Florida
John E. Fetzer, WKZO, Kalamazoo, Michigan
Clair R. McCollough, WGAL, Lancaster, Pennsylvania.

In January, Milton J. Kibler, theretofore NAB Assistant General Counsel, was transferred to the EER Department as an Assistant Director; in February, Ivar H. Peterson, formerly Assistant General Counsel of the National Labor Relations Board, was employed as a full-time Assistant Director of the Department. On September 9, Richard P. Doherty, formerly Executive Director of the Industrial Relations Council of Metropolitan Boston, became the Director of the EERD.

RESEARCH ACTIVITIES

Following activation, in January 1946, the Department undertook the collection of an up-to-date file of collective bargaining agreements in force throughout the industry. In response to Judge Miller's request for copies of contracts, approximately 85% of the 600 stations solicited supplied information. By the end of the fiscal year, the Department had on file a large and representative collection of labor agreements currently in effect between radio stations and the various national unions active in organizing broadcasting employees—International Brotherhood of Electrical Workers, American Communications Association, National Association of Broadcast Engineers and Technicians, American Federation of Musicians, American Federation of Radio Artists, and American Newspaper Guild.

The staff of the Department wishes to take this opportunity to express its appreciation to the members of the Employee-Employer Relations Committee, to the District Directors, and to the individual station managers who rendered real assistance in making the contract collection project a success.

A major aspect of the Department's research activities, since January, has been the analysis and summarization of these labor agreements submitted by Association members. All the principal clauses of prevailing union contracts have been digested and abstracted. NAB members have recently received an installment of the printed copies of these summaries suitable for filing in loose leaf binders, and additional summaries will be supplied as rapidly as the work is completed. Inasmuch as the digests are classified by station power and by population and geographical areas—without revealing station call letters—each station, whether or not it has labor agreements, will have available an up-to-date collection of information showing wages and working conditions in hundreds of stations throughout the industry. As new agreements are negotiated and filed with the Department, new summaries will be made and distributed.

The importance of this type of data has long been recognized as having a significant bearing on the development of satisfactory union relations.

PUBLICATIONS

In the past year, several comprehensive pamphlets on labor relations subjects, of general interest to the radio industry, have been prepared and distributed.

The first of these consisted of a booklet on the rights of returning veterans and the responsibilities of broadcasters and other employers under the Selective Training and Service Act and other applicable legislation.

One of the very important problems of all broadcasters concerns the operation and application of the Wage and Hour Act, which affects a large portion of the employees of each radio station. Many requests for information about this Act and the administrative interpretations of the U. S. Wage and Hour Division have been filled by this Department. Recognizing the real need for a practical handbook on this subject, adapted to fit the special problems of the broadcasting industry, the Department prepared and furnished member stations with a pamphlet entitled "The Wage and Hour Act—How it Affects a Broadcasting Station."

A very exhaustive analysis and interpretation of the standard contract proposed, to its locals, by one of the major unions in the radio industry was completed in early September and sent to all NAB members. This booklet should serve as a guide to station members in better understanding the contractual relationships, union and management rights and limitations, together with other aspects of labor contracts being sought from broadcasters. A similar breakdown and interpretation of the standard clauses of other union contracts is now in process. From these combined contract analyses, management will possess simple technical information to guide them in their union negotiations.

LABOR INFORMATION SERVICE

Several hundred stations, during the past year, have had occasion to draw upon the Department's facilities for detailed labor relations information. Usually the service rendered has consisted of supplying comparative wage and other contract clause data which would assist the individual station in the interpretation of its specific problem or problems. Information on the provisions of various State and Federal laws, and the rulings of the agencies administering them, has also been collected and furnished to Association members.

To enhance its labor information service, the Department is now in the process of developing an NAB Labor Reference Library comprising all important laws, court decisions, governmental regulations, arbitration decisions, statistical data, and other information germane to employee-employer relations problems of the radio industry.

PLANS AND PROGRAMS

To an ever increasing degree management has become aware of the need for facts in meeting union proposals and in conducting contract negotiations. Few, if any, stations have the facilities and staff to collect and interpret the cross-section of statistical information thus required. To this end, the Department is now undertaking an extensive research program involving the assembling of all basic data relating to wages (both in the radio industry and other fields), cost of living, and other pertinent information useful to broadcasters in conducting sound negotiations and in building constructive union-management relations.

In addition, the Department will prepare and distribute a wide range of guide and instructional manuals on a variety of subjects bearing directly upon the industrial relations problems of stations—both union and non-union.

Present plans also include expanding facilities to assist

members on specific individual problems which arise from time to time. It is clearly appreciated that requests from stations should be handled expeditiously; the Department is now geared to give this type of prompt assistance.

RICHARD P. DOHERTY.

Director of Employee-Employer Relations.

Engineering Department

The Engineering Committee, composed of 23, has a member from each of the 17 NAB Districts and six members who also comprise the Executive Engineering Committee. The District members are chosen by the Directors of the Districts, and are designated District Engineering Chairmen. The Chairman and the members of the Executive Committee are appointed by the NAB President. The term of office is for the interim between National Conventions.

Members of the 1946 Executive Engineering Committee are: G. Porter Houston, Chairman, WCBM, Baltimore, Md.; J. B. Fuqua, WGAC, Augusta, Ga.; Mr. Karl B. Hoffman, WGR, Buffalo, N. Y.; W. B. Lodge, CBS, New York, N. Y.; E. C. Page, MBS, New York, N. Y.; O. B. Hanson, NBC, New York, N. Y.

Members of the 1946 Engineering Committee are: Richard Blackburn, WTHT, Hartford, Conn.; Frank V. Bremer, WAAT, Newark, N. J.; Louis E. Littlejohn, WFIL, Philadelphia, Pa.; J. D. Bloom, Jr., WWL, New Orleans, La.; Lester H. Nafziger, WBNS, Columbus, Ohio; Oscar C. Hirsch, WKRO, Cairo, Ill.; Mark Bullock, KFAB, Lincoln, Neb.; K. W. Pyle, KFBI, Wichita, Kans.; Frank Jones, KGKL, San Angelo, Texas; Robert Owen, KOA, Denver, Colo.; George Greeves, KPO, San Francisco, Cal.; Ralph G. Denechaud, KECA, Los Angeles, Cal.; Louis S. Brookwalter, KOIN, Portland, Ore.

The major project of the NAB Engineering Department during the past year has been the preparation of the new NAB Engineering Handbook. The old engineering handbook was first published in 1935, with supplements and revisions in 1938 and 1941. The original handbook and the two supplements thereto represented an effort to gather formulae, curves, and data of value to broadcast station engineers, not readily available from other sources. Since the original issue of the handbook, much of the material it contained has become generally available in other publications.

In recent years, there has been a vast increase in the amount of technical information published and generally made available. The Executive Engineering Committee, in planning the new handbook, has recognized this trend and, therefore, felt that the new edition, to be of maximum value to operating engineers, should represent, insofar as possible, a gathering together within one cover of previously published material pertinent to broadcast station construction and operation. In other words, the value of technical information already published could be considerably enhanced by making it readily available to broadcast engineers.

In addition to the previously published material, the industry has been canvassed for original technical papers of value to broadcast engineers. Obviously, it is impossible to gather such a great mass of technical writing into a single volume and, to solve this limitation of space, an extensive bibliography has been prepared of technical papers which are readily available in other publications. Only after this editorial work was well underway did the magnitude of this project become apparent to the committee and to the Director of Engineering. The vast amount of work to be done and the necessity of using an editorial

committee in order that the handbook should not represent the opinions of only one man, has delayed the publication date far beyond the original objective. However, it is believed the enhanced value of the new handbook will more than justify the unexpected publication delay.

The Broadcast Engineering Conference was resumed in March of this year under the joint auspices of Ohio State University, University of Illinois, Institute of Radio Engineers, and the National Association of Broadcasters. The NAB Engineering Department was active in the formulation of plans for the conference and in the handling of publicity. An all-time registration peak of well over 400 engineers, and their uniform attendance at all the technical sessions, would seem to suggest that this annual gathering of broadcast engineers may result in accrual of benefits to the industry of great value.

The Director of Engineering has served as the Chairman of the RMA sub-committee on AM Satellite Broadcast Transmitters. The committee completed the formulation of proposed standards for Satellite AM transmitters in December, 1945. Further work of the committee is awaiting the results of experimental operation. Much of the committee's work will accrue to the benefit of FM and Television broadcasters as well as to AM operation.

The Director of Engineering has served as Vice-Chairman of the Radio Technical Planning Board.

During the period of this report, Mr. Howard S. Frazier was Director of Engineering until December 31, 1945 when he resigned. From then until July 1, 1946, Mr. Frazier was retained as Acting Director.

JAMES L. MIDDLEBROOKS,

Director of Engineering.

Public Relations Department

The Public Relations activities of NAB are under the direct supervision of the President and Executive Vice President, advised by a Public Relations Committee consisting of the Public Relations Chairmen of the seventeen districts, and by a Public Relations Executive Committee consisting of thirteen members, three of whom are members of the Board and who provide liaison between the Committee and the Board.

The ten regular Executive Committee members are:

John F. Patt, WGAR, Cleveland, Ohio, *Chairman*
George Crandall, CBS, New York, N. Y.
Phil Hoffman, KRNT, Des Moines, Iowa
Herbert Hollister, KMMJ, Grand Island, Nebraska
Frank King, WMBR, Jacksonville, Florida
Richard H. Mason, WPTF, Raleigh, N. C.
James H. Moore, WSLs, Roanoke, Virginia
William B. Quarton, WMT, Cedar Rapids, Iowa
Theodore C. Streibert, MBS, New York, N. Y.
Lewis Allen Weiss, KHJ, Hollywood, California

The three Board liaison members of the Executive Committee are:

G. Richard Shafto, WIS, Columbia, South Carolina
James D. Shouse, WLW, Cincinnati, Ohio
Matthew H. Bonebrake, KOCY, Oklahoma City, Okla.

The seventeen district chairmen, comprising the Committee (as distinguished from the Executive Committee) are:

District

- 1—John J. Boyle, WJAR, Providence, R. I.
- 2—Robert Soule, WFBL, Syracuse, N. Y.
- 3—Joseph C. Burwell, WMBS, Uniontown, Pa.
- 4—J. Frank Jarman, WDNC, Durham, N. C.
- 5—James M. LeGate, WIOD, Miami, Florida

District—Continued

- 6—Harold M. Wheelahan, WSMB, New Orleans, La.
- 7—J. Porter Smith, WGRC, Louisville, Ky.
- 8—George C. Bigger, WIBC, Indianapolis, Indiana
- 9—Merrill Lindsay, WSOY, Decatur, Illinois
- 10—E. K. Hartenbower, KCMO, Kansas City, Mo.
- 11—C. T. Hagman, WTCN, Minneapolis, Minnesota
- 12—Robert D. Enoch, KTOK, Oklahoma City, Okla.
- 13—Gene Cagle, KFJZ, Fort Worth, Texas
- 14—Walter E. Wagstaff, KIDO, Boise, Idaho
- 15—Arthur Westlund, KRE, Berkeley, Calif.
- 16—R. B. Williams, KVOA, Tucson, Arizona
- 17—Verne Sawyer, KMO, Tacoma, Washington

At the beginning of the reported year, public relations activities on the functional level were in charge of Willard D. Egolf, who had succeeded to the position of Director of Public Relations when Edward M. Kirby was released for military service. In October 1945, Mr. Kirby returned to NAB, assuming the title of Public Relations Counsel. In the spring of 1946 he left the staff to give his whole time to his own business, and in June, 1946, Edward J. Heffron was appointed Executive Assistant-Public Relations.

During the earlier part of the year, Bruce Starkey was Chief of the NAB News Bureau. The News Bureau was changed to the Information Department in March, 1946, under the direction of Charles A. Batson, assisted by Benjamin Miller. The Information Department report will appear separately, hereafter.

Mrs. Dorothy Lewis has served as Coordinator of Listener Activity throughout the reported year. Her activities are reported separately, hereafter.

In January, 1946, Robert C. Coleson was appointed Western Field Representative. He was named Assistant to the President at the Board meeting of August 1946. His report also appears separately, hereafter.

The big public relations achievement of the year was the promotion, in cooperation with the Radio Manufacturers Association, of Radio's Twenty-fifth Anniversary, culminating in an award to NAB by the American Public Relations Association for "meritorious public relations performance in the field of radio." The year-long observance was already well under way at the beginning of the reported year, Kiwanis International having arranged a "Kiwanis Radio Week", May 13-19, 1945, in cooperation with NAB, etc.

From August 26 to September 1, 1945, the United States Junior Chamber of Commerce, cooperated with NAB by observing "Jaycee Radio Week" in approximately 1,500 communities, with luncheons, banquets, promotion campaigns, and numerous radio appearances prepared in cooperation with local broadcasters. The week was highlighted by the speech of Byron Price, retiring Director of the Office of Censorship, over the Mutual Broadcasting System.

When Japan surrendered, the Public Relations Executive Committee of NAB, having postponed any public celebration of radio's Twenty-fifth Anniversary until the close of the war, decided to do something about it even though time was short. RMA agreed to go along.

The RMA Advertising Committee, working with the Public Relations Executive Committee of NAB, designated November 4-10 as Radio Week and built a comprehensive program for manufacturers, dealers, and broadcasters from coast to coast. A booklet was written and printed in record time, explaining the purpose of the event and outlining 12 types of dealer promotion and 15 types of radio station promotion. Form letters and Bulletins from NAB were correlated with RMA material. All this effort was purely generative, as success of Radio Week depended on the extent to which local broadcasters and dealers took the initiative and implemented the NAB-RMA proposals in their own communities.

RMA speeded its plan to present the broadcasting industry with a statue symbolic of the part broadcasting plays in the American way of life, specifically, "in recognition of a

quarter century of public service by the broadcasters and for their contribution to world peace and harmony." Silvered plaques, replicas of the statue, were prepared for presentation to 1018 broadcasting stations and networks and public presentations were made during Radio Week by groups of local dealers and manufacturers, or by local civic organizations.

Some of the other highlights of the 1945 Radio Week were CBS's "Trans-Atlantic Call" of November 4; the personal appearance on NBC's "Army Hour" of Justin Miller, NAB President; ABC's "The First Twenty-five"; and the presentation of the RMA statue to the radio industry by R. C. Cosgrove, RMA President, on an MBS program.

The President of the United States opened the new Senate Radio Gallery and attended a reception of the Radio Correspondents Association on the afternoon of November 7. In a letter to Judge Miller, he referred to the fact that "broadcasting has achieved a notable place in the lives of our people."

National press releases, built around National Radio Week, were used in newspapers ranging in size from the Chicago Tribune, New York Times, and New York Herald Tribune down to small dailies and weeklies, and stories were carried by AP, UP, INS., and other wire and feature services including Science Service and the Christian Science Monitor.

Feature articles appeared in daily and Sunday newspapers and rotogravure sections. National Radio Week releases provided material for columnists and syndicates and were the basis of more than 100 editorials. Complete editorials, for instance, were carried by papers in such cities as Memphis, Springfield (Ohio), Pittsburgh, Atlanta, Toronto, Philadelphia, Cleveland, Boston, Des Moines, Dayton, Chicago, Lincoln, et al.

Estimates of newspaper publicity, based on the Press Book of National Radio Week, were as high as 300,000 lines, with an additional 300,000 estimated as having been purchased in advertising by local stations and networks.

Feature stories ran from a two-part feature in the Christian Science Monitor, and another story in the same paper's magazine section, to features in Business Week, Look, Variety, Billboard, and numerous others. The support of such trade publications as Broadcasting, Radio Daily, Advertising Age, Tide, Advertising and Selling, Printers' Ink, Billboard, Cue, Hollywood Daily Reporter, Variety, Musical America, Women's Wear, and Retailing was also enlisted.

The National Retail Dry Goods Association backed Radio Week with special bulletins to store publicity directors carrying suggestions for local tie-ins. The American Retail Federation also sent bulletins which reached thousands of members suggesting congratulatory advertisements and window displays.

As a result of the suggestions made in National Radio Week promotional material, mayors in St. Louis, Albany, San Antonio, and in several California and Pennsylvania cities, and the governors of several states, including New York, Connecticut, and Arizona, made Radio Week proclamations.

Kiwanis, Rotary, and other service clubs, Boy Scouts and Girl Scouts, Radio Councils, Advertising Clubs and other civic organizations held local meetings devoted to National Radio Week and the industry's 25th anniversary. In New York, Mayor LaGuardia spoke at a Radio Week testimonial luncheon sponsored voluntarily by representatives of 110 public service organizations, including the American Red Cross, National Foundation for Infantile Paralysis, National Safety Council, National Council of Young Men's Christian Associations and others. A dossier of congratulatory letters from the leaders of these 110 national organizations was assembled and presented to Judge Miller on this occasion.

Salutes to NAB were received from around the world, coming from England, France, Denmark, Australia, South Africa, China, Norway, Canada, Greece, and Holland.

A cross-section survey of the radio industry, based on reports furnished NAB, revealed that local stations produced approximately 5,000 local programs, from 5 to 30 minutes in length, an average of 5 per station, during National Radio Week. They broadcast approximately 7,000 announcements, a little better than 6 per station.

In addition, the four major networks originated approximately 25 programs each, for a total of 100 nationwide network shows during the week, most of them of 15 or 30 minutes' duration.

* * *

Another big Public Relations undertaking which was furthered during the year — though it was not to reach its full culmination until after the close of the reported period — was the national survey of the public's understanding and acceptance of radio in the United States, made by the National Opinion Research Center of the University of Denver.

The Public Relations Executive Committee had earlier recommended that such a survey be made and at the Board meeting of February 27-28, 1945, the Board authorized it and made an appropriation. A subcommittee, headed by Dr. Frank Stanton, was asked to follow it up.

In March 1946 a preliminary release of some of the findings of this survey was made. It showed that 82 per cent of the people interviewed felt that radio was doing a "good to excellent" job in their respective communities, whereas only 45 per cent of them gave local government a comparable rating, and but 62 per cent of them looked upon the schools with equal favor. Even the churches were comparably rated by only 76 per cent of the people.

The survey also showed that 23 per cent of the people affirmatively favored radio advertising, 41 per cent said they didn't particularly mind it, 26 per cent said they didn't like it but were willing to put up with it, and only 7 per cent were unqualifiedly against it. Three per cent were undecided.

Further findings were: 81 per cent said they were able to get the kind of radio programs they wanted, when they wanted them; 84 per cent would rather do without the movies than the radio, if they had to make a choice; 81 per cent thought radio stations were usually fair about giving a hearing to both sides of an argument; and 71 per cent thought radio had done the best job of all mass media in "serving the public during the war."

The survey was based on confidential interviews, by trained interviewers, with 2,246 people chosen to represent, in proper proportions, the rich and poor, the young and old, men and women, residents of large cities, small towns, and rural areas, and various minority groups, in each geographical section of the country. The findings were analyzed and interpreted by Dr. Paul Lazarsfeld, of Columbia University.

Plans were made to have the University of North Carolina Press publish all findings, analyses, and interpretations in book form, under the title, "The Public Looks at Radio." NAB ordered 10,000 copies for free distribution to NAB members and to leaders of thought throughout the country. Dr. Stanton had a series of slides made, illustrating the NORC findings, and prepared a "snake-talk" to explain the slides.

The official publication date of the book was set for November 2, 1946, but copies began coming out of the bindery by October 1, 1946.

* * *

At a meeting on October 18, 1945, the Public Relations Executive Committee voted to resubmit to the NAB Board

its recommendation that a documentary film on broadcasting be authorized. At its meeting on May 6-8, 1946, the Board received a representative of Jerrold T. Brandt, independent Hollywood motion picture producer, who described Mr. Brandt's proposal to make a feature-length film showing the growth of radio in this country. In response to a request made on behalf of Mr. Brandt, the Board indicated that it would be glad to cooperate in the undertaking without implying any antecedent endorsement of the finished product, and authorized creation of a sub-committee to work with the producer.

* * *

In December, Mr. Kirby prepared a memorandum of recommendations on radio's public relations. He urged creation of a Committee on Freedom of Radio, establishment of a West Coast NAB branch office, and replacement of the News Bureau by an Information Department. All of these proposals have since been effectuated.

He also recommended establishment of a system of air awards, patterned somewhat after the "Oscars" that have been so successfully promoted by the motion picture industry. The Board considered this proposal on several occasions and finally determined that it would not be within the competency of NAB.

* * *

During the reported year the Public Relations Executive Committee had under consideration the question of the NAB Code, which, while it is primarily an internal affair, is nevertheless secondarily and very importantly a public relations business. This led to adoption of a resolution, at a meeting held on July 12, 1946, reading as follows:

"It is the sense of the Committee that a well formulated Code . . . is an essential need in carrying on the Public Relations activities of the Broadcasting industry. We endorse the action taken by the Strategy Committee calling for the authorization by the Board of Directors of a special committee to consider changes in and additions to the NAB Standards of Practice and join in urging an exploration of the extent to which the industry may go in promulgating and making effective Standards of Practice and further recommend that . . . the committee on Standards of Practice should be reconstituted, a new set of Standards should be drafted, and the Committee should be asked to authorize submission thereof at the District Meetings in 1947 following which the proposed Standards of Practice should be submitted to the membership for a referendum vote."

EDWARD J. HEFFRON,

Executive Assistant-Public Relations.

Department of Information

The Department of Information was created in March of 1946. Having been assigned the former functions of the NAB News Bureau and the informational activities of the Public Relations Department, the reorganized department is responsible for publishing NAB Reports and Bulletins, maintaining relations with the press, processing and distributing Association literature of general public interest, and operating a news gathering service. It functions under supervision of the Executive Assistant-Public Relations.

In addition to the departmental director, the staff consists of Assistant Director Benjamin Miller, whose duties include the managing editorship of NAB Reports, Mrs. Katherine Holland, information gathering specialist, and Miss Joan Warner, secretary.

NAB REPORTS

Since the period covered by this report coincides closely with the first year of reconversion, the volume of coverage provided by NAB Reports was unusually large.

At the same time efforts were made to increase the ease and rapidity with which members could read and digest the contents of the Reports. Considerable experimentation and research resulted in departmentalization of all information, inauguration of a front page digest of the most significant stories in each issue, increased efforts to make the individual items brief but complete, and alterations in the type faces employed, including a slight general increase in type sizes. The latter action was taken after a poll showed that the membership was overwhelmingly in favor of the larger type face. Studies are continuing to determine what additional steps may be taken to provide a complete, easy-to-read information service for the executives of the radio industry.

BULLETINS

As an adjunct to Reports, special Bulletins were published whenever there was subject matter which required fuller or different coverage from that which could be provided in the weekly Reports.

During the year this office, in cooperation with other departments, published forty-nine such Bulletins. Subjects covered included radio's 25th Anniversary, the NORC survey, new rules of the Federal Communications Commission, hearings before the FCC, new research data concerning the radio industry, allocation plans for FM, engineering standards, etc.

MISCELLANEOUS PUBLICATIONS

In addition to the catalogued information services discussed above, special publications were issued from time to time for the information of the membership. Noteworthy in this category was the reprinting of the FCC report on "Public Service Responsibility of Broadcast Licensees." A maximum of five copies of this report was made available without cost to each member.

PRESS INFORMATION

One of the department's primary objectives was providing the press with the maximum amount of constructive and useful information concerning the radio industry and the NAB.

This information was provided through news releases, interviews with key Association officials, photographs of both individuals and special events, biographical and general background information, copies of NAB publications, answering of inquiries, and through personal contact.

PUBLICATIONS OF GENERAL INTEREST TO THE PUBLIC

During the twelve months covered by this report, 2,473 individual requests for NAB publications of general interest to the public were filled. A total of 23,851 copies of the various publications were distributed in direct response to these requests.

The requests came mainly from schools, churches, civic clubs, fraternal and other organizations, as well as from the membership and interested individuals.

These were publications designed to document the unequalled value of America's system of free radio broadcasting — to explain *how* it works, and *why* it contributes more to the public pleasure and welfare than any other system of broadcasting. There were also pamphlets and brochures to show how the public could contribute to the betterment of radio broadcasting and how the various

public interest organizations could more effectively utilize the broadcasting opportunities afforded by the industry.

Publications which were distributed included the following: The ABC of Radio; Working for Radio; Standards of Practice; How to Listen to the Radio; Let's Keep Radio Free; What is Public Interest, Convenience, and Necessity?; Does Radio Owe a Doctor Bill?; Tomorrow's Radio Programs (FREC); Is Your Hat in the Ring?; Radio's Public Service in Time of War: A Quarter Century of Broadcasting in America; Religious Broadcasting; Radio and Public Service; Program Patterns for Young Radio Listeners; Story of NAB; Radio Bibliography (FREC); Directory of College Radio Courses (FREC).

INFORMATION GATHERING

In order that information might be furnished the membership and the headquarters staff more expeditiously, the information collecting activities of the department were expanded to include twice-daily coverage of the Federal Communications Commission and once-daily coverage of the Congress, when in session, the Federal Trade Commission, the Department of Commerce, the National Labor Relations Board, the State Department, and other governmental agencies whose activities affect the broadcasting industry. In addition a wire news service was monitored and a spot check of various newspapers made daily for news and comment concerning the industry.

LIAISON WITH GOVERNMENTAL AND OTHER AGENCIES

The NAB was called upon frequently during the year to cooperate with governmental and other public service organizations by distributing to stations and networks information concerning special problems and campaigns. In conjunction with other departments of the NAB, this department assisted in handling many of these requests.

To this end, liaison was maintained especially with the Advertising Council and the Office of War Mobilization and Reconversion. Arrangements were made with the Advertising Council to publish each week in NAB Reports abbreviated fact sheets for those public interest projects which the Council had given priority in its network and national spot allocations. Facts concerning other pressing problems were published at the request of OWMR and other governmental agencies.

CHARLES A. BATSON,
Director of Information.

Listener Activity Division

The fundamental long term objectives of the Listener Activity Division—to acquaint American people with their possession of freedom of the air, to stimulate their intelligent and appreciative cooperation in its development, to improve working relationships with organized groups, to raise the status of the woman broadcaster, and to encourage better use of the medium for youth—are slowly being realized. To further these purposes, we have set up appropriate machinery:

COOPERATION WITH NATIONAL ORGANIZATIONS

As part of the industry's 25th Anniversary in November 1945, over 100 national organizations joined in paying tribute to radio at the Roosevelt Hotel, New York City. A bound volume of letters was presented to NAB President Miller for the archives. These congratulatory messages

came from top ranking Cabinet members, Army and Navy officials, and presidents of national organizations. Following the occasion, even closer relationship has been established between NAB and national, state, and local leaders. Some 50 groups have given NAB their mailing lists with names of key leaders in 170 cities for use in radio conferences, Councils, or community projects. A number of women's groups advise their local offices to consult with the Coordinator during tours. Consultation is constantly held with national radio chairmen on their radio projects. Assistance is given with their scripts and regular releases are sent out for local use. In this way, it is possible to edit material at the source, reduce the number of free time requests, and improve the quality of programs and spot announcements.

Significant resolutions were passed in 1946 by several national organizations including the United Council of Church Women (11,000,000 members) and the DAR (500,000 members). The DAR resolution reads:

"Whereas, Radio Broadcasting is the most universal and rapid medium of mass communication available to the people of the United States; and

Whereas, It is essential to the free and intelligent exercise of citizenship in a republic that radio broadcasting shall remain free from government censorship or control of programs; and shall be conducted in accordance with the traditional American institutions of free speech and free enterprise:

Resolved, That the National Society, Daughters of the American Revolution in Fifty-fifth Continental Congress assembled, affirm its belief that freedom of radio ranks in importance with freedom of speech and of the press, and its opposition to all efforts which would lead in the direction of government censorship, dictation or control of radio programs; and that the Society urge the Congress of the United States to enact such legislation as is required to give effect to this affirmation."

The General Federation of Women's Clubs passed the following resolution in June 1946:

Whereas: Freedom of radio under the American system of broadcasting safeguards the fundamental doctrine of freedom of speech and,

Whereas: The FCC Act requires every radio station licensee to operate in "The public interest, convenience and necessity" and,

Whereas: Every radio station licensee will be given the responsibility of what goes on the air and must satisfy the commission when he applies for a renewal of license at stated intervals that he has served "the public interest, convenience and necessity" and

Whereas: HIR4775, a bill designed to remould and re-shape the obligations of radio stations in the broadcasting of news is considered by many authorities to be a direct attack upon freedom of speech and freedom of radio, therefore the General Federation of Women's Clubs in convention assembled, June 1946 opposes in principle said HIR4775 and expresses its faith in the judgment and integrity of Radio Station licensees operating under the FCC Act to serve the American people in the broadcasting of news and further, Resolved that copies of this resolution be sent to the House Committee on inter-state and foreign commerce and to the FCC."

* * *

The Coordinator of Listener Activity was invited to numerous national conventions and addressed several.

* * *

The following distinguished national leaders have accepted invitations to serve as advisors to the Division of Listener Activity:

Mrs. Harper Sibley, President, United Council of Church Women
Mrs. Walter G. Craven, President, American Legion Auxiliary
Mrs. Anna Lord Strauss, Past President, League of Women Voters
Miss Margaret Hickey, Past President, National Business and Professional Women's Organization
Mrs. Eleanor Roosevelt, American Delegate United Nations.
Mrs. Ambrose N. Diehl, President, National Council of Women
Mrs. LaFell Dickinson, President, General Federation of Women's Clubs

ASSOCIATION OF WOMEN DIRECTORS

During the past year, the AWD, subsidiary of NAB, has made rapid strides in all phases of its activity. The membership now numbers over 1,000 on 500 NAB stations in 350 cities. Members include broadcasters and women executives in all departments of radio station operation. Besides the national officers, there are 17 District Chairmen and State Chairmen. Many Associate members from advertising agencies, department stores, and educational institutions, have joined during 1945-46. The quarterly publication, "The Beam," carries news, articles, and gossip. Current editor is Miss Marie Houlahan, WEEL, Boston.

AWD committees cover such subjects as:

Public Relations—Eleanor Hanson, WHK, Cleveland
Promotion and Publicity—Marie Houlahan, WEEL, Boston
Broadcast Advertising—Dorothy Kemble, MBS, New York
Rural—Wynn H. Speece, WNAX, Yankton, S. D.
Archives—Margaret Cuthbert, NBC, New York
By-Laws—Grace Johnsen, WJZ, New York
Radio Education—Hazel Kenyon Markel, WTOP, Washington

A number of district meetings have been held and more are scheduled for the fall of 1946. Governor Dale of New Hampshire invited District #1 for a conference in June 1946. District #1 will hold a conference for Connecticut club women at Hartford in October 1946. District #2 held their second annual meeting at Albany, and Mrs. Dewey entertained the delegates at luncheon.

The collaboration of top AWD members is being sought by the Women's Division, Department of Labor, in their presentation, "Women in Radio," to be released in the fall of 1946. Attention is being given by AWD headquarters to the numerous releases sent to women broadcasters from commercial sources, government agencies, and national organizations. An effort is being made to improve their quality, reduce their quantity, and to eliminate chiseling.

AWD President Alma Kitchell (WJZ), and the NAB Coordinator of Listener Activity attended a meeting called by President Truman and Secretary of Agriculture Anderson in October 1945. Later the Coordinator of Listener Activity, representing AWD, attended the Food and Agriculture Organization Conference at Quebec, sending back exclusive releases to AWD members, the only service of its kind from this first United Nations Organization.

The first annual convention since 1944 was held in 1946. Delegates were the guests of important associations, such as the Grocery Manufacturers of America, American Coffee Bureau, Needlecraft Bureau, Fashion Bureau, Millinery Institute, etc., at many luncheons and dinners.

Each year, the AWD inaugurates a national project at a luncheon in New York. This year the theme "Women's Responsibility in the Communicative Arts" was chosen to help in developing an informed public opinion. Many national presidents, broadcasters, and notables were

included in the 1000 guests. Awards were made to 4 women in other media for distinguished service.

Newspaper, Anne O'Hare McCormick, *N. Y. Times*
Magazine, Mrs. Bruce Gould, *Ladies Home Journal*
Theater, Helen Hayes
Motion Picture, Madeleine Carroll

CBS broadcast part of the program.

During the spring of 1946, AWD devoted much of its time, both on the air and in extra-curricular activity, to the President's Famine Emergency Committee. A session was held at the Ohio Institute for Education by Radio. In June Chester Davis invited several AWD officers to the White House to present a sheaf of telegrams from AWD member stations to Mr. Herbert Hoover upon return from his world tour of inspection of famine conditions.

During the late summer and fall of 1946, AWD devoted its attention chiefly to the United Nations Assembly and to the Veterans Housing Emergency.

In addition to serving as advisors to Stephens College for a 3 year course for women broadcasters, AWD will cooperate on a series of Women-in-Radio Conferences at many leading universities and colleges in 1946. At the time of this report the schedule includes Rockford, Drake, Cornell, Emerson, Kansas City, University of Oklahoma, University of Texas, Occidental, Stephens, University of Utah, University of Denver.

Space does not permit a report of the myriad appearances of AWD members at significant meetings and conferences from coast to coast. For example, the AWD President, Alma Kitchell, addressed the National Federation of Business and Professional Women's Clubs Convention.

Several broadcasters serve as advisors to AWD:

A. N. Armstrong, WCOP, Boston, Mass.
A. E. Josselyn, WCCO, Minneapolis, Minn.
Ben Baylor, WMAL, Washington, D. C.

COMMUNITY RADIO PROJECTS

1945-46 marks definite progress in the development of Radio Councils and similar Listener Group projects. Broadcasters are showing interest in the opportunities which the Radio Council plan affords for education of listeners in the American system of broadcasting, program promotion, and the "free time" problem. The broad phases of Radio Council activity are too involved for this report but can be studied in the current NAB publication "Blue Print for a Radio Council." This brochure contains chapters on "Listener Activity, World Wide," "Background of Listener Cooperation in America," "Organization Procedures" and chapters on Committee activity. Several prominent leaders and broadcasters have assisted in this compilation.

As of October 1946 there are about 42 Radio Councils with a combined membership of 7,000,000 representing about 100 national and local organized groups.

Attention is called to the NAB pamphlet published in 1944 which gives a resume of five broadcasters' talks on the "Radio Council Plan" at the 1944 NAB Convention in Chicago.

An industry advisory committee collaborates with the Listener Activity Division. Its members are:

Mr. William B. Ryan, KFI, Los Angeles
Mr. J. J. Gillin, WOW, Omaha
Mr. E. L. Hayek, KATE, Albert Lea

CHILDREN'S RADIO PROGRAMS

Annually this area of programming comes up for its share of praise and criticism. Most consistent attack is being made by some educators and parents on adult mystery programs, to which many children listen.

A collection of typical children's programs has been issued by NAB under the title "Program Patterns for Young Radio Listeners." It includes program listings and descriptions of 600 series, broadcast over 400 stations. It highlights the splendid discharge of responsibility by station managers in this important area of programming. Prominent educators and leaders greeted this report with favorable comment. *Time Magazine* gave it considerable space.

A large file of children's programs is available at the NAB New York office. Radio Councils "Youth Interest Committees" have conducted many meetings on the subject during the year. The Coordinator of Listener Activity served on the Children's Program Panel at the Ohio Institute for Education by Radio.

A distinguished Advisory Committee serves the Listener Activity division in the juvenile field:

Mr. Harold E. Stassen, President, International Council
Religious Education
Miss Katherine Lenroot, Chief, Children's Bureau,
Department of Labor.
Mrs. Josette Frank, Child Study Association
Miss Dorothy Gordon, *New York Times*
Dr. Bernice Baxter, President, Camp Fire Girls
Mr. John Studebaker, U. S. Commissioner of Education
Mrs. C. Vaughn Ferguson, President, Girl Scouts
Miss Gloria Chandler, Radio Chairman, Junior Leagues
Mrs. Dorothy McFadden, President, Junior Programs,
Inc.
Mrs. Kathleen Lardie, President, Association for Educa-
tion by Radio.

AWARDS

NAB cooperates with various groups who make annual radio awards. Over a period of years the industry has worked closely with the George Foster Peabody Foundation. To increase the number of entries and to aid in securing a larger sample of programs from more stations, listening posts were established in 1943. Today, these posts are operating in 100 cities in 36 states. They are made up of leaders in civic and educational life. Sometimes the committees reflect the opinion of hundreds of local citizens as well as the reaction of prestige leadership. Working with local stations they check and evaluate local and network programs. Recommendations are then made to the University of Georgia's screening group. The final choices in each classification are carefully considered by the National Board. Since 1943, the number of entries and character of submitted programs has improved materially. Of the twelve final 1945 winners, six were recommended by Listening Post Committees.

Excellent press has rewarded the listening post project because this activity serves to educate many laymen to the wealth of program material and the broad areas covered in program content.

RADIO EDUCATION

Continuous contact is maintained with many radio education projects through travel and correspondence. Many FM educational stations are being set up. Through information received at NAB, assistance and advice are frequently sought. Education by Radio is becoming a force in this field.

Attendance and participation in several Institutes and Workshops can be reported.

Radio Councils maintain Radio Education Committees, dedicated to encourage the equipment of schools, the utilization of radio in and out of school, and the distribution of radio information. These Councils have rendered distinguished service, particularly in New Jersey, Iowa, Minnesota, Utah and Tennessee, through use of their

members and prestige in urging indifferent Boards of Education to take appropriate action.

Cooperation is being given the World Education Service Council which is setting up a World Friendship Hour in schools throughout the United States. Top educators are associated with the project.

DISTRIBUTION OF MATERIAL

Distribution of materials is the daily routine at the New York NAB office. Thousands of copies of radio brochures, booklets etc. are forwarded to leaders from coast to coast.

A new edition of "Radio and Public Service" will be released before 1947. "The Blue Print for a Radio Council" is also ready for distribution.

ADDRESSES, TOURS AND BROADCASTS

During the past year the Coordinator of Listener Activity has traveled 25,000 miles addressing conventions and conferences, holding small group meetings, AWD meetings. Each year Mrs. Lewis addresses the N. Y. Advertising Clubs—Radio Clinic. Broadcasts have been made over networks and numerous local stations—notably the Premiere over CBS from the World Food Conference in Quebec with Secretary of Agriculture Clinton P. Anderson, et al.

Most spectacular was the Women's Institute Radio Day in celebration of radio's 25th anniversary at St. Paul when 28,000 persons heard and saw 5 network shows originate from the vast stage. Many executives and radio personalities participated. The Coordinator of Listener Activity arranged and emceed the programs. The Radio Council of Minnesota was co-sponsor with the Pioneer Dispatch (WTCN).

AFFILIATIONS AND SPECIAL ASSIGNMENTS

The Coordinator of Listener Activity is a member of the Board of Advertising Women of New York; Member Advisory Council to Radio Executives Club; Chairman, Women's Radio Division Memorial Cancer Drive; Member, Advisory Committee, Stephens College; Advisory Board, World Christmas Festival; Member International Advisory Committee, National Council of Women; National Public Relations Committee, Girl Scouts, Inc.; National Radio Advisor, National Society Daughters of the American Revolution; Membership Chairman, National Council of Women; Radio Chairman, Farm and Home Safety Division, New York State Department of Health.

In addition to the above organizations Mrs. Lewis is a member of the following: Association for Education by Radio, Business and Professional Women, Town Hall Club, National Society of New England Women, National Federation of Press Women.

The New York NAB office staff has been increased to take care of mail, interviews, and telephone calls. Contacts with people, places, and organizations are pyramiding as the personalized public relations program develops.

DOROTHY LEWIS,

Coordinator of Listener Activity.

West Coast Office

The Hollywood office was established February 1, 1946, in charge of Robert C. Coleson.

Its purposes are:

To observe and report trends in radio, television, motion picture, and labor circles.

To establish friendly relations with advertising agencies, program producers, directors, and writers, in the highly important Hollywood area, looking particularly to the time when radio starts selling radio via allocation messages.

To establish friendly relations with trade papers and daily press representatives, up and down the West Coast, resulting in a favorable press for radio.

To strive for workable relations with West Coast industry, labor, church, civic, and educational groups.

To provide officials of NAB and the industry with correct information from all West Coast sources, to enable them to continue to interpret the public interest.

To attend special District meetings within the territory.

To encourage local meetings, whenever necessary, to discuss local problems.

To encourage establishment of friendly professional relations and unity between Western broadcasters in their home cities and districts, as such cooperation works for the good of the whole industry.

To act as a clearing house for membership inquiries, etc.

To secure new members.

During the period covered by this report, in addition to luncheon meetings and personal visits with stations in the greater Los Angeles area, the Director of the Hollywood office has held luncheon meetings and made visits to stations in Salt Lake City, Denver, Seattle, and Tacoma.

He has attended special District meetings at Reno, Nevada and at Monterey, California.

He arranged and handled invitations for Judge Miller's luncheon meeting with Erie Johnston, Byron Price and members of the Board of Directors of MPAA on June 19, 1946.

He attended two meetings with the NAB advisory committee on the motion picture "Magie in the Air," and several meetings with Jerrold Brandt, producer of the picture, and Committee Chairman Ryan and still another meeting, on the same subject with Brandt, Judge Miller, and Don Petty.

He cooperated with the Los Angeles Advertising Club and the Los Angeles Chamber of Commerce in handling Judge Miller's appearance at his reception at the California Club on June 17, and as principal speaker addressing the combined Advertising Club and Chamber of Commerce on June 19, handling all press releases to trade publications and newspapers.

He cooperated with the Southern California Broadcasters Association in arranging for their dinner at the Ambassador Hotel on June 19, honoring Judge Miller.

He completed all arrangements, including press releases, for Judge Miller's appearance at the Pacific Advertising Association Convention Dinner at Spokane, Washington on June 25, and at the Spokane Chamber of Commerce Luncheon on the same date.

He has sent in news releases for *NAB Reports* from time to time.

At the Board meeting of August 6-8, 1946, the Director of the Hollywood office was named Assistant to the President.

ROBERT C. COLESON,
Assistant to the President.

BOARD OF DIRECTORS

District 1—Paul W. Morency, WTIC,
Hartford, Connecticut

District 2—Michael R. Hanna,
WHCU, Ithaca, New York
(*Succeeded Kolin Hager,
WGY, Schenectady, N. Y.,
May 1946*)

District 3—George D. Coleman, WGBI,
Scranton, Pennsylvania

District 4—Campbell Arnoux, WTAR,
Norfolk, Virginia

District 5—F. W. Borton, WQAM,
Miami, Florida

District 6—Hoyt B. Wooten, WREC,
Memphis, Tennessee
(*Wiley P. Harris, WJDX,
Jackson, Miss.)

District 7—James D. Shouse, WLW,
Cincinnati, Ohio

District 8—John E. Fetzer, WKZO,
Kalamazoo, Michigan
(*C. Bruce McConnell,
WISH, Indianapolis, Ind.)

District 9—Leslie C. Johnson, WHBF,
Rock Island, Illinois

District 10—John J. Gillin, Jr., WOW,
Omaha, Nebraska

District 11—E. L. Hayek, KATE,
Albert Lea, Minnesota

District 12—William B. Way, KVOO,
Tulsa, Oklahoma

District 13—Martin B. Campbell, WFAA,
Dallas, Texas

District 14—Hugh B. Terry, KLZ,
Denver, Colorado

District 15—William B. Smullin, KIEM,
Eureka, California

District 16—William B. Ryan, KFI,
Los Angeles, California

District 17—Harry R. Spence, KXRO,
Aberdeen, Washington

Directors-at-Large

Large Stations

District 5—J. Leonard Reinsch, WSB,
Atlanta, Georgia

District 4—J. Harold Ryan, WWVA,
Wheeling, West Virginia

Medium Stations

District 4—T. A. M. Craven, WOL,
Washington, D. C.

District 4—G. Richard Shafto, WIS,
Columbia, South Carolina

Small Stations

District 12—Matthew H. Bonebrake,
KOCY,
Oklahoma City, Oklahoma

District 3—Clair R. McCollough,
WGAL,
Lancaster, Pennsylvania

Networks

District 2—Frank Stanton, CBS,
New York, New York

District 4—Frank M. Russell, NBC,
Washington, D. C.

* Effective Oct. 25, 1946 meeting

OFFICERS

JUSTIN MILLER, *President*

A. D. WILLARD, JR., *Executive Vice President*

C. E. ARNEY, JR., *Secretary-Treasury*