



The President

The radio industry has passed some real milestones during the past twelve months and we can review our activities with pride and satisfaction.

The highlights of the year were our many activities in connection with the war, our successful conclusion of the present phase of our music copyright controversy, the defeat of a discriminatory tax on radio and the start of what we hope will be a successful effort to secure a long needed revision of the radio law.

National War Activities

Our principal job has been to help our government in every way possible to win this war, and to accomplish this objective the entire broadcasting industry has gladly devoted its time and energy. It is not necessary here to review the many ways in which the stations and the networks have cooperated with all government agencies. Details of these activities are well known to all broadcasters. Our activities have met with approval of the public and with sincere appreciation on the part of all government agencies. I believe broadcasters have taken a part in the national war activities which has already done much to enhance the position of radio in public opinion. The coming months will undoubtedly bring many changes in our normal life, many problems unknown and unthought of today. All these changes will offer a new opportunity to broadcasters to continue their record of wholehearted, enthusiastic cooperation in all phases of the national war program.

Music Copyright

This past year saw the conclusion of the present phase of the music copyright controversy. A competitive market of music has been created and the door of opportunity to the young author and composer has been opened. The complete solution of this problem will require our continued attention over a period of years but we have the satisfaction of knowing that we have finally solved a problem which has vexed broadcasters for two decades. Not only will the broadcasters save a sum conservatively estimated at over \$40,000,000 during the term of the present contract, but the fact that the industry was able to unite and intelligently solve this problem will pay additional dividends in the future. The broadcasters by enthusiastically signing the new eight year contracts with BMI have shown a determination to maintain a competitive market of music and to continue their interest in the music question so as to reach a permanent solution. This augurs well for the future.

Taxation

Last summer, the House Ways and Means Committee recommended a tax on the gross receipts of broadcasting, amounting to a gross of \$12,500,000 and a net tax of \$4,500,000. Broadcasters are now paying heavy taxes and are willing to pay their just proportion of the necessarily heavy taxes needed to pay the cost of this war. But they are opposed to any tax such as the one proposed which unfairly discriminates against radio. We immediately registered a protest against the tax, and, thanks to the splendid cooperation received from the entire industry, the tax was finally eliminated from the law.

Again this year at recent hearings, the proposal of the same tax was made and again the NAB has appeared in opposition. We have every reason to believe we shall be successful. This is but one more problem to which the NAB shall continue to give its undivided attention.

Legislation

It long has been the opinion of many that a revision of the present Communications Act was badly needed. Shortly after the close of the convention last year, the Senate Interstate Commerce Committee held hearings on a resolution introduced by Senator Wallace White of Maine. Recently the House Interstate and Foreign Commerce Committee has commenced hearings on the Sanders Bill. Your Association has taken an active part in both hearings and it is hoped that prior to next annual convention, we shall be able to report success in our efforts to secure a needed revision to the Communications Act.

Self Regulation

The past year saw the industry once again take the leadership in solving some of our problems by means of self regulation. Not only did the Code Committee continue actively the work of interpreting the Code, but with the coming of the war, new principles were outlined for the handling of war news which met with the approval of both the industry and the public. Realizing that government as a rule undertakes no services or regulation unless private agencies have proved themselves incapable or unwilling, the industry has wisely adopted a policy to continue its activities in the field of self regulation. New phases of the war will undoubtedly bring new problems. I am sure with the continued cooperation of the broadcasters we shall solve them.

Membership, District Meetings

In spite of the unsettled times, our members have remained loyal, are continuously making greater use of the services of our Staff, and are taking a more active part in the work of the Association.

The series of District meetings held last fall was extremely successful. The attendance was unusually good and we were also able to hold joint meetings with many civic clubs throughout the country which afforded opportunities to tell the story of radio in a way which we believe will accomplish much good.

We also continued our cooperation with the ANA, the AAAA, the RMA, the AFA, the NRDGA and many other organizations. Mrs. Dorothy Lewis again made an extensive tour with very excellent results. Assistance was given to many conferences such as the Ohio State Broadcast Engineering Conference, the Institute for Education by Radio, and regional conferences in many parts of the country. Closer working cooperation was established with the Canadian Broadcasters Association to our mutual advantage and every effort was made to be of assistance to every group interested in any way in broadcasting.

To the members of the Board of Directors, of the Executive Committee and to those who served on the various NAB Committees, we wish to extend our sincere appreciation for the time so generously given to the work of the Association. It would have been impossible to carry on our work without the assistance which has been so graciously and generously given the Association by the entire membership.

Public Relations

Over a year ago, we lent to the War Department our Director of Public Relations, Edward M. Kirby. His duties as Chief of the Radio Section, Bureau of Public Relations, War Department, have prevented him from continuing the excellent work which he had inaugurated while with the NAB. We are happy that Mr. Kirby's work with the War Department has merited a commission as a Lieutenant Colonel and regret that he will not be available to carry on our public relations activities. We propose to develop the activities of this department. Complete plans for a well-rounded public relations program will be announced in the near future.

The Staff

The past year has seen increasing demands made upon the members of the Staff, especially in connection with war activities. Various members of the Staff have served on committees of the Defense Communications Board, of the Office of Facts and Figures, the Coordinator of Information, and other Government agencies. All members of the Staff have given liberally of their time in assisting all Government departments. Detailed information concerning the activities of the Staff members is contained in the reports of the various departments. I commend these reports to your careful study.

Conclusion

What of the future? Radio today stands higher in public esteem than ever before. Its record of constructive, aggressive cooperation in the Government's war program is one of which we can all be proud. We have progressed far enough to have tested our policies and they have proved to be wise and sound and a credit to the experience, the ability and the patriotism of the industry. Undoubtedly, there are difficult days ahead, but we are sure that radio will continue as a privately owned, competitively operated business, and will emerge from the war with a record of public service which will bring out in clearer outline than ever before the advantages of the American System of Broadcasting and the importance to a nation of a radio which is free and untrammelled, subject only to the will of the people it serves.

Respectfully submitted,

NEVILLE MILLER,
President.

May 1, 1942.

Secretary-Treasurer's Office

The twelve months which have intervened since the St. Louis convention have brought to the administrative staff at NAB some very trying problems. That period has been crowded with unusual developments, especially in the field of radio and the war effort. The administrative staff has been kept extremely busy in maintaining normal services to its members and in discharging the responsibility incident to the developments.

Almost immediately upon return from St. Louis, NAB plunged into an extended series of hearings before the Senate Interstate Commerce Committee on the White Resolution calling for an investigation of the radio industry and the administration of the FCC Act, with the view to amendment. This action was taken pursuant to a resolution adopted by the membership directing that everything possible be done to bring about the passage of this resolution. This work with the Senate Interstate Commerce Committee took us well into the summer months.

On the heels of this came the problems incident to the final negotiation with ASCAP, culminating in the fall with the approval by the networks of the contracts and their submission to the industry for consideration.

Throughout the year the staff had been called upon for ever expanding work connected with the national defense effort. With Pearl Harbor our work was greatly increased when we undertook the task of acting as liaison between the various agencies of government directly responsible for the conduct of the war and all of the radio industry. Within 24 hours after war was declared there was compiled and sent to every broadcaster in the country the first of our War Service Bulletins. Since then 11 of these Bulletins have been issued. They dealt for the most part with the handling of war news and the dangers incident to certain types of programs which offered an opening for propaganda.

The soundness of the recommendations made by NAB were proved when some six weeks after the war broke the Office of Censorship was created. It was found that very little by way of additional suggestions beyond those made in the NAB War Bulletins was required. The broadcasting industry wholeheartedly cooperated with the result that the transition to a wartime basis was accomplished with very little friction or disturbance.

Throughout the year the staff, in addition to carrying on this tremendously increased burden, has continued to serve the membership. It has replied to a vast number of inquiries; attended

a total of 24 District meetings held throughout the year; greatly expanded its Broadcast Advertising activities, as is shown in the report of that Department; watched and assisted very materially in labor problems; participated in hearings on proposed legislation; conducted normal research activity in addition to that incident to war requirements; performed a great deal of service for individual stations in connection with the Selective Service Act, as will be shown by the report of the Legal Department; set up training courses for technicians as will be shown by the Promotion Department report.

HEADQUARTERS PERSONNEL

The increased activities at NAB have placed a burden on the staff and the clerical force, but this additional work has been handled without any increase in the number of employees, in fact, with a decrease. The list of employees below will show that as compared with the 29 full and part-time employees listed in our annual report, we had only 23 employees on May 1, 1942.

We have been working in a disturbed atmosphere here in Washington. The demand for clerical work by the government departments has made it extremely difficult to hold our present staff together and to secure replacements. The staff has been most loyal and cooperative and many of them have foregone government jobs at better remuneration in order to stick to their work here at NAB. For this we are extremely grateful.

There have been three changes in the NAB staff during the year. J. Robert Myers, Assistant Director of Research, resigned on February 1st to become Chief Statistician for NBC. Edward M. Kirby, NAB Director of Public Relations who has for the past fourteen months been on loan to the War Department, resigned effective May 1st to accept a commission as Lieutenant Colonel in charge of the Radio Branch of the Department of Public Relations of the War Department. Lynn C. Smeby, NAB Director of Engineering, resigned to become Civilian Consultant in Air Communications for the Signal Corps. Up to the time of writing this report, no replacements for these three positions had been made.

A complete roster of NAB Headquarters employees follows:

Staff Members

Neville Miller, President
C. E. Arney, Jr., Assistant to the President
Joseph L. Miller, Director of Labor Relations
Frank E. Pellegrin, Director of Broadcast Advertising
Paul F. Peter, Director of Research
Russell P. Place, Counsel

Everett E. Revercomb, Auditor
Helen H. Schaefer, Research Assistant
Arthur Stringer, Director of Circulation and Promotion and
Secretary NAB War Committee

Secretarial, Clerical and Part Time

Charles H. Dodge, Clerk
Kathryn B. Donahue, Bookkeeper
Geraldine M. Finnegan, Stenographer
Jane A. Fry, Stenographer
Ethel M. John, Switchboard Operator
Loretta J. Kealy, Stenographer
Lynne M. Lamm, Reporter
Mary G. Lucas, File Clerk
Hester M. Love, Stenographer
George A. Many, Clerk
Helen J. Morris, Stenographer
Ella P. Nelson, Secretary
Mildred M. Ramsay, Secretary
George C. Stuart, Clerk

MEMBERSHIP

We are pleased to report that the membership of the National Association of Broadcasters as of May 1, 1942, stands at 525, composed of 506 active members and 19 associate members. Included in the active members are 6 FM stations. The following tables show detailed analyses of the membership:

NAB Membership by Dues Classification

Class	NAB Members	
	May 1, 1941	May 1, 1942
A	108	94
B	82	67
C	76	84
D	54	47
E	49	58
F	27	28
G	21	28
H	38	30
I	16	22
J	16	9
K	4	11
L	5
M	9	6
N	3
O	4	7
P	2	6
Q	2	1
NBC	10	*
CBS	8	*
Associate	21	19
Total	547	525

* M & O Stations now classified separately according to individual station income.

NAB Membership by NAB Districts

District	NAB Members	
	May 1, 1941	May 1, 1942
1	38	41
2	32	34

District	NAB Members	
	May 1, 1941	May 1, 1942
3	28	27
4	53	54
5	43	47
6	30	30
7	26	22
8	27	21
9	33	25
10	37	34
11	24	25
12	19	19
13	24	23
14	26	23
15	24	21
16	23	23
17	33	31
FM	6	6
Associate	21	19
Total	547	525

NAB Membership by Network Affiliation

	Percent	
	NAB Members	Membership
Total Network Affiliates	537	368 68.5%
BLUE	178	122 68.5%
CBS	124	101 81.5%
MBS	205	119 58.0%
NBC	135	104 77.0%
Less Duplicates *	—105	—78
Independents	387	131 33.9%
	924	499 54.0%
High Frequency Educational ..	1	
Frequency Modulation (Operating Com.) ..	4	
Frequency Modulation (CP Commercial) ..	1	
Frequency Modulation (Experimental) ..	1	
Associate Members	19	
Total NAB Membership	525	
* Duplicates:		
BLUE & MBS	20	13 NAB Members
BLUE & NBC	57	43 " "
BLUE-MBS-NBC	9	7 " "
MBS & CBS	6	5 " "
MBS & NBC	4	3 " "

FINANCIAL

The NAB financial records have, as in past years, been audited by independent certified public accountants and a copy of their report has been submitted to each NAB Director. A copy of this report will be gladly sent to any member requesting it.

There is shown below a statement of income and expense for the twelve months ending March 31, 1942.

NATIONAL ASSOCIATION OF BROADCASTERS

Statement of Income and Expenses

For the Period April 1, 1941, to March 31, 1942

Income

Cash on Hand, April 1, 1941.....	\$ 27,514.32
(As reported at last convention)	
Receipts during period.....	350,104.83
	<hr/>
	\$377,619.15

Expense

Annual Convention	14,002.87
Board of Directors Meetings.....	8,172.40
Committee Expenses	7,667.64
Dues and Publications.....	1,092.47
Furniture and Fixtures.....	586.81
Legal and Accounting Fees.....	4,158.11
Legislative Investigations	50,585.21
Miscellaneous	10,854.50
NAB Reports	14,190.08
NAB-RMA Expenses	8,327.23
Office Supplies	3,872.10
Postage	3,964.20
President's Expenses	1,856.65
Printing	18,857.71
Radio Council on Children's Programs	3,290.00
Rent	8,744.97
Salaries	126,022.65
Tabulations	2,741.01
Taxes	3,276.56
Tax Fees	11,946.15
Telephone and Telegraph	6,650.36
Travel	11,948.50
	<hr/>
	322,808.18
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	\$ 54,810.97
Add: Accounts Payable, March 31, 1942.....	5,118.90
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Cash on Hand, March 31, 1942.....	\$ 59,929.87

Respectfully submitted,

C. E. ARNEY, JR.,

Assistant to the President.

Engineering Department

Since the last Annual Report issued in May, 1941, the engineering activity of NAB has been almost entirely pointed towards the war effort. Fully 80 per cent of the time and effort has been devoted to the solution of wartime broadcasting problems and to the furtherance of the war effort in other directions.

DEFENSE COMMUNICATIONS BOARD

As Neville Miller's alternate and technical adviser on Domestic Broadcasting Committee IV of DCB and the chairman of Subcommittee I thereof, and as alternate on Communications Liaison Committee for Civilian Defense—Committee XII of DCB—much of the time has been taken up in working with these groups on the many and varied problems. In addition, the duties as the broadcasters' priorities representative to the Priorities Liaison Committee—Committee XIII of DCB—has taken much time.

The deliberations of these Committees are confidential and we can only say that we have been one of the "working" members of these Committees and have devoted a great deal of time to matters that have and will accrue to the credit of Domestic Broadcasting.

TECHNICIAN TRAINING PROGRAM

We have served as Mr. Arthur Stringer's right hand man in carrying out the Technician Training Program and have aided in the formation of plans for that project, serving as one of the five members of the group led by Professor W. L. Everitt of Ohio State in making up the course outline. This course outline was subsequently officially okayed and adopted by the Signal Corps.

PRIORITIES

During the past year we have been actively engaged in aiding the industry to secure sufficient repair and maintenance materials and were partly instrumental in obtaining the Defense Priority Rating of A-10 for the industry.

BROADCAST ENGINEERING CONFERENCE

Cooperating with Professor W. L. Everitt material aid was rendered in staging the Fifth Ohio State Broadcast Engineering Conference. Except for one session, the Conference was entirely devoted to wartime subjects.

RECORDING STANDARDS

The work of the Recording and Reproducing Standards Committee progressed rapidly up to wartime. Sixteen of the most important items were standardized. These sixteen standards were officially adopted by the NAB Board of Directors.

The Committee is still working, however, at a much slower rate. It is expected that a number of additional standards will be formulated by about June. It is expected that the Committee will then suspend deliberation for the duration of the war.

ENGINEERING HANDBOOK

Revision material for the handbook was prepared and distributed to the membership in January.

GENERAL

Many individual members have been aided in solving their individual problems.

In carrying out engineering work in connection with the war effort, a host of the industry's engineers have given the finest of cooperation and aid. This we gratefully acknowledge.

Joint meetings of the Executive Engineering and the Engineering Committees were held in St. Louis on May 12, 1941; in Detroit, June 26; New York City, October 23, 1941, and Columbus, Ohio, February 23, 1942. The June 26 and October 23 meetings were with the Recording and Reproducing Standards Committee.

EXECUTIVE ENGINEERING COMMITTEE 1941-42

Paul A. Loyet—Chairman, WHO
Paul deMars—Yankee Network
Porter Houston—WCBM
E. K. Cohan—CBS
O. B. Hanson—NBC
Lynne C. Smeby—NAB—ex-officio

ENGINEERING COMMITTEE

1941-42

Paul A. Loyet—Chairman,	J. M. Hetland—WDAY
WHO	Karl Troeglen—WIBW
Franklin M. Doolittle—WDRC	W. G. Egerton—KTSA
John V. L. Hogan—WQXR	Eugene G. Pack—KSL
James Schultz—WCAE	Royal V. Howard—KSFO
Scott Helt—WIS	L. H. Bowman—KNX
John C. Bell—WBRC	James B. Hatfield—KIRO
J. H. DeWitt—WSM	E. K. Cohan—CBS
R. Morris Pierce—WGAR	O. B. Hanson—NBC
Walter Hoffman—WWJ	L. C. Smeby—NAB—ex-officio
Thomas L. Rowe—WLS	

Respectfully submitted,

LYNNE C. SMEBY,
Director of Engineering.

Legal Department

Outstanding among the problems dealt with by the NAB this past year were the bills introduced in Congress to amend the Communications Act of 1934 and the two attempts by the International Allied Printing Trades Council to saddle broadcasters with a discriminatory time-sales tax. Also of paramount importance to broadcasters were the successful fights waged by the NAB to secure nationwide daylight-saving time and to retain the average-earnings basis for computing the Excess Profits Tax. Still pending on the Congressional front is Executive Resolution "E" for adherence to the International Copyright Convention; although vigorously opposed by the NAB and all others interested in copyright, the State Department is persistently advocating adherence to the Convention and the problem is still before the industry. Protracted negotiations with ASCAP resulted last fall in local station contracts immeasurably more advantageous to stations than those offered by ASCAP in the spring. A host of knotty problems grew out of the National Defense program and later the war effort. Highlighted among these were matters involving priorities, selective service and rationing of tires and gasoline. The Code Committee has been faced with many vexing problems having to do with the controversial public issues section of the Code, particularly with reference to the isolationist-interventionist debate that went on prior to Pearl Harbor. Subsequent to the declaration of war the Code Committee promptly tackled the question of the handling of war news. For the NAB Legal Department, as for broadcasters individually, the past year has been crowded with much that was not routine.

PROPOSED AMENDMENT OF COMMUNICATIONS ACT

Properly to report the activities and concerns of the Legal Department for the last NAB year it is desirable to begin with the promulgation by the FCC of the Chain Broadcasting Regulations on May 2, 1941, just prior to the St. Louis Convention. Stemming therefrom were the introduction of a resolution (S. Res. 113) by Senator Wallace White of Maine calling for an investigation by the Senate of the effect of the regulations and for amendment of the Communications Act, and the introduction of bills by Representative Sanders of Louisiana (H. R. 5497) and Senator White (S. 1806) to amend the Communications Act.

At St. Louis, the NAB membership voted unanimously to sup-

port the White resolution and seek amendment of the Communications Act of 1934. Pursuant to that vote Neville Miller, President, testified before the Senate Interstate Commerce Committee in favor of adoption of the resolution. Hearings, which were well attended by broadcasters, lasted nearly three weeks and were recessed on June 20 subject to the call of the Chair. They have not been resumed. Hearings on Senator White's bill have not been scheduled.

Early in September, in pursuance of the mandate of the resolution adopted by the Convention, NAB sought hearings on the Sanders bill in the House. An analysis of both the Sanders and White bills was prepared and promptly circulated to the membership. The House Committee on Interstate and Foreign Commerce scheduled hearings on the Sanders bill to begin April 14, 1942. First witnesses to testify were the representatives of the Federal Communications Bar Association.

They were followed by the appearance of Mr. Miller who testified in support of the proposed changes in administrative organization, procedure and judicial review as advocated by the Federal Communications Bar Association. In addition, NAB proposed three amendments: (1) to provide for declaratory rulings on administrative action; (2) to prohibit the imposition by the Commission of unauthorized penalties and sanctions; and (3) to enact the language of the Sanders Brothers case prohibiting government supervisory control of programs, of business management and of policy of radio stations.

The hearings were recessed until May 5 when Mr. Miller was expected to return to the stand for questioning by Representative Sanders, following which NBC and CBS will present their testimony. It is expected that the hearings will be in recess during the NAB Convention in Cleveland.

On February 2, 1942, Representative Cox (D-Ga.) introduced a resolution (H. Res. 426) calling for an investigation of the FCC by a select committee of the House. Hearings before the Rules Committee in March, at which Chairman Fly testified, were suspended after two days.

RADIO TIME-SALES TAX

On July 23, 1941, the House Ways and Means Committee wrote into the revenue bill an unjust and discriminatory provision to tax radio time sales, imposing an estimated net annual burden on the industry of about \$4,500,000. The provision was backed by the International Allied Printing Trades Council. It passed the House and was vigorously opposed by the NAB at the hearings on the bill before the Senate Finance Committee which opened on August 8. Ellsworth C. Alvord, NAB special tax counsel, appeared in opposition to the tax in behalf of NAB. Important elements of the advertising industry and labor supported the NAB position. On August 27, Chairman George (D-Ga.) announced that the Senate Finance Committee had eliminated the radio time-sales tax from the bill. The provision was finally dropped from the bill in conference.

Upon announcing the deletion of the radio tax Senator George stated that the Committee had instructed the Treasury and a subcommittee to study a possible franchise tax. Such a tax has not been proposed as yet.

In April, 1942, again advocating a discriminatory tax on radio time sales, Mr. John B. Haggerty, representing the International Allied Printing Trades Council, appeared before the Ways and Means Committee. On April 17, Mr. Alvord appeared for NAB in opposition. The IBEW supported the NAB by filing a statement in opposition to the tax. As of April 30, 1942, the Ways and Means Committee was still in Executive Session considering the revenue bill of 1942.

EXCESS PROFITS TAX

Following appearance of J. Robert Myers, NAB Assistant Director of Research, who testified in favor of retaining the average-earnings basis for computing the excess profits tax, the House Ways and Means Committee on June 4, 1941, rejected the Treasury Department's request that the average-earnings basis be eliminated. We are glad to report that the Treasury, in its 1942 recommendations, did not recommend the elimination of the average-earnings basis.

TERMINATION OF GOVERNMENT CONTROL

In late December, 1941, counsel appeared before the Senate Committee on Interstate Commerce on H. R. 6231 and advocated amendment of Section 606 of the Communications Act to require that radio facilities, if taken over by the government, be returned six months after the close of the war as provided in the bill under consideration for the taking over of wire communications. Although this amendment would have treated radio exactly the same as wire facilities were treated in the bill as it passed the House, and was later enacted, Chairman Fly opposed the suggestion in the interest of saving time and the NAB's suggestions were not adopted.

INTERNATIONAL COPYRIGHT CONVENTION

There is still pending before the Senate of the United States Executive Resolution "E," the adoption of which by the Senate would result in making the United States a party to the International Copyright Convention without prior revision of our own law. The adoption of this resolution has been consistently opposed by the NAB and entry into the Convention during war times would have more than normally disastrous results to broadcasting because a very large volume of the great European musical works of the past fifty years, now in the public domain, would thereby become wholly unavailable for broadcasting use. To the astonishment of your Association, the Department of State, even since Pearl Harbor, has continued to press for the adoption of this resolution which would, among other things, put the United States into a new treaty relationship with Germany and with Japan. The Department of State has also advocated amendments to the Buenos Aires Convention which governs our relationships with many of the South American countries and the effect of these amendments, if adopted, would be, among other things, to extend copyright to South American phonograph recordings thus making them unavailable for broadcasting use. These matters are at present the subject matter of discussion between subcommittees of the American Bar Association, and the views of the NAB have been presented and are still being presented throughout these conferences with the result that no adverse action has up to this time at least been taken and the likelihood of preventing such action appears great.

LIQUOR ADVERTISING

In March Representative Rankin (D-Miss.) introduced a bill (H. R. 6785) to prohibit the advertising of alcoholic beverages over the radio. Now pending before the House Committee on Interstate and Foreign Commerce, no hearings have been scheduled. Like the Johnson Bill (S. 517) for the same purpose, reintroduced at this session, it will be opposed.

STATE LEGISLATION

In the closing days of the 1941 session of the Florida Legislature a bill was enacted purporting to abolish any asserted common law rights to collect royalties on the recorded performances em-

bodied in phonograph records and electrical transcriptions once they are sold in commerce for use in Florida. Florida also amended its libel law by giving a radio station the right to require the submission of written script 24 hours before the time of broadcast; such submission of the script frees the station from liability for any libelous or slanderous utterances broadcast which were not contained in the script.

In 1942 Legislatures of eight states met in regular session. In Kentucky two bills to ban the sale of alcoholic beverages advertised over the radio died in their respective branches. NAB cooperated with Kentucky broadcasters in their efforts to defeat these bills. Mississippi enacted an anti-sabotage law with particular reference to communications facilities. NAB Legislative Contacts in the various states have been most cooperative at all times.

In New York the activities of the New York State Legislative Committee led to the passage of two measures beneficial to radio. An NAB-sponsored bill, permitting a corporation engaged in broadcasting to prohibit or restrict the transferability of its stock to aliens, is now on the Governor's desk. A new child labor law was amended, at the request of the NAB, to permit children under 16 to participate in broadcasting for not more than two hours a week where the performance is of a non-professional character and occurs outside school hours, and to authorize the granting of permission by the proper authorities for professional appearances of children in series of radio performances.

Nationwide daylight-saving time which NAB strenuously advocated, went into effect on February 9 as "War Time." This spring bills were introduced in New York, New Jersey and Pennsylvania to advance War Time an extra hour in those states. NAB voiced vigorous opposition to these measures in behalf of the industry. The New York and Pennsylvania bills were defeated. and Governor Edison has publicly stated that he will veto the New Jersey bill if passed.

LITIGATION

Notable in the field of litigation were the decisions of the United States Supreme Court on May 26, 1941, sustaining the anti-monopoly provisions of the so-called anti-ASCAP laws on the statute books of Florida and Nebraska.

The power of the FCC to issue subpoenas in an investigation seeking information applicable to the legislative standards set up in the Communications Act was upheld on January 26, 1942, by the United States Court of Appeals for the District of Columbia in the Stahlman case. The court negated the Commission's authority to require witnesses whom it summons to bare their records, relevant or irrelevant, in the hope that something will turn up, or to invade the privacy protected by the Fourth Amendment. The court flatly stated that the Commission has no power to ban ownership of radio stations by newspapers as such.

On February 20, 1942, the United States District Court for the Southern District of New York ruled against the networks in their suit against the Government. The decision was not on the merits of the case—the powers of the FCC—but on the question of the court's jurisdiction. The court, however, stayed operation of the network regulations, and on March 9, CBS and NBC appealed to the United States Supreme Court. Argument of the cases began on April 30.

The Supreme Court on April 6, 1942, affirmed the power of the United States Court of Appeals for the District of Columbia to stay orders of the FCC pending determination of appeals to that court from Commission orders. The question was raised on certification by a divided Court of Appeals after Scripps-Howard Radio, Inc., licensee of Station WCOP, had appealed from the Commission's denial of its petition to vacate an order

granting, without hearing, Station WCOL a CP for change of frequency and increase of power.

ASCAP

During the summer and fall of 1941, negotiations with ASCAP were in progress. NAB was instrumental in securing local station contracts much more advantageous to stations than those offered by ASCAP immediately prior to the St. Louis Convention.

NEWSPAPER-RADIO HEARINGS

On July 23, 1941, the FCC opened hearings on Orders No. 79 and 79A to investigate whether newspapers should be licensed to operate radio stations. The Newspaper-Radio Committee, which had been organized in April, 1941, for the purpose of presenting to the Commission a point of view representative of newspapers interested in the broadcasting industry, retained Judge Thomas Thacher and Sydney M. Kaye as counsel. The protracted hearings have not as yet been concluded.

CODE COMMITTEE

Right up until Pearl Harbor, considerable time was required by Counsel, as Secretary of the Code Compliance Committee, in assisting in the interpretation of the controversial public issues section of the Code, chiefly in connection with the isolationist-interventionist issue. Since the first of the year the Code Committee has met twice; notable in its work was the promulgation of recommendations with reference to news broadcasts in war time, made in collaboration with other elements of the industry and government officials.

MISCELLANEOUS

Throughout the year national defense and war have been uppermost in the minds of the NAB staff in their thinking and work. The Legal Department has maintained close contact with Selective Service Headquarters in an effort to assist stations to secure temporary deferment of engineers subject to the draft wherever it would be difficult, if not impossible, to replace them. Close contact with the WPB on priorities and the OPA on tire regulations has been maintained.

Correspondence with stations and their attorneys on numerous matters, assistance to staff and general office work have consumed considerable time.

Respectfully submitted,

RUSSELL P. PLACE,

Counsel.

May 1, 1942.

Labor Relations Department

The broadcasting industry's progressive labor policy has successfully stood the test of another year.

It has been a difficult year in the field of labor relations. With our country preparing for war, and at war, everyone has been called upon to make sacrifices. When sacrifice is the order of the day, everyone tends to think that he is doing his share, or more—but how about the other fellow? That is human. Labor relations are human relations. Hence, it could be expected that management, generally, would question whether labor has done its share. On the other hand, labor has questioned whether management has done its share.

Skyrocketing taxes and cost of living, an increasing shortage of labor, and the necessity for uninterrupted production were enough factors in themselves to make a difficult labor relations problem for the country in 1941-42. To this was added a heated debate on the so-called "social gains" of the past decade, and on the nature of the proper relationship between trade unions and employers. The debate has been heated and endless.

National labor policy, at the moment, seems to be about as follows:

1. Labor voluntarily has surrendered the right to strike, in the interest of uninterrupted production for war.
2. All issues unsettled by direct negotiation must be arbitrated.
3. The relationship between management and unions ("closed shop") and wage rates are among the issues subject to arbitration, although wages are not to be increased unless they are "sub-standard" or make for "inequalities."
4. The "social gains" remain.

During the heat of all the debate on these issues, the broadcasting industry, by and large, has had another year of peaceful relationship with labor. Strikes have been few. Mutual understanding of each other's problems has increased. As the industry's income has increased, wages and salaries have risen steadily.

The NAB again proposes to continue its current labor policy through the year to come. Members will be kept advised of trends and developments in the field of labor relations. They will be informed of any changes in labor laws that affect their operations. They may call upon the labor relations director for direct assistance with their individual or collective labor problems. They will find available at the NAB a growing fund of information useful in collective bargaining. The labor relations director will continue his efforts to preserve and foster the general goodwill between the industry and the labor movement, and will count on the continued assistance of the entire membership in this work.

Following is a topical review of labor developments related to the industry since the St. Louis convention in May, 1941.

RADIO'S PAYROLL

The latest Federal Communications Commission report, for the week of October 13, 1940, shows that the broadcasting industry paid its 19,326 full time employees an average of \$41.50. This figure compared with \$41.08 for the week of October 15, 1939. Executives were not included. Nor do these figures include the highly paid program stars and directors whose fees or salaries come from advertisers or advertising agencies.

The salary trend in radio has been steadily upward since the Fall of 1940. The \$41.50 average noted above probably would be nearly 10 per cent higher today—near the top among the nation's industries.

STRIKES

There has been only one actual strike since Pearl Harbor in the entire broadcasting industry. It lasted less than two hours. Technicians at a mid-western station were involved. Wages was the issue.

WAGNER ACT

Generally speaking, the broadcasting industry's record for compliance with the Wagner Act continues to be much better than average. As the requirements of the Act and the technique of collective bargaining are better understood, violations will disappear.

The Labor Relations Board has not found a single station guilty of any violations during the past year, although two examiners reports finding violation are now before the Board for consideration. In both cases the stations were alleged to have interfered with their technicians' right to organize. Neither of these stations belongs to the NAB. We point this out, not to insinuate that

membership in the NAB per se makes a station simon pure as far as its labor relations are concerned. But we do wish to point out that consultation with the NAB Labor Relations Department has saved many a station from getting into "Labor Board trouble."

FREEDOM OF SPEECH

One of the questions frequently asked by broadcasters concerns the extent to which they can discuss labor unions with their employees. The Supreme Court held in *NLRB vs. Virginia Electric and Power Co.* (December 22, 1941) that an employer could discuss unions all he pleased, as long as he did not accompany his discussion with any action which constituted the discrimination, coercion or intimidation forbidden by the Wagner Act.

WAGE AND HOUR ACT

Soon after we went into the war, a new campaign to scrap, or drastically amend, the Wage and Hour Act began. One of radio's best known news commentators was among the first to raise the hue and cry. As a result, your director had to spend considerable time explaining to both labor unions and government officials that the commentator's views were not necessarily those of the broadcasting industry.

Those who wanted to have the Act changed based their arguments largely on the "restrictions" which the Act places on the length of time employees may work. Those opposed to any change argued that there was no restriction on the work week, only a requirement for premium payments after 40 hours of work each week.

When President Roosevelt made his wage stabilization radio talk, Congress decided to drop discussion of amendment, at least for the time being.

The drive for repeal or drastic revision of the Act has seriously hurt the chances for any moderate amendments for some time. At some future time the NAB might well consider reviving a proposal, once suggested by the House Labor Committee, for exemption of all employees making \$200 or more a month.

Late in the Spring, the *Belo Case* finally was argued before the Supreme Court. The employer in that case made individual contracts with his employees, specifying their "regular hourly rate" and overtime rate, then guaranteeing them a minimum weekly overall salary, to be paid whether or not their regular time plus overtime equalled the amount of that overall salary. The "regular hourly rate" was well above the 30-cent minimum required by the Act.

The Wage and Hour Division of the U. S. Labor Department contended that this constituted evasion of the Act. Any employer who proposed to hire an employee at more than the minimum wage for a week's work could then hire the employee technically at the minimum wage with a guarantee of enough overtime to make up the difference. This would have the effect of virtually eliminating any penalty on overtime. Nevertheless, both a federal district court and a circuit court of appeals upheld the company's position.

Application of the Act to the broadcasting industry continues to raise numerous questions. A good share of your director's time is devoted to getting the answers. Precedent and previous experience provides some of these. Others must be obtained from the proper authorities. Unfortunately, crowded conditions in Washington this year made it necessary for the government to transfer the Wage and Hour Division to New York City. This has made it a little more difficult for your director to obtain information promptly.

"The Wage and Hour Act: Its Application to the Broadcasting Industry," first published in June, 1940, and revised in July, 1941, continues to be one of the NAB's most popular publications within the industry. Another revision this year is contemplated.

Talent fees constitute the only remaining problem of outstanding importance to the industry under the Wage and Hour Act as it stands. The Wage and Hour Division contends that all talent fees should be added to a staff announcer's salary in determining overtime rates. The NAB contends that, in many cases, the broadcasting station is not the employer when talent fees are paid to announcers. Just recently, the Wage and Hour Administrator agreed to review this entire matter on the basis of facts to be supplied by the NAB.

LABOR ON THE AIR

Labor on the air has become almost altogether a local problem. Both the American Federation of Labor and the Congress of Industrial Organizations express themselves as quite satisfied with the national coverage situation. Their leaders made a total of 74 appearances on national network programs in 1941. And they now have a regular weekly program on NBC.

Some individual stations seem to be reluctant, however, to allow any labor leader ever to discuss local labor problems on the air. Naturally, labor leaders sometimes want more time than is available in keeping with proper program balance. But to bar labor altogether from the air locally violates the spirit of the NAB Code of Program Standards.

We believe a great majority of stations are giving labor a fair share of time locally. Regular local labor programs are steadily increasing in number.

For instance, Station WGFB at Evansville, Indiana, has just started a new labor series. We reprint the following announcement from the local Evansville labor paper to show how a local labor program can be worked out apparently to the satisfaction of all concerned.

"Exclusively labor news for a five-minute period, Monday through Saturday at 6:25 p. m., will go on the air over radio station WGFB, beginning Monday, May 4, according to an announcement made by Clarence Leich, manager of Evansville-on-the-Air, Inc. The program will go on as a public service feature of the station and was worked out through a series of conferences between the management and representatives of the AFL, CIO and Railroad Brotherhood Unions.

"Labor news of a national scope will be provided the radio station through 'Labor,' the official Railroad Brotherhood's weekly publication; the A. F. of L. News Service, the C. I. O. Union News Service, and the Federated Press. Local labor news will be provided through officials and press representatives of city central organizations and local unions.

"The policy agreed upon by the management and union representatives to govern the broadcast as outlined by Mr. Leich, representing station WGFB, is as follows:

"The broadcast is not to be an instrument of propaganda either for or against labor generally, nor is it to be used either directly or indirectly to advance or retard the cause of any faction or factions in organized labor. It is our desire to have factual news obtained from reliable news sources, both nationally and locally.

"We will expect any one providing news for the broadcast to exercise great care to give us exact information and to be in a position to substantiate any claims made. It will be our purpose to state the exact issue in any controversy handled in the broadcast.

"It should be understood that any news source must be judged on the basis of day to day reliability, and when it is found to be inaccurate or unreliable, it will be discontinued.

"It should be understood that if labor wants the facts presented when it proves to be advantageous to labor, it must be willing to give the facts in instances where they prove to be unfavorable. Labor should be prepared to accept full responsibility

for any statements made by officers or other persons authorized to release publicity.

"The committee urges all bona fide labor unions in Evansville to give the broadcast and those handling it their fullest cooperation and to advise their members to make it a point to listen to radio station WGBF Monday through Saturday at 6:25 p. m."

The services of the NAB Labor Relations Director are always available to any station which is having difficulty about local labor programs.

"MAKE WORK" PRACTICES

The spotlight on efforts to outlaw the "make work" practices of certain labor unions has shifted from Thurman Arnold's offices in the Justice Department to Congress.

The Supreme Court, in the New York teamsters' case, gave Mr. Arnold the old one-two. Hard hit by the court's previous rulings that labor unions could not be prosecuted for forcing unnecessary employment under the Sherman Act, Mr. Arnold went after the New York teamsters under the Anti-Racketeering Act. Nothing doing, said the Court.

The Court's opinion revived congressional discussion of enactment of legislation specifically to forbid labor unions from forcing unnecessary employment. Hearings on the Walter and Monroney Bills were started by the House Judiciary Committee.

It appears probable at this time, however, that neither of these bills will be enacted for some time to come. Both the American Federation of Labor and the Congress of Industrial Organizations are opposed to them.

How this situation will affect the relationship of the broadcasting industry and the American Federation of Musicians remains to be seen.

WSIX CASE

Station WSIX, Nashville, lost its affiliation with the Mutual Broadcasting System this spring after the station and the American Federation of Musicians were unable to come to terms on the amount of money the station should spend for staff musicians.

When efforts to arrange a compromise failed, the A. F. of M. notified MBS that the station must be removed from the network, or the musicians would strike both sustaining and commercial musical programs on the network. MBS stopped service to WSIX.

TIME SALES TAX

Twice during the past year, organized labor has come to the broadcasting industry's defense when the industry was threatened with discriminatory tax legislation in Congress. There is no better evidence of labor's high regard for the industry's progressive labor policy.

Both the American Federation of Labor and the Congress of Industrial Organizations assisted the NAB last summer in killing the time sales tax proposed by the printing trades unions. William Hushing, legislative representative of the A. F. of L., appeared personally before the Senate Finance Committee to oppose the tax.

Those individual unions most directly interested in radio likewise contributed invaluable assistance. These were the International Brotherhood of Electrical Workers, the American Federation of Radio Artists and the American Federation of Musicians.

These same unions renewed their support of the industry's position when the printing trades unions renewed their request for the penalty tax on radio this spring.

SOCIAL SECURITY

Of importance to the industry is the *Griff Williams Case* soon to be appealed to the Supreme Court by the American Federation of Musicians. A Circuit Court of Appeals held that the

leader of an orchestra, under certain circumstances, and not the "house," was responsible for payment of social security taxes for the orchestra members.

CONTRACT POOL

The Labor Relations Department maintains a pool of labor contracts, information from which is available to members for their use in collective bargaining. Those stations which have made use of this information have found it to be invaluable. Unfortunately it is not as large as it should be. This situation should be remedied during the coming year.

COST OF LIVING

Likewise invaluable in labor negotiations are up-to-date cost of living figures. During the past year we have added the data compiled monthly by the National Industrial Conference Board to the U. S. Department of Labor statistics.

PUBLICATIONS

During the past year, your director has revised "The Wage and Hour Act: How It Affects a Broadcasting Station." This popular pamphlet will be revised again during 1942.

A new publication, "Working for Radio," will be available at the Cleveland convention. It likewise will be available to member stations in quantity lots for distribution to boys and girls looking for jobs in radio.

ABTU ABOLISHED

The International Brotherhood of Electrical Workers discontinued its Associated Broadcast Technicians Unit arrangement of organization in the industry on March 1, 1942. All broadcast technician members of the IBEW, except on the West Coast, are now in local unions composed exclusively of broadcast men. These local unions are supervised directly from the international office of IBEW in Washington. On May 1, 1942, there were 39 such locals.

CONCLUSION

Not only the leaders of organized labor but also government officials dealing with labor problems have highly commended the broadcasting industry's labor policy.

A few excerpts from comments on your director's 1941 report may prove interesting.

William Green, president, the American Federation of Labor—

"You deserve great credit for the skillful way in which you have handled difficult labor situations over a long period of time. I have been very happy over the fact that a fine degree of cooperation and a splendid reciprocal relationship has existed between management and labor in the radio broadcasting industry."

James B. Carey, secretary, Congress of Industrial Organizations—

"It seems you have done a splendid job . . ."

L. Metcalfe Walling, Wage and Hour Administrator—

"I think your record is almost unique among industries where controversy is more to be expected than otherwise because of the very nature of the case."

Daniel W. Tracy, Assistant Secretary of Labor—

"A good job well done."

Dozens of others of a similar nature were received. For these, your director must thank not only the writers, but also the entire broadcasting industry for its wholehearted cooperation.

Respectfully submitted,

JOSEPH L. MILLER,
Director of Labor Relations.

May 1, 1942.

Research Department

The NAB Research Department reports material progress in its work since the St. Louis Convention, held in May, 1941. At convention time last year, the personnel of the department, in addition to the director, consisted of two assistants, Mr. J. Robert Myers and Mrs. Helen H. Schaefer, a secretary and six clerical employees. A number of personnel changes have occurred since that time. Mr. J. Robert Myers resigned February 1st to accept a position as Chief Statistician at the National Broadcasting Company. The position vacated by Mr. Myers has not been filled. Upon the resignation of the secretary, Miss Loretta J. Kealy, formerly with Radio Station KOIL in Omaha, Nebraska, was engaged to fill that office. There was a large turnover in the clerical force, due to the employment situation in Washington wherein government salary offers have been consistently higher than those of the Association.

Effective May 1, 1942, the clerical force was released coincident with discontinuance of the "Broadcast Advertising Record." At the March 19th meeting of the Board of Directors, the Board Finance Committee included in its recommendation for reductions in the proposed 1942 budget, the elimination of the "Broadcast Advertising Record." The Finance Committee was careful to point out that its action in no way questioned the value of the "Broadcast Advertising Record" and recommended dropping the appropriation for its continuance after consulting with the Research Department as to the practicability of allowing some outside agency to continue its operation. The Board approved the recommendation of its Finance Committee.

During the past year, most of the time of the Research Department in man hours was devoted to the "Broadcast Advertising Record." Mrs. Helen H. Schaefer was in active charge with the force of three typists and three clerks to handle the work.

BROADCAST ADVERTISING RECORD

At convention time last year, the name "Broadcasting Advertising Record" was just being announced, and its first issue, for January, 1941, had just been released. Since that time, the Research Department has published thirteen issues, and it is hoped that the fourteenth—March, 1942—will be available at convention time. Cooperation in the "Record" has been good, and the Research Department is indebted to some 212 stations which have been constant cooperators throughout the undertaking. There were 227 stations cooperating in the January, 1941 issue of the "Record." Since that time, the number of stations included in each issue was as follows:

January, 1941	227
February	228
March	242
April	243
May	243
June	243
July	240
August	234
September	231
October	230
November	226
December	220
January, 1942	213
February	212

The decline in the number of cooperators beginning with July was caused, first, by the speed-up in tabulation and printing in an effort to minimize the time lag between the close of the month

of report and the issuance of the "Record." In successive months after the July report was released October 17, the August report was released October 21; the September report, November 15; and the October report, December 9, when it was felt that the objective of current reports had been essentially attained. During this period of speed-up, no effort was made to promote the "Broadcasting Advertising Record" in soliciting new station co-operators because the "Record" was then operated on a minimum budget and funds were not available to handle any greatly increased volume in tabulation. As a matter of fact, it was necessary to obtain a deficiency appropriation of approximately \$1,500 from the Board of Directors to complete the year, 1941.

Numerous letters from cooperating stations on the subject of "Broadcast Advertising Record" were received during the year, 1941, in which were contained constructive criticism. The suggestions for improvement were reviewed by the NAB Research Committee. This committee is composed as follows:

Roger W. Clipp, Chairman, Station WFIL
 John McCormack, Station KWKH
 C. Glover DeLaney, Station WTHT
 Dr. Frank N. Stanton, Columbia Broadcasting System
 Barry T. Rumple, National Broadcasting Company

The Committee also reviewed suggestions by the Department of Broadcast Advertising and the Sales Managers Executive Committee. With this able counsel, it was possible in publishing the January, 1942, "Record" to incorporate several real improvements.

The first of the improvements was a simplification of the report. Previously, the classifications of clients were set up under two major heads, "Retail" and "General." Both of these were eliminated. The consensus was that national spot and local business were of transcending importance in the business of broadcasting, and although the terms, "Retail" and "General," are employed in the newspaper business, their application was not direct enough to be of real value to broadcasters. It was also pointed out that for practical purposes, local business in radio is synonymous with retail business in newspapers, and the same relationship exists between national spot business and general advertising.

The new tabulation provides one consolidated classification of advertising clients' business, which is applied uniformly to local, national spot, regional network and national network advertising. No classifications were omitted in this consolidation, but in some cases, classifications were added to give further detail where experience indicated the need for such. The arrangement in the January, 1942 and subsequent "Records" is Table I for local business, Table II for national spot business, with the breakdown for both into five city size groups. Table III is a consolidation of local, national spot, regional network and national network business.

The second improvement was made in the procedure of stations reporting. Prior to January, the forms used, known as "write-back" forms, listed the previous month's accounts in the same classification order as included in the "Record." The work of the reporting station was merely to correct, by "closing out" those accounts which did not carry over into the current month; listing the number of times broadcast during the month for those accounts which did carry over into the current month. It was pointed out that this procedure rendered a service to stations, but that the work involved in calculating the number of units within each classification of business to be posted in the "Record" each month was a considerable burden on stations. To render this additional service, a procedure was evolved wherein one of the two copies of the write-back form furnished to stations carried the label of the previous month and contained the figure of the number of times each account was broadcast for the month and

the total number of units involved. With this simple addition, it is then possible for each station to establish direct comparison with the figures in the "Record" for the average station. Numerous letters have been received from stations expressing approval of both of the improvements.

The Research Department has been working with the "Record" figures, attempting to evolve a procedure for projecting industry total estimates. It is recognized that the stations cooperating do not constitute a representative sample. Attempts have been made to select from those stations a set of 85 which would agree with the criteria set up by Dr. Paul Lazarsfeld, Director of the Office of Radio Research at Columbia University. It was found that certain classifications of stations were not cooperating, and no sample matching was possible. Rough projections have been made, and have been released, because they are useful within limitations. The figures themselves are not reliable, but the relationship of figures from month to month and year to year are reliable and significant. The projection of total units of advertising placed with the broadcasting industry by month is as follows:

Program Units			
	1940	1941	1942
January		6,500,000	7,879,000
February		5,992,000	7,291,000
March		6,847,000	
April		6,753,000	
May		7,003,000	
June		6,802,000	
July		6,717,000	
August		6,697,000	
September	6,217,000	6,717,000	
October	7,764,000	8,140,000	
November	6,875,000	7,858,000	
December	6,776,000	8,242,000	

Announcement Units			
	1940	1941	1942
January		997,000	1,151,000
February		1,001,000	1,094,000
March		1,161,000	
April		1,287,000	
May		1,264,000	
June		1,159,000	
July		1,119,000	
August		1,122,000	
September	1,022,000	1,207,000	
October	1,256,000	1,373,000	
November	1,139,000	1,351,000	
December	1,177,000	1,469,000	

To get a clear conception of trend of the above monthly figures, twelve-month moving totals were calculated. These are figures for the year closing at the end of each month. They properly account for seasonal activity and are of particular value for the purpose of forecasting. The twelve-month moving totals calculated through February, 1942, are as follows:

Year Ending	Program Units	Announcement Units
August, 1941	80,943,000	13,705,000
September 1941	81,442,000	13,889,000
October, 1941	81,818,000	14,006,000
November, 1941	82,801,000	14,219,000
December, 1941	84,267,000	14,511,000
January, 1942	85,646,000	14,664,000
February, 1942	86,944,000	14,756,000

To give some conception of the source of radio business, the breakdown of twelve-month moving totals at the close of February, 1942, was as follows:

	Program Units	Announcement Units
Local	25,076,000	8,496,000
National Spot	25,770,000	5,716,000
Regional Network	5,090,000	544,000
National Network	31,008,000	0
Total	86,944,000	14,756,000

Similar analysis for each classification of business has been planned. However, the pressure of work involved in compiling the monthly reports, and more recently in closing out the entire operation, has held up this work. It is still hoped that it can be done as rapidly as possible after the Cleveland convention. Progress, however, is apt to be slow because of personnel limitations.

The NAB Research Committee and the Research Department are striving now to make satisfactory arrangements with an outside organization to continue, in some form, the valuable service embodied in the "Broadcast Advertising Record". It is hoped that an announcement can be made at an early date as to what organization will undertake the service. It is also hoped that stations will support the undertaking for two important reasons; first, in self interest, to keep this sales-aid available for the station's own use; and second, to continue to provide the general industry data so vital in the operation of the NAB Department of Broadcast Advertising.

CENSUS OF 1940

The NAB Research Department has continued its contact with the Bureau of the Census during the past year, and every effort has been made to encourage the Census Bureau to release the radio figures developed from the Housing Census. To date, six state reports have been made, in which are contained radio figures by county in detail of urban, rural-nonfarm and rural-farm ownership. In addition, preliminary figures of state totals have been released for thirty states and the District of Columbia. The latter were published in a special release of the Census Bureau. The six individual state reports were contained in the "Second Housing Series General Characteristics" Census Bureau publication. These "Series Two" reports will be published by state as they are completed. The usual procedure of the Census Bureau has been to release small states first and the large population states last. Individuals in the Bureau of the Census estimate that "Series Two" reports for all states will not be completed prior to January 1st of next year.

After consultation with the NAB Research Committee, discussions have been held with Census people in an effort to work out some means whereby the radio figures can be made available at an earlier date. It is apparent now that Census officials realize that there exists a real need for the radio data by the industry and various government departments concerned with war operations, and that earlier releases are advisable. The Research Department is informed that preliminary figures of radio families at the 1940 Census date will be released by state, in detail by county totals, with separate figures of rural-farm and rural-non-farm, and radio ownership figures for cities of 25,000 population or more. It was indicated at the time of the last contact with the Bureau that approximately 17 states are completed and can be released as soon as preliminary releases can be prepared. It is thought that most of the state preliminary releases can be completed prior to the end of June and the remainder prior to the end of July.

When the Bureau of the Census released the first radio ownership data, it was disclosed that the figures of radio ownership were not complete due to the fact that the radio question in the Housing Census form was not answered for all occupied dwelling units. For the state of Nevada, the first state released, 1,113 occupied dwelling units were not covered by answers to the radio question. The preliminary figures for 30 states and the District of Columbia contain 297,369 occupied dwelling units with no answer to the radio question. The Research Department has therefore followed the procedure of projecting total figures. The method employed in projection has been discussed with the Census

Bureau, and although official sanction cannot be given, it is evident that reliable results are obtained. The method has also been reviewed by the NAB Research Committee and approved.

A considerable amount of work will be involved in handling the preliminary releases for publication. Since the figures of urban ownership will not be given for each county, they must be obtained by calculation. After this step is completed, projection will be made of each figure to estimate totals, each category by county of urban, rural-nonfarm and rural-farm. The same procedure will be followed by cities of 25,000 population or more. The state estimates will be published in the NAB Reports as rapidly as they become available, and when all states are complete, it is proposed by the Research Committee that the Research Department compile and publish a radio data market book, including figures by state, county, and principal cities of population, homes, radio ownership, retail sales and any other data decided upon as of material value.

Estimated state totals of the number of occupied dwelling units, percent equipped with radio, and the number of dwellings with radios for 30 states and the District of Columbia follow:

	Occupied Dwelling Units	% Radio	Radio Units
NEW ENGLAND			
Maine	218,968	86.5	189,321
New Hampshire	132,936	90.0	119,664
Vermont	92,435	88.6	81,905
Rhode Island	187,706	95.7	179,652
Connecticut	448,682	95.7	429,236
WEST NORTH CENTRAL			
Iowa	701,824	90.2	633,180
North Dakota	152,043	88.4	134,422
South Dakota	165,428	84.6	139,883
Nebraska	360,744	84.7	305,660
Kansas	511,109	83.0	424,396
SOUTH ATLANTIC			
Delaware	70,541	87.0	61,380
District of Columbia	173,445	93.7	162,446
Virginia	627,532	67.1	421,148
West Virginia	444,815	75.1	334,267
North Carolina	789,659	61.8	487,581
South Carolina	434,968	49.6	215,740
Florida	519,887	64.8	336,791
EAST SOUTH CENTRAL			
Alabama	673,815	49.4	333,229
Mississippi	534,956	39.9	213,353
WEST SOUTH CENTRAL			
Arkansas	495,825	50.9	252,266
Louisiana	592,528	53.3	315,292
Oklahoma	610,481	68.8	420,253
MOUNTAIN			
Montana	159,926	86.2	137,900
Idaho	141,727	86.4	122,471
Wyoming	69,374	84.4	58,531
Colorado	316,000	84.5	267,280
New Mexico	129,475	53.2	68,950
Arizona	131,133	69.0	90,408
Utah	139,487	92.4	128,944
Nevada	33,291	81.4	27,119
PACIFIC			
Oregon	337,492	88.7	299,255

STATION COVERAGE

The NAB Research Committee, in its meeting April 10, discussed the subject of station coverage, and it appears that the proposal of the AAAA Time Buyers Committee, which would employ signal strength and audience mail analysis, will receive its endorsement in broad outline. Coverage claims would be presented

separately for day and night. Day and night maps would contain the results of signal strength studies and audience mail.

1. **SIGNAL STRENGTH:** Day signal strength contours would contain the minimum of the half-millivolt line. Other contour lines which may be included are twenty-five, ten, two and one-tenth millivolts per meter.

Night signal strength map will set forth a contour line showing the point of interference as the minimum requirement, and may also include the other millivolt lines. Clear channel stations will show sky-wave contours where half-millivolt signal is available 50% of the time.

All signal strength material presented is to be described accurately in terms of the NAB Engineering Recommendations on the conducting of signal strength surveys, and in conformance with the FCC Rules and Regulations on the subject.

2. **AUDIENCE MAIL:** Cumulative audience mail will be used for the purpose of coverage calculations. Some minimum of the volume of mail will be prescribed. Separate calculations for day and night coverage will be made.

Mail response will be related to 1940 Census figures of radio families to produce an index of response per thousand radio families.

The home county, or specifically the county in which the station's principal studios are located, will be used as the base for analyzing audience response indexes by county.

Primary coverage will consist of those counties having audience response indexes 25% or greater than the home county.

Secondary coverage will consist of those counties having an index of audience response 5% to 25% of the home county index.

The format of coverage presentation has not yet been evolved. However, particular emphasis will be given to the descriptive matter required to assure proper understanding or interpretation of the material presented. It is the hope of the Research Committee that a recommendation on method will be available for its consideration when it meets in Cleveland May 10th.

RADIO TAX

The inclusion of the Radio Tax in the House Bill of 1941, providing for a levy on the time sales of radio stations and networks, commanded NAB attention. The Research Director was called upon to serve on the special committees appointed to handle the matter, and after Ellsworth C. Alvord was retained as tax counsel for the Association, the Research Department collaborated in the collection of information needed in preparing the NAB tax case presented by Mr. Alvord before the Senate Finance Committee hearings on the subject. The Radio Tax was eliminated in the Senate Tax Bill and was not reinstated in conference.

It will be recalled that the statements of John B. Haggerty, President of the Allied Printing Trades Union, before the House Ways and Means Committee, had been credited as being the principal reason for the inclusion of a radio tax.

On September 18, the NAB Labor Relations Department sent an inquiry to all stations asking the amount spent in union print shops during the first six months of 1941. The NAB Research Department tabulated the results of the 441 stations replying. The study showed that radio stations, for the first six months of the year, 1941, placed directly with the union print shops some half-million dollars worth of business.

Last December, Mr. Haggerty prepared a long report on the subject of the Radio Tax for his association and distributed copies to members of Congress and apparently to a large mailing list. The NAB Research Department made a study of his report and developed factual information needed in refuting his claims. The Department also assisted in collecting the factual material needed for the statement of Mr. Alvord and the memorandum he submitted to the House Ways and Means Committee April 17th. Mr. Alvord's appearance followed the appearance of John B. Haggerty on April 14 when he asked the House Ways and Means

Committee to levy a tax averaging from five to fifteen per cent on radio time sales. To date, no radio tax is included in the 1942 Tax Bill as it is being drafted.

NAPA QUESTIONNAIRE

On June 26, the NAB Research Department sent a questionnaire to all broadcast stations in the state of Pennsylvania, requesting information as to the contractual relations each had with the National Association of Performing Artists (NAPA). The survey was made at the request of various stations in the state, and was confined to the state of Pennsylvania because NAPA operation was centered there as a result of the Pennsylvania Supreme Court decision in the Waring vs. WDAS case. The questionnaire was sent to 44 radio stations and replies were received from 41. Follow-up letters were sent out September 8 and September 24 in an effort to get full response and also to obtain permission to use the material in a report of survey findings addressed to the stations of Pennsylvania. The proposed report was prepared and mailed October 20, 1941, to the 41 cooperating stations.

RADIO WAR EFFORT

Stations have been asked to submit monthly reports of the announcements and programs broadcast in behalf of the war effort. The reports, known as "Defense Broadcast Reports", were started before the United States entered the war and have served an important function in the NAB effort to aid our government and the industry in effectively using radio in national defense activity. The value of the report has increased manifold since our war declaration.

The NAB Research Department has analyzed the reports as a service to Mr. Arthur Stringer to whom the reports are addressed. In addition to Mr. Stringer's use of the analysis, the information has been employed in connection with the tax cases before the Congress, and the many conferences which have been held with Army, Navy, Marine Corps, Coast Guard and government departments.

The number of stations submitting defense broadcast reports is as follows:

1941—July	257	1942—January	493
August	366	February	438
September	373	March	439
October	363		
November	350		
December	459		

Analyses of the reports have been published for the months of September, December, January and March and have been printed in the NAB Reports.

OFFICE OF FACTS AND FIGURES

The Office of Facts and Figures has looked to the NAB for assistance in setting up its service to the war effort in the matter of coordinating governmental use of broadcasting. Considerable time of the Research Department has been devoted to the development of information required by OFF and also in rendering an advisory service to that government office, in matters of research.

On March 4, the Research Department, in consultation with the Research people of OFF, prepared a questionnaire on Radio War Activities which was sent to a carefully selected sample of thirty stations. The questionnaire was designed to develop information on the number of requests received by stations for broadcast service from offices of the armed forces, government agencies and other organizations (quasi-governmental and local) having connection with the war effort. A weekly schedule of such requests was asked, together with a record of the disposition of such, during the week of survey and also the number of requests fulfilled during

the week of survey, which had been received prior to the week. A supplemental questionnaire was attached asking questions as to the experience of stations in the matter of handling the requests as a management function.

Twenty-seven of the thirty stations submitted replies to the questionnaire originally sent out March 4 over the joint signatures of Neville Miller for the NAB, and John Shepard, 3rd, for the Broadcasters Victory Council. Both Mr. Miller and Mr. Shepard followed up immediately with personal letters to each of the thirty stations asking full cooperation. By April 1st, reports had been received from twenty-three stations. On April 1st a wire, signed by the Research Director, was sent to the remaining seven stations. By April 8, reports had been received from twenty-five stations, and wires were sent to the remaining five by Neville Miller. Three stations refused cooperation in this matter which is considered to be of singular importance to the industry.

The Research Department is working with the Research people of the OFF in tabulating the results, and it is hoped that the information will not be too seriously impaired by the absence of replies from three stations in the thirty-station sample.

The OFF is now launching a research program which challenges the research profession. The research desired is designed to determine the effect of the radio war effort on the public. Naturally the results which will be gathered will reflect not only the effectiveness of radio in reaching the public, but will also disclose public reaction to the entire war effort; the policy of the government in its war operation, the degree of acceptance by the people of the many efforts of government, in enlistment to the armed forces, in soliciting funds, in asking conservation of scarce materials, etc. The NAB Research Director was asked by Dr. Frank N. Stanton, who is in charge of Research for the Office of Facts & Figures, to serve with a group of outstanding people in the field of radio research, who are consulting with him on the project.

SELECTIVE SERVICE QUESTIONNAIRE

On May 9, 1941, just prior to the St. Louis convention, the Research Department sent a questionnaire to all broadcasting stations, requesting information as to the number of radio engineers, their status with respect to the Selective Service Act and Reserve Corps, and the availability of replacements for vacancies for any reason. By June 20, completed questionnaires had been received from 507 of the 836 standard broadcast stations which were in operation May 1. This represented a return of 61%. On June 20, the Research Department completed a report on "The Effect of National Defense Activities on Technical Personnel of the Broadcast Industry", which was presented to National Headquarters, Selective Service System as evidence of the critical shortage of radio engineers existing in the industry at that time. The report contained an analysis of the selective service classification of the 3,085 engineers employed by the 507 stations reporting. The selective service classification at that time was in accordance with the first Selective Service Act, 1940, which applied to ages 21 through 35.

A Selective Service Board turned over the report to the Department of Labor for study. A series of conferences were held between the Research Department and the Department of Labor, and on July 11 a revised report was prepared to incorporate the change resulting from Congressional revision in the Selective Service Act, dropping the upper age limit from 35 to 27. It is understood that the report of the Labor Department to the Selective Service Board, as a result of its study, was favorable to the industry.

SALES ORGANIZATION QUESTIONNAIRE

On October 24, 1941, the Research Director sent a questionnaire to all station managers, asking information as to the organization

of the sales department of stations. It will be recalled that at the 1939 NAB Convention in Atlantic City, Dr. Herman S. Hettinger of the Wharton School of Finance, University of Pennsylvania, presented the results of such a study which had been made under his direction by one of the University students during that year. The interest manifested at that time led the NAB to publish and distribute to members a report of the study which was prepared by Dr. Hettinger in collaboration with the Research Department.

The original study was based on a small sample and was therefore limited in scope. Numerous requests received from stations for information on Sales Organization, the number of salesmen employed, method of compensation, etc. led to the consideration of a revision of the original study. After discussion with Dr. Hettinger, a senior student at the Wharton School, William G. Owen, volunteered to undertake the revision as an academic project and prepare a report to serve as his thesis, required for degree. The proposal was presented to the Sales Managers Executive Committee and it endorsed the plan. Frank E. Pellegrin, Dr. Hettinger and your Research Director counseled Mr. Owen in developing the questionnaires.

On October 24, the questionnaires were sent to the Sales Managers of all stations. By December 5, completed questionnaires had been received from 260 stations, and on that day, follow-up was sent, urging those stations which had not submitted reports to do so. A total of 364 completed questionnaires have been turned over to Mr. Owen. This compares very favorably with the 88 stations contained in the sample of the 1939 study. It is expected that Mr. Owen's report will be informative and useful to the broadcasting industry.

On January 27, a second part of the Sales Organization survey was sent to all station sales managers. This questionnaire developed information necessary to round out the picture of sales organization. It asked information concerning the supporting functions for selling; research promotion, sales presentations and merchandising. To date, 183 of these questionnaires have been received and turned over to Mr. Owen for tabulation.

It is hoped that some preliminary data from the survey will be available at the Cleveland convention, and it is expected that the finished report will be turned over to NAB in June and that it can be sent to cooperating stations as soon thereafter as it can be printed.

NEWS PROGRAM QUESTIONNAIRE

The concern of the U. S. Committee on War Information over the handling of news broadcasts commanded the attention of the industry. The Broadcasters Victory Council prepared a list of suggestions on the handling of news broadcasts which was submitted to the Committee on War Information. A meeting of the NAB Code Committee was called to tackle the problem. The Broadcasters Victory Council was represented at the Code Committee meeting and conferences were held with the Committee on War Information. As a result of the meeting which was held February 6, the NAB Research Department was asked to conduct a survey on News and News-type programs.

On February 14, 1942, a questionnaire was sent to a pre-selected sample of 270 stations. The questionnaire was composed of two parts. Part One dealt with station policy on the handling of News and News-type programs, and Part Two asked information as to the amount of revenue from the sale of news programs

and tie-in announcements; a separate figure on revenue from spot announcements sold adjacent to News programs; and a schedule of all News-type programs broadcast during the week of February 8 through 14 inclusive.

On February 25, a follow-up was sent to those stations which had not yet replied. On March 10, a selective follow-up was sent by wire to nine stations in an effort to complete a scientifically selected sample of 85 commercial stations prepared for NAB by Dr. Paul S. Lazarsfeld, Director of the Office of Radio Research of Columbia University.

A tabulation of the survey has been completed and a report of findings is being prepared for the NAB Code Committee and will be submitted at its meeting to be held in Cleveland May 10, 1942.

STATION ANALYSIS

As of May 1, 1942, standard broadcast stations of the United States and its possessions number 924. Analysis of these by class of station is presented in the following table, together with the count of NAB members within each classification. These classifications agree with those used by the Federal Communications Commission. The analysis is made from a master station file maintained by the Research Department.

	Stations as of May 1, 1942	NAB Membership May 1, 1942
Clear Channel:		
Unlimited (50kw)	43	37
Part-time (50kw)	5	4
Unlimited (5 to 25kw)	19	16
Part-time (5 to 25kw)	5	3
Regional Channel:		
Unlimited	254	180
Limited and Day	45	23
Part-time	23	8
Local Channel:		
Unlimited	419	204
Day and Part-time	36	9
	<hr/> 849	<hr/> 481
Non-Commercial	34	4
Territorial	14	6
Construction Permits	27	5
	<hr/> 924	<hr/> 499
High Frequency Educational		1
Frequency Modulation (Operating Commercial)		4
Frequency Modulation (CP Commercial) ..		1
“ “ (Experimental) ..		1
Total NAB Stations		<hr/> 506

A second analysis of broadcasting stations is presented in the following table in detail by population of metropolitan districts or cities in which stations are located. The information presented shows the total number of stations in each of nine city size classifications as of May 1, 1942, together with the number of NAB member stations at the same date. The nine city size classifications agree with those used by the FCC in their financial analysis. This tabulation is also taken from the NAB Research Department station file.

Metropolitan Districts (1940 Census)	Operating Commercial Stations Continental U. S.		Non-Commercial Stations		Territorial Stations		Construction Permit Stations		Total Stations	
	Total	NAB	Total	NAB	Total	NAB	Total	NAB	Total	NAB
2,500,000 and over.....	66	32	5	1	0	0	2	1	73	33
1,000,000 to 2,500,000.....	51	34	1	0	0	0	1	0	53	34
500,000 to 1,000,000.....	52	36	2	0	0	0	0	0	54	36
250,000 to 500,000.....	97	64	4	2	1	0	5	0	107	66
100,000 to 250,000.....	125	89	2	0	7	5	6	1	140	96
50,000 to 100,000.....	48	30	1	0	1	0	4	3	54	33
City and Town										
25,000 to 50,000.....	124	78	1	0	0	0	1	0	126	78
10,000 to 25,000.....	194	92	9	0	0	0	6	0	209	91
Less than 10,000.....	92	29	9	1	5	1	2	0	108	31
	849	484	34	4	14	6	27	5	924	499
High Frequency Educational.....								1 (NC)		1
Frequency Modulation.....	4)									
Frequency Modulation (Experi- mental).....	1)							1		6
Total NAB Stations.....										506

GENERAL RESEARCH ACTIVITY

The specific projects mentioned in the foregoing paragraphs constitute the larger, time-consuming jobs undertaken by the Research Department. In addition to these, there has been the normal work of the department in serving the various other NAB Departments with the information required in the regular handling of their work; the rendering of research counsel and development of industry information to fulfill the requests received from members; and representation of the Association in matters of research in the fields of advertising, general business and before the public.

Your Research Director feels that the Association has advanced in matters of research during the past year. The Research Department has enjoyed its work with the industry and is looking forward to further progress during the coming year.

Respectfully submitted,

PAUL F. PETER, *Director of Research.*

May 1, 1942.

Promotion Department

The formal declaration of war found broadcasters prepared for action.

They had been on maneuvers for many months—ever since July 23, 1940, when the Civil Service Commission sought assistance in recruiting skilled workers for the Army and Navy armament production. The million mark was passed last January.

Broadcasting today is an integral part of the nation's war effort. It unites men on the battle front with the folks on the home front. It recruits men for the Army, Navy, Marine Corps, Coast Guard and Civil Service; sells war bonds and stamps by the billions. It informs, entertains and delivers the news; fosters conservation, improves our health and does a hundred and one other jobs, all at no cost to the government or the American people.

THAT LITTLE COMMERCIAL

Ability to perform these varied services is due to one little word, "commercial," a fact that's getting noised about. Not long ago a letter was received in Washington from a detachment on foreign duty, unable, because of location, to get American programs. The writer for the group ended with this plaintive wail:—"If we could only hear some programs with good old American commercials."

NO SHORTAGE OF RECEIVERS

As long as there are radio programs, it is anticipated that there will be facilities for hearing them despite the discontinuance of home radio set manufacturing. And by January 1, 1943 it is expected that the total receiver count will have made another high with over 60,000,000 sets in use. As long as the present supply of many millions lasts, new sets will be available throughout the country. They may be purchased without restrictions.

Because of the multitude of services which radio is now rendering and will render in the days to come, it is inconceivable that Federal provision will not be made for an adequate supply of replacement parts. If a severe shortage of servicemen should develop, American ingenuity would necessarily be called upon to evolve an entirely new technique in set servicing.

The broadcasting industry has a duty to the country of maintaining essential radio circulation. This now involves transmission of programs by 924 stations and radio reception in 30,600,000 homes, in 9,000,000 radio-equipped automobiles and in institutions, places of business, etc., which brought the total receiver sets in use to 56,000,000 last January 1. Continued contact with government, manufacturers and the radio trade will be required.

RADIO'S WAR EFFORT

Station war effort has been magnificent from the beginning. War Effort Broadcast reports are received voluntarily from stations each month. From this material the NAB Research Department calculates the number of program units of local origina-

tion devoted to the promotion of war tasks common to most stations. Not included are units in sponsored or sustaining network programs. Since the industry's patriotism is not for sale, these program units are never evaluated on a dollars and cents basis. The consolidated report for all stations for March, 1942 follows as Exhibit A.

EXHIBIT A

RADIO'S WAR EFFORT FOR MARCH, 1942

	Manpower	No. of Broadcasts
ARMY		
Live spots		35,680
15 Minutes—et		2,680
15 Minutes—live		120
10 Minutes		20
5 Minutes		20
NAVY		
Live spots		37,870
15 Minutes—et		1,370
15 Minutes—live		460
10 Minutes		10
5 Minutes		120
30 Minutes—et		370
MARINE CORPS		
Live spots		31,450
15 Minute scripts		1,050
15 Minutes—et		1,160
COAST GUARD		
Live spots		22,040
15 Minutes—et		110
U. S. CIVIL SERVICE		
Live spots		25,300
15 Minutes—live		40
War Financing		
U. S. TREASURY		
Live spots		141,780
15 Minutes—et		6,070
Morale		
"You Can't Do Business with Hitler"—WPB		
15 Minutes—et		2,780
Other Government Agencies Which Secured Time		
Live Spot		43,870
2 Minutes—live		120
3 Minutes—live		300
5 Minutes—et		960
5 Minutes—live		2,810
10 Minutes—live		730
15 Minutes—live		8,060
15 Minutes—et		1,990
25 Minutes		10
30 Minutes—et		60
30 Minutes—live		690
45 Minutes		90
60 Minutes		40

STRONG SUPPORT FOR FIGHTERS

Coordination of recruiting announcements for the Army, Navy, Marine Corps, Coast Guard and Civil Service through this office continues by request of these departments.

Col. H. N. Gilbert, Army recruiting chief, with whom the department began Army cooperation, has a new assignment. Before

taking his new post in April Col. Gilbert sent the following letter of appreciation for transmittal to broadcast executives.

"I am winding up my ball of yarn after six interesting years of work here. I'm taking this opportunity to express to you and the National Association of Broadcasters my appreciation for the cooperation and wholehearted assistance that has been given the Army Recruiting and Induction Service during my time as its chief. That assistance has been of great value and contributed greatly to our success."

NAB WAR COMMITTEE

The NAB War Committee came into being on July 16, 1941 as the NAB National Defense Committee. It consists of:

John E. Fetzer, WKZO, Kalamazoo, Mich., Chairman
 *H. Vernon Anderson, WJBO, Baton Rouge, La.
 Harry C. Butcher, CBS, Washington, D. C.
 Leo J. Fitzpatrick, WJR, Detroit, Mich.
 A. J. Fletcher, WRAL, Raleigh, N. C.
 Ben Ludy, WIBW, Topeka, Kansas
 Frank M. Russell, NBC, Washington, D. C.

*Now in service.

At its initial meeting the committee envisioned an impending critical shortage of radio technicians for the armed forces and industry. Deciding to foster remedial measures the committee approved a broad plan whereby this department would undertake the establishment of radio technician training courses.

The Army Signal Corps and the Navy's Bureau of Navigation officially asked the NAB War Committee to institute technician training courses. Both approved the statement to educators that the need for such men was urgent and that the number that could be used was practically unlimited.

ENLISTED RESERVE CORPS

Since investigation showed that the armed services, broadcasting and industry had already absorbed all available radio-manpower, there was but one thing to do. That was to begin with "green" men and teach them the fundamentals of radio.

After having acquired basic knowledge, students going into the armed services would be prepared for intensive, in-service training which would finally qualify them for various communications tasks.

Large numbers of 1-A students and others are now enlisting in the Enlisted Reserve Corps. This permits them to remain undisturbed at their jobs and at their studies as long as satisfactory grades are maintained. Those not qualified for military service, by one reason or another, will afford relief to industry upon completion of their studies. The precise date will vary from city to city, depending upon the starting time.

The course outline which is being followed throughout the United States was prepared by Dr. W. L. Everitt, professor of electrical engineering in charge of communication, Ohio State University, Columbus; Carl E. Howe, associate professor of physics, Oberlin College, Oberlin; Richard H. Howe, assistant professor of physics, Denison University, and secretary-treasurer, The Ohio Section of the American Physical Society, Granville; Carl Smith, Cleveland, chief engineer, radio stations WHK, WCLE and WHKC; Lynne C. Smeby, director of engineering, National Association of Broadcasters. Two of the authors, Dr. Everitt and Mr. Smeby, are now on full time duty at the Signal Corps.

Among the colleges and universities responding to the appeal to teach "Fundamentals of Radio" to "green" men are those shown in Exhibit B.

EXHIBIT B

COLLEGES AND UNIVERSITIES GIVING RADIO TECHNICIAN TRAINING COURSES

ALABAMA

Alabama Polytechnic Institute

ARIZONA

University of Arizona

ARKANSAS

University of Arkansas

CALIFORNIA

(south)

California Institute of Technology

(north)

Stanford University

University of Santa Clara

COLORADO

Colorado School of Mines

University of Colorado

University of Denver

Colorado College

Colorado State College of A. & M. Arts

Colorado State Teachers College

Mesa Junior College

Pueblo Junior College

CONNECTICUT

Bridgeport Engineering Institute

New London Junior College

University of Connecticut

Yale University

DELAWARE

University of Delaware

FLORIDA

Orlando Junior College

University of Florida

University of Tampa

GEORGIA

Georgia School of Technology

IDAHO

University of Idaho

ILLINOIS

Illinois Institute of Technology

Northwestern University

University of Chicago

University of Illinois

Bradley Polytechnic Institute

Illinois State Normal University

Southern Illinois Normal University

DePaul University

St. Procopius College

INDIANA

Purdue University

Rose Polytechnic Institute

University of Notre Dame

IOWA

(east)

The State University of Iowa

Burlington Junior College

Coe College

Iowa State Teachers College

Loras College

Luther College

St. Ambrose College

(west)

Iowa State College

Drake University

Fort Dodge Junior College

Graceland College

Grand View College

Mason City

Morningside College

KANSAS

University of Kansas

Rockhurst College (Mo.)

St. Benedict's College

KENTUCKY

Speed Scientific School, University of Louisville

University of Kentucky

Western Ky. State Teachers College

LOUISIANA

Louisiana Polytechnic Institute

Louisiana State University

Loyola University

Southwestern Louisiana Institute

Tulane University

MAINE

University of Maine

Bates College

MARYLAND AND DISTRICT OF COLUMBIA

Catholic University

George Washington University

Howard University

Johns Hopkins University

University of Maryland

MASSACHUSETTS

Boston University

Lowell Textile Institute

Massachusetts State College

Northeastern University

Franklin Technical Institute

Rindge Technical School

Smith College

Wellesley College

Worcester Polytechnic Institute with Holy Cross

College

MICHIGAN

Detroit Institute of Technology

Michigan State College

Flint Junior College

Grand Rapids Junior College

Kalamazoo College

University of Detroit

Wayne University

MINNESOTA

University of Minnesota

College of St. Thomas

Duluth Junior College

Macalester College

Moorhead State Teachers College

Rochester Junior College

Winona State Teachers College

MISSISSIPPI

Mississippi State College

MISSOURI

University of Missouri

Washington University

Drury College

MONTANA

Montana State College

NEW HAMPSHIRE

University of New Hampshire

NEW JERSEY

Rutgers University

NEW MEXICO

University of New Mexico

NEW YORK

(upper)

Alfred University

Clarkson College of Technology

Franklin Academy

St. Lawrence University

State Normal School—Plattsburg

Cornell University

Niagara University

Syracuse University

Hartwich College

Hobart College

State Normal School—Oswego

Utica Free Academy

Union College

University of Buffalo

University of Rochester

Vassar College

NEW YORK

(metropolitan)

City College

Manhattan College

New York University

NORTH CAROLINA

N. C. State College

NORTH DAKOTA

University of North Dakota

OHIO

Case School of Applied Science

Baldwin-Wallace College

College of Wooster

John Carroll University

Oberlin College

Fenn College

Miami University—*self sponsored*

Ohio Northern University

Bluffton College

Findlay College

Ohio State University

Ashland College

Capital University

Denison University

Kent State University

Mt. Union College

Ohio Wesleyan University

Otterbein College

Ohio University

University of Akron

University of Cincinnati

University of Dayton—*self sponsored*

Wilmington College

University of Toledo

Bowling Green State University

Defiance College

Heidelberg College

Western Reserve University

OKLAHOMA

University of Oklahoma

Oklahoma Baptist University

Oklahoma City Junior College

OREGON

Oregon State College

PENNSYLVANIA

(east)

Haverford College

Temple University

Villanova College

(west)

Bucknell University

Pennsylvania State College

University of Pittsburgh

RHODE ISLAND

Brown University

SOUTH CAROLINA

Clemson College

The Citadel

University of South Carolina

SOUTH DAKOTA

South Dakota State College

TENNESSEE

University of Tennessee

State Teachers College—Johnson City

University of Chattanooga

Vanderbilt University

TEXAS

A. & M. College of Texas

Kilgore College

Port Arthur College

Tyler Commercial College

Southern Methodist University

Austin College

East Texas State Teachers College

Texas College of Arts and Industries

Texas Technological College

Abilene Christian College

Amarillo College

University of Texas

College of Marshall

Edinburg Junior College

St. Mary's University

San Antonio Junior College

Texarkana Junior College

Texas Christian University

UTAH
University of Utah
Brigham Young University
Carbon College
Weber College

VIRGINIA
University of Richmond
Virginia Military Institute
Virginia Polytechnic Institute

WASHINGTON
State College of Washington
University of Washington

WEST VIRGINIA
West Virginia University
Marietta College—Ohio
Marshall College

WISCONSIN
University of Wisconsin
Beloit College

Lawrence College
Milton College
St. Norbert College
State Teachers College—Eau Claire
State Teachers College—La Crosse
State Teachers College—Oshkosh
State Teachers College—Stevens Point

WYOMING
University of Wyoming
PUERTO RICO
University of Puerto Rico, Rio Piedras

The plan of educational organization to implement the radio training program was suggested by Dean R. A. Seaton, director, Engineering, Science and Management Defense Training, functioning in the U. S. Office of Education. This office, in turn, is administered by Paul V. McNutt, head of the Federal Security Agency, who is to address the NAB convention.

State educators suggested by ESMDT Regional Advisers were named State Coordinators by the NAB war committee and there were matching appointments of broadcasters as Industry Representatives. These men are listed below in Exhibit C.

EXHIBIT C

STATE ORGANIZATION, RADIO TRAINING PROGRAM

State Coordinator—Top Line
Industry Representative Indicated by *

ALABAMA

J. E. Hannum, Asst. Dean of Engineering, Alabama Polytechnic Institute, Auburn
* Howard E. Pill, WSFA, Montgomery

ARIZONA

Prof. O. H. Polk, University of Arizona, Tucson
* Richard O. Lewis, KTAR, Phoenix

ARKANSAS

C. A. VerBeck, Director ESMDT, University of Arkansas, Fayetteville
* G. E. Zimmerman, KARK, Little Rock

CALIF. (north)

S. B. Morris, Dean of Engineering, Stanford University, Palo Alto, ESMDT Regional Adviser; Dean George L. Sullivan, Institutional Representative, ESMDT, College of Engineering, University of Santa Clara, Santa Clara; Prof. M. P. O'Brien, Institutional Representative, ESMDT, University of California, Defense Training Office, Berkeley. No northern Calif. coordinator
* Howard Lane, KFBK, Sacramento

(south)

R. W. Sorensen, Prof. of Electrical Engineering, Calif. Institute of Technology, Pasadena
* John Austin Driscoll, KRKD, Los Angeles

COLORADO

M. F. Coolbaugh, President, Colorado School of Mines, Golden
* Eugene P. O'Fallon, KFEL, Denver

CONNECTICUT

J. H. Lampe, Dean of Engineering, The University of Connecticut, Storrs
* F. M. Doolittle, WDRC, Hartford

DELAWARE

W. T. Spivey, ESMDT Regional Adviser, Region 8, Drexel Institute of Technology, Philadelphia
* J. Gorman Walsh, WDEL, Wilmington

FLORIDA

Joseph Weil, Dean of Engineering, University of Florida, Gainesville
* Garland Powell, WRUF, Gainesville

GEORGIA

Dr. R. L. Sweigert, Georgia School of Technology, Atlanta
* Don Ioset, WAGA, Atlanta

IDAHO

J. E. Buchanan, Dean of Engineering, University of Idaho, Moscow
* Frank E. Hurt, KFXD, Nampa

ILLINOIS

Henry T. Heald, President, Illinois Institute of Technology, Chicago
* W. E. Hutchinson, WAAF, Chicago

INDIANA

Donald B. Prentice, President, Rose Polytechnic Institute, Terre Haute
* Martin L. Leich, WBOW, Terre Haute

IOWA (east)

F. M. Dawson, Dean of Engineering, State University of Iowa, Iowa City

(west)

T. R. Agg, Dean of Engineering, Iowa State College, Ames
* F. C. Eighmey, KGLO, Mason City (east and west)

KANSAS

Guy V. Keeler, Director ESMDT, University of Kansas, Lawrence
* Ben Ludy, WIBW, Topeka

KENTUCKY

F. L. Wilkinson, Jr., Dean, Speed Scientific School, University of Louisville
* Nathan Lord, WAVE, Louisville

LOUISIANA

Dean Vorhees, University of Louisiana, Baton Rouge
* H. Vernon Anderson

MAINE

Prof. B. C. Kent, University of Maine, Orono
* George F. Kelley, WCSH, Portland

MARYLAND

S. S. Steinberg, Dean of Engineering, University of Maryland, College Park
* L. Waters Milbourne, WCAO, Baltimore

MASSACHUSETTS

Prof. R. D. Douglass, Massachusetts Institute of Technology, Cambridge
* E. E. Hill, WTAG, Worcester

MICHIGAN

H. B. Dirks, Dean of Engineering, Michigan State College, East Lansing
* William Alfs, WJR, Detroit

MINNESOTA

Prof. C. A. Koepke, University of Minnesota, Minneapolis
* Earl H. Gammons, WCCO, Minneapolis

MISSISSIPPI

L. L. Patterson, Mississippi State College, State College
* Wiley P. Harris, WJDX, Jackson

MISSOURI

A. S. Langsdorf, Dean of Engineering, Washington University,
St. Louis
* George Burback, KSD, St. Louis

MONTANA

William M. Cobleigh, Dean of Engineering, Montana State Col-
lege, Bozeman
* A. J. Mosby, KGVO, Missoula

NEBRASKA

O. J. Ferguson, Dean of Engineering, University of Nebraska,
Lincoln
* Don Searle, KOIL, Omaha

NEVADA

Stanley G. Palmer, Dean of Engineering, University of Nevada,
Reno
* Jack Winston, KOH, Reno

NEW HAMPSHIRE

L. W. Hitchcock, Acting Dean, School of Technology, Univ. of
N. H., Durham
* Bert George, WHEB, Portsmouth

NEW JERSEY

Dr. A. R. Cullimore, President, Newark College of Engineering

NEW MEXICO

M. E. Farris, Dean of Engineering, University of N. M., Albu-
querque
* George S. Johnson, KOB, Albuquerque

NEW YORK (upper)

Dean S. C. Hollister, College of Engineering, Cornell University,
Ithaca
* Col. Harry C. Wilder, WSYR, Syracuse

(metro)

Albert B. Newman, Dean of Engineering, College of the City of
New York

NORTH CAROLINA

Prof. Edward W. Ruggles, State College Extension Division,
Raleigh
* A. J. Fletcher, WRAL, Raleigh

NORTH DAKOTA

L. C. Harrington, Dean of Engineering, University of North
Dakota, Grand Forks
* E. C. Reineke, WDAY, Fargo

OHIO (north)

Prof. H. E. Nold, Director, ESMDT, Ohio State University,
Columbus

(south)

Robert C. Gowdy, Dean of Engineering, University of Cincinnati
* John F. Patt, WGAR, Cleveland (north and south)

OKLAHOMA

R. V. James, Director ESMDT, University of Oklahoma, Norman
* William C. Gillespie, KTUL, Tulsa

OREGON

R. H. Dearborn, Dean of Engineering, Oregon State College, Cor-
vallis
* Frank L. Hill, KORE, Eugene

PENN. (east)

W. T. Spivey, Drexel Institute of Technology, Philadelphia
(west)

Dr. Herbert L. Spencer, President, Pennsylvania College for
Women, Pittsburgh
* A. K. Redmond, WHP, Harrisburg (east and west)

RHODE ISLAND

Prof. F. N. Tompkins, Brown University, Providence
* John J. Boyle, WJAR, Providence

SOUTH CAROLINA

Prof. Robert Sumwalt, University of South Carolina, Columbia
* G. Richard Shafto, WIS, Columbia

SOUTH DAKOTA

Dean H. B. Blodgett, South Dakota State College, Brookings
* Morton Henkin, KSOO, Sioux Falls

TENNESSEE

N. W. Dougherty, Dean of Engineering, University of Tennessee,
Knoxville
* J. T. Ward, WLAC, Nashville

TEXAS

W. R. Woolrich, Dean of Engineering, University of Texas, Austin
* George Cranston, KGKO, Forth Worth

UTAH

A. LeRoy Taylor, Dean of Engineering, University of Utah, Salt
Lake City
* Earl Glade, KSL, Salt Lake City

VERMONT

Prof. E. R. McKee, University of Vermont, Burlington

VIRGINIA

Earl B. Norris, Dean of Engineering, V P I School of Engineering,
Blacksburg
* C. T. Lucy, WRVA, Richmond

WASHINGTON (east)

R. D. Sloan, Vice Dean of Engineering, State College of Wash-
ington, Pullman
* Louis Wasmer, KHG, Spokane

(west)

E. A. Loew, Dean of Engineering, University of Washington,
Seattle
* Robert E. Priebe, KRSC, Seattle

WEST VIRGINIA

R. P. Davis, Dean of Engineering, West Virginia University,
Morgantown
* George C. Blackwell, WBLK, Clarksburg

WISCONSIN

F. Ellis Johnson, Dean of Engineering, University of Wisconsin,
Madison
* Edwin C. Allen, WIBA, Madison

WYOMING

Ralph D. Goodrich, Dean of Engineering, University of Wyoming,
Laramie
* William C. Grove, KFBC, Cheyenne

DISTRICT OF COLUMBIA

S. S. Steinberg, Dean of Engineering, University of Maryland,
College Park

20,000 STUDENTS IN TRAINING

The 20,000 radio technician training students are enrolled in at least 764 classes set up in 45 states and Puerto Rico by approved engineering schools. Broadcasters discontinued recruiting on February 19 upon notification that funds were exhausted.

The facilities of many liberal arts colleges were brought into the picture through sponsorship of courses in such institutions by engineering schools. The latter are established as principal contractors by the law under which ESMDT operates.

To expedite the setting up of training courses in states with large numbers of educational institutions, industry representatives called special meetings of educators. The first, held in Columbus,

Ohio, December 20, 1941, was called by Industry Representative John F. Patt, WGAR, Cleveland. It resulted in an outstanding program of cooperation between broadcasters and educators, which is already proving itself.

Next followed a meeting of upper New York educators in Syracuse, called by Industry Representative Col. Harry C. Wilder, WSYR, January 3, 1942; with a meeting of metropolitan New York educators next day in New York City.

This session was also attended by New Jersey educators. Parker H. Daggett, dean of engineering, Rutgers University, and M. A. Chaffee, associate director ESMDT, Rutgers promised a minimum of 100 courses in New Jersey. These courses with over 2,000 students were established in the record time of three weeks.

W. T. Spivey, state coordinator for eastern Pennsylvania and Delaware, arranged for a meeting of educators in Philadelphia on January 15.

A meeting of Massachusetts educators, called by E. E. Hill, WTAG, Worcester, industry representative, and promoted by Roy C. Harlow, Yankee Network, and Harold E. Fellows, WEEL, was also held in Boston on February 7. It was attended by 21 of the 23 Massachusetts stations. These organization sessions were attended by the Director and Lynne C. Smeby, director of engineering. Lieut. Comdr. Lewis Lee of the Bureau of Navigation made the trip to Syracuse and New York City.

Technical men from broadcast stations are sharing the teaching load that descended on the formal educators. The number of men so engaged should increase in the future since adequately trained teaching personnel is a bottleneck. Stations are also helping by contributing classroom space and equipment resulting in lower costs to the government. This was pointed out in a letter from Prof. Sorensen, California Institute of Technology, southern California coordinator.

"... You will be interested to know that we have been able to show a considerable reduction in cost... some saving has been made because certain high schools and Columbia Broadcasting System are contributing space rent free; and some of the high schools are paying part of the instructors' salaries as their contribution.

"In this connection, may I say that I am sure you would be delighted if you could go with me as I visit the classes and note the fine calibre and sincere purpose of the young men taking the course. Already a considerable number have applied for enlistment in the Signal Corps Reserve."

The tabulation in Exhibit D includes most of the broadcast engineers and engineers in allied lines engaged in teaching radio courses. An equally large number assisted in organizing classes.

EXHIBIT D

RADIO MEN TEACHING RADIO CLASSES

ALABAMA

Vernon Story, WHMA, Anniston; Francis J. Murphree, WSGN, Birmingham; Thomas J. Kelley, WAPI, Birmingham; Paul Cram, WSGN, Birmingham; G. P. Hamann, WBRC, Birmingham; Therald E. Cody, CAA, Dothan; John H. Tharp, WJBY, Gadsden; Wilton H. Pollard, WBHP, Huntsville; Harold L. Mitchell, Mitchell Radio Service, Mobile; Sergt. Joseph W. Perry, U. S. Army, Maxwell Field; Homer Ray Johnson, WCOV, Montgomery; Clifford I. Shelkofsky, WSFA, Montgomery; Raymond T. Garlington, Ala. Power Co., Selma; Frank Bobulski, U. S. Army; William Dale Fritz, U. S. Army; Aubra E. Tilley, Coosa River Ord.

ARKANSAS

Ewing Canaday, KELD, El Dorado; Jewell Warren, KFFA, Helena; Harrison C. Mondy, KLRA, Little Rock; John L. Thompson, KOTN, Pine Bluff; Hugh Lineback, KUOA, Siloam Springs; Bob Pinson, KWFC, Hot Springs.

CALIFORNIA

Jerome Beranek, CBS, Hollywood; William Rambo, KIEM, Eureka; Alvor Olson, KIEM, Eureka; Ralph Kennedy, KQW, San Jose.

COLORADO

George Anderson, KOA, Denver; Byron Brummer, Mt. States Tel. & Tel. Co., Denver; William Stanley Neal, KOA, Denver; Joseph H. Rohrer, KOA, Denver; George Pogue, KFKA, Greeley; Kenneth Cooper, KPDG, Greeley (Police); William Bilsborrow, KFKA, Greeley; Philip Gundy, KGHF, Pueblo; Robert Littlejohn, Pub. Serv. Co., Grand Junction.

CONNECTICUT

Kirby B. Austin, Gen. Elec., Bridgeport; Henry Geist, NBC, Bridgeport; Robert N. Ferry, WTIC, Hartford; Merman Goodstine, WNBC, Hartford; Kenneth A. McLeod, WDRC, Hartford; Edwin R. Sanders, WTIC, Hartford; Carleton F. Noyes, WTIC, Hartford; John C. Moore, Jr., WNLC, New London; F. E. Handy, Am. Radio Rel. Lea., W. Hartford; George Grammer, Am. Radio Rel. Lea., W. Hartford; Sidney Warner, State Police, Hartford.

GEORGIA

James Hudson, WLAG, La Grange; R. A. Starr, WRGA, Rome; Charlie C. Williams, WRGA, Rome.

IDAHO

Ver Cox, KTFI, Twin Falls; H. W. Toedtemeier, KIDO, Boise.

ILLINOIS

E. L. Plotts, WBBM, Chicago; Joseph F. Novy, WBBM, Chicago; F. E. Leslie, WGN, Chicago; A. G. Bodoh, Underwriters Labs., Chicago; Leonard H. Horn, Underwriters Labs., Chicago; George J. Maki, WIND, Chicago; Verner Hansen, Underwriters Labs., Chicago; Paul J. Moore, NBC, Chicago; George M. Ives, WMAQ, Chicago; Raymond G. Wells, Underwriters Labs., Chicago; Harold S. Renne, Underwriters Labs., Chicago; G. R. Dickson, WDAN, Danville; T. C. Cameron, WROK, Rockford; M. H. Nelson, WROK, Rockford; A. J. Ebel, WILL, Urbana.

INDIANA

Fay Gehres, WGBF, Evansville; Alva Smith, WOWO, Ft. Wayne; Charles Sprague, WOWO, Ft. Wayne; Paul Luecke, WOWO, Ft. Wayne; Bruce Ratts, WOWO, Ft. Wayne; Glenn Thayer, WOWO, Ft. Wayne; Thomas Copeland, WOWO, Ft. Wayne; Millard Gannon, RCA Mfg. Co., Indianapolis; Herbert Edison, Jr., WISH, Indianapolis; Keron C. Morrical, RCA Mfg. Co., Indianapolis; John Boyers, WHAS, Louisville, Ky.; D. D. Summerford, WHAS, Louisville, Ky.; Bernard Holtman, WAVE, Louisville, Ky.; R. Townsley, WBAA, Lafayette; Louis Williams, WHAS, Louisville, Ky.; Joseph Fox, WHAS, Louisville, Ky.; Walter Quinn, WHAS, Louisville, Ky.; Roy R. Robinson, Ind. & Mich. Elec., Notre Dame; Roy R. Ryan, Ind. & Mich. Elec., Notre Dame; Claude Harris, WAOV, Vincennes; Curtis VanHoy, Public Service Co., Vincennes; James Doyle, Public Service Co., Vincennes; Austin Curry, Ind. St. Police, Indianapolis; J. Leonard Montgomery, P. R. Mallory & Co., Indianapolis; Leonard Tulauskas, P. R. Mallory & Co., Indianapolis.

IOWA

Gilbert Andrew, KROS, Clinton; David G. Sinclair, KVFD, Fort Dodge; Carl Menzer, WSUI, Iowa City; Leo W. Born, KGLO, Mason City; Wayne Hatchett, KBIZ, Ottumwa; Eugene Peak, KFJB, Marshalltown; Walter M. Ely, KMA, Shenandoah; Alvin H. Smith, KSCJ, Sioux City.

*KENTUCKY

Clarence Weaver, WCMI, Ashland; O. W. Towner, WHAS, Louisville; W. N. Smith, WHAS, Louisville; L. G. Hewett, WHAS, Louisville; William Blanton, WHAS, Louisville; J. C. Gardner, WAVE, Louisville; Bruce Heick, WHAS, Louisville; C. R. Waxler, Ken-Rad Tube & Lamp, Owensboro.

* Other Louisville engineers listed under Indiana.

LOUISIANA

Francis Jacob, WWL, New Orleans; Edward Dutrell, WWL, New Orleans; J. D. Bloom, WWL, New Orleans; O. L. Morgan, KMLB, Monroe.

MAINE

Jack Atwood, WRDO, Augusta; Leslie Hall, WCOU, Lewiston; Rodger W. Horgkins, WGAN, Portland.

MARYLAND

Daniel O. Hunter, WRC, Washington, D. C.

DETROIT

L. R. Conrath, Power Equipment Co., Detroit; Stanley C. Polk, Philco Transitone Div., Detroit; Kenneth Stecker, Stecker Elec., Detroit; F. A. McPhillips, WJR, Detroit; L. R. McDonald, Mich. Bell Tel., Detroit; C. W. Jones, WJR, Detroit; Carl Lee, WKZO, Kalamazoo.

MINNESOTA

Julius Hetland, WDAY, Fargo, N. D.; Maurice Reutter, KWNO, Winona.

MISSOURI

L. A. Mollman, Union Elec., St. Louis; J. S. Malsbary, Wagner Elec., St. Louis; T. L. Jones, S. W. Bell Tel., St. Louis.

NEW JERSEY

Herbert J. Carlin, Westinghouse Elec., Newark; Robert W. Clark, NBC, New York City; Francis M. Cotter, WHOM, Jersey City; Harry F. Dart, Westinghouse Elec., Bloomfield; Earl R. Englund, Bell Tel. Labs., Holmdel; Christopher J. Franks, Boonton Radio Corp., Boonton; Edwin A. Goldberg, RCA Labs., Camden; Cornelius R. Guinee, Cornell Dubilier, Plainfield; Cecil E. Haller, RCA Mfg. Co., Harrison; Arthur W. Hankins, Jersey Cen. Pr. & Lt., Asbury Park; Fred W. Huff, RCA Mfg. Co., New York City; Robert B. Janes, RCA Mfg. Co., Harrison; Dwayne W. Jensen, RCA Mfg. Co., Camden; Ernest R. Jervis, Tung-Sol Lamp Works, Newark; Eugene O. Keizer, RCA Mfg. Co., Camden; Harry Kihn, RCA Mfg. Co., Camden; Lawrence L. Lyford, Jersey Cen. Pr. & Lt., Asbury Park; Earl C. McMahon, Public Serv., Jersey City; Henry A. Nearing, Public Serv., Jersey City; Edward G. Outlaw, Public Serv., Elizabeth; Ambrose J. Petzinger, Westinghouse Elec., Newark; Robert Reed, Jersey Cen. Pr. & Lt., Asbury Park; Robert E. Shelby, NBC, New York City; Cyrus D. Samuelson, WOR, New York City; Walter L. Shepard, Cornell Dubilier, Plainfield; Glenn Sheppard, RCA Mfg. Co., Harrison; Theodore W. Stauber, Am. Transformer Co., Newark; Eugene V. Thatcher, Western Elec., Kearny; Milton S. Umbenhauer, Atlantic City Elec., Atlantic City; John E. C. Valentine, Bakelite Corp., Bound Brook; Vincent S. Wagner, Ajax Electrothermic, Trenton; Allen A. Walsh, NBC, New York City; Arthur K. Wing, Jr., RCA Mfg. Co., Harrison; Winfield G. Bjornson, Cornell Dubilier, Plainfield; Theodore J. Cain, RCA Communications, New Brunswick; Russell K. Forsyth, RCA Communications, New Brunswick; John E. Fox, Westinghouse Elec., Bloomfield; Rolf K. Hansen, Federal Tel. Co., Newark; Donal P. Heritage, Signal Corps Labs., Ft. Monmouth; William A. Huber, Signal Corps Labs., Ft. Monmouth; William M. Robinson, Cornell Dubilier, Plainfield; Marion T. Whiting, Public Serv., Irvington; Anthony S. Rura, Western Elec., Kearny; Elmer M. Adkins, Jersey Cen. Pr. & Lt., Asbury Park; Albert L. Ayres, N. J. Bell Tel., Trenton; Fred L. Bartman, Westinghouse Lamp, Bloomfield; John F. Betz, Public Serv., Irvington; Herbert J. Carlin, Westinghouse Elec., Newark; Austin C. Fort, Jersey Cen. Pr. & Lt., Morristown; Edmund Osterland, Ballentine Labs., Boonton; Dolph Wappler, Public Serv., Newark.

NEW YORK

Michael Yonkovig, WWNY, Watertown; Jack Nazha, WMFF, Plattsburg; John Burke, WKIP, Poughkeepsie; Karl B. Hoffman, WKBW-WGR, Buffalo; Edwin Fleischmann, Buffalo Niagara Elec., Buffalo; George E. James, Gen. Elec., Schenectady; Edwin J. Jackson, Gen. Elec., Schenectady; Sidney Godet, Gen. Elec., Schenectady; Armand Belle Isle, WSYR, Syracuse; Robert Murphy, WSYR, Syracuse; William Ott, N. Y. Tel. Co., Syracuse; Paul F. O'Neill, Cent. N. Y. Pr. Corp., Syracuse; Clyde B. Utter, Utter Elec. Co., Oneonta; Everett A. Wilson, N. Y. St. Gas & Elec., Geneva.

NORTH CAROLINA

E. P. Mallard, WSOC, Charlotte; Robert Van Sleen, WQNZ, Gastonia; E. S. Long, WHKY, Hickory; Robert Moore, WMFR, High Point; R. A. Dunlea, WMFD, Wilmington.

NORTH DAKOTA

E. J. O'Brien, KFJM, Grand Forks.

OHIO

J. S. Maxon, Triplette Elec. Instr., Bluffton; James Hollis, WLW, Cincinnati; F. G. Everett, WTAM, Cleveland; W. G. Hutton, WGAR, Cleveland; Jos. Dobosy, WHK-WCLE, Cleveland; G. R. Frost, Ohio Bell Tel., Cleveland; K. S. Sherman, WGAR, Cleveland; R. Ostrander, WHK-WCLE, Cleveland; J. S. Hill, WHK-WCLE, Cleveland; Marion Snedeker, WHK-WCLE, Cleveland; Dean Christian, Brush Dev. Co., Cleveland; J. T. Vaughn, Elec. Controller, Cleveland; R. C. Higgy, WOSU, Columbus; D. E. Fritz, Westinghouse Elec., Lima; Marvin Myers, WPAY, Portsmouth; W. M. Stringfellow, WSPD, Toledo; Ed. Goon, WSPD, Toledo; W. V. Gorton, Westinghouse Elec., Toledo; Maurice Meyers, WPAY, Portsmouth; James L. Hollis, WLW, Cincinnati; Lester Nafzger, WBNS, Columbus; William Hutton, WTAM, Cleveland; Price Fish, WHK, Cleveland.

OKLAHOMA

Duane W. Hoisington, KBIX, Muskogee; Jack Grant, Radio Club, Ardmore.

PENNSYLVANIA

R. G. Hayes, Penn. Edison Co., Altoona; S. F. Harkins, Bell Tel. of Pa., Altoona; Clifford Gorsuch, WISR, Butler; Herbert M. Wallace, Penn. Pr. & Lt., Hazleton; W. H. Eckert, Westinghouse Elec., Pittsburgh; H. R. Kaiser, WWSW, Pittsburgh; D. A. Ferguson, Wilkes-B.-Wyo. Valley Airport.

RHODE ISLAND

H. H. Tilley, WEAN, Providence.

SOUTH CAROLINA

DeLeon Finklea, Finklea Radio Supply, Florence.

TEXAS

M. F. Noster, S. W. Bell Tel., Corpus Christi; Roy Flynn, KRLD, Dallas; Olin Brown, WFAA, Dallas; D. W. Tucker, WRR, Dallas; Cecil Ross, Graybar Elec., Dallas.

UTAH

J. W. Christensen, KSL, Salt Lake City; S. W. Pixton, Mt. States Tel. & Tel., Salt Lake City.

VIRGINIA

W. L. Braum, WSVA, Harrisonburg; Julius L. Grether, WTAR, Norfolk; W. R. Selden, WRNL, Richmond; Lieut. W. W. McLain, Norfolk; Robert H. Smith, WOPI, Bristol, Tenn.-Va.

WASHINGTON

Melvin Herr, KOMO-KJR, Seattle; E. C. Carter, KIT, Walla Walla; James Johnson, Northern Radio, Seattle.

WEST VIRGINIA

A. J. Ginkel, WJLS, Beckley; P. T. Flanagan, WHIS, Bluefield; Odes Walker, WCHS, Charleston; Conrad S. Slemans, WBLK, Clarksburg; John L. Yarnes, WLOG, Logan; W. A. Sodaro, WPAR, Parkersburg; Louis Tulchin, WBRW, Welch; Glenn G. Boundy, WWVA, Wheeling.

WISCONSIN

Thorwald Jorgensen, Police Radio, Chippewa Falls; Paul W. Holton, WCLO, Janesville; John H. Stiehl, WHA, Madison; Norman Hahn, WIBA, Madison; W. E. Duben, WOMT, Manitowoc; Ross Hansch, WIBU, Poyette; Francis L. Dechant, WRJN, Racine; G. L. Davidson, WRJN, Racine; R. S. Pearson, WJMC, Rice Lake; Herbert J. Mayer, WHBL, Sheboygan; Randolph Luukinen, WDSM, Superior-Duluth.

WYOMING

Paul Huber, KFDN, Casper; William C. Grove, KFBC, Cheyenne; Lyle C. Tyler, KPOW, Powell; R. F. Crosssthaite, KWYO, Sheridan.

ARMY AND NAVY RADIO NEEDS WOMEN

As an indication of the urgent need for radio people there are civilian jobs for women now open in the Army and Navy. The latter requires women amateur operators in one classification; and women with degrees in electrical engineering or physics in another. The Army Signal Corps will employ skilled women code operators.

Respectfully submitted,
ARTHUR STRINGER,
Director of Promotion.

May 1, 1942.

Coordinator of Listener Activities

During 1941-42, as part of NAB Public Relations Division, Mrs. Dorothy Lewis increased her activities both as Vice-President of the Radio Council on Children's Programs and as a representative of NAB. In April, Mrs. Lewis was appointed "Coordinator of Listener Activities."

Among the organizations addressed by her have been—American Library Association; Nebraska Federation of Women's Clubs; Association for Education by Radio; Regional Conferences and Annual Congress of the National Society of New England Women; Southern California Federation of Women's Clubs; Boston Federation of Women's Clubs; Audio-Visual Conference at Baylor University; New York Times Conference—"Children in War Time"; General Federation of Women's Clubs Radio Department; FREC Conference on Children's Programs; Radio Councils in Cleveland, Minnesota, Portland, Oregon, Nashville, Cedar Rapids, Seattle, Birmingham, Davenport, Rockford, Schenectady, Fresno, Louisville, Philadelphia, Western Massachusetts, Salt Lake City and NAB District Meeting at Dallas, Texas.

During 20,000 miles of travel through 27 states 50 radio conferences were held under the title "Radio in the Community" at which representatives of all club civic and educational groups attended. Thirty thousand copies of "Broadcasting to the Youth of America" were distributed. Effort was made to have radio's many sided story told by leading broadcasters and those laymen using radio locally. These conferences were a "first" in radio history and indicate potentialities for all stations and communities along this line of approach.

A number of resolutions and recommendations were passed by state groups calling for full and open hearings by Congress on all issues pertaining to FCC regulations and rules imposed on the radio industry.

A large correspondence and administrative work has developed as a result of past promotion. The result is a growing understanding on the part of the listeners to their responsibility and comprehension of radio's great contribution and problems. Several handbooks "Radio Patterns for Public Relations" are in process of creation.

Broadcasters had occasion to cooperate with local councils in Minnesota and Omaha during the past year. Several broadcasters have addressed state and national meetings of lay organizations.

A very favorable generous press help the promotion of these activities.

One direct result of Radio Council development is the series of meetings held at the 1942 Cleveland NAB Convention. Outstanding speakers addressed an audience composed of broadcasters and listeners, guests of NAB and the Radio Council of greater Cleveland. This event makes another "first" in radio history and indicates a trend toward the day when the listener element in American radio will be dignified and become an integral part of its democratic process.

Respectfully submitted,
(MRS.) DOROTHY LEWIS,
Coordinator of Listener Activities.

May 1, 1942.

Department of Broadcast Advertising

Activities of the Broadcast Advertising Department during the past year have centered around the NAB Sales Managers Division objectives of "making it easier for more clients to buy more time on more stations," and of elevating radio sales standards "to take the burden of sales off owners and managers who are concerned with other industry problems."

The Department has recognized that for a perpetuation of free radio in this nation, despite the ramified tribulations of a harassed industry and the new complications of wartime problems, maintenance of income is paramount. Blessed with a measure of cooperation from all quarters that left little to be desired, the Department therefore concentrated on the elevation of radio sales standards, maintenance of good business practices and ethics, and a regular supply of practical radio sales helps to members.

Of great value in furthering this work was the NAB Sales Managers Executive Committee, consisting of Eugene Carr, WGAR, chairman; John M. Outler, Jr., WSB, representing large stations; E. Y. Flanagan, WSPD, representing medium stations; Dietrich Dirks, KTRI, representing small stations; Arthur Hull Hayes, WABC, representing CBS; George Frey, representing NBC; Fred M. Thrower, Jr., representing The Blue Network, and Linus Travers, WAAB, representing Mutual-affiliated stations.

Likewise of great assistance were the Sales Managers Chairmen of the 17 NAB Districts:

William Malo, WDRC, District 1
Charles F. Phillips, WFBL, District 2
John E. Surrick, WFIL, District 3
John H. Field, Jr., WPTF, District 4
John M. Outler, Jr., WSB, District 5
H. Vernon Anderson, WJBO, District 6
William I. Orr, WBNS, District 7
J. B. Conley, WOWO-WGL, District 8
James F. Kyler, WCLO, District 9
Sam H. Bennett, KMBC, District 10
Thomas G. Gavin, WEBC, District 11
Ellis Atteberry, KCKN, District 12
Jack Keasler, WOAI, District 13
W. E. Wagstaff, KDYL, District 14
Wilt Gunzendorfer, KSRO, District 15
Charles A. Storke, KTMS, District 16
Harvey Wixson, KHQ-KGA, District 17

Following is a brief summation of activities undertaken by this Department:

DISTRICT MEETINGS. The Director attended 17 meetings in 16 NAB Districts during the year, and in cooperation with

the Sales Managers Chairman conducted a session on "Industry Sales Problems" varying from two hours to a full day.

"MANUAL OF RADIO ADVERTISING." To furnish member stations with a compilation of basic radio sales data, six chapters and an index were published and distributed to members, with additional copies available at cost. Subjects covered were "Why Business Must Advertise," "The Extent of Radio Listening," "The Effectiveness of Radio," "Dealers Prefer Radio," "Radio as a Social Force," and "What Price Radio?" Material for additional chapters is being gathered, as the Department's objective is to make the Manual complete and keep it up to date.

"RESULTS FROM RADIO." This series of trade studies was continued, with releases to member stations on Drug Products, Participating Programs, Musical Instruments, Jewelry, Morticians, Drug Stores, and Theatres.

CASE HISTORIES. A classified file containing hundreds of separate radio case histories on all classifications of business was developed through the cooperation of member stations, with mimeographed copies always freely available to NAB members.

"BROADCAST ADVERTISING RECORD." The Department cooperated with the NAB Department of Research in producing and interpreting to sales managers the reports submitted by stations to the Record.

SUMMARY TABLES. Details of radio sponsorship in various business classifications were compiled from "The Broadcast Advertising Record" and made available to sales departments. Included were summary tables on Department Stores, Grocery Stores, Insurance Companies, Hotels & Restaurants, Real Estate, Musical Instruments, Railroads, and Bus Lines, all for general release, plus special tabulations on request.

THE BUSINESS OUTLOOK. The Department attempted to keep members currently informed on business conditions and the business outlook in relation to radio advertising. This was accomplished by frequent summaries in the weekly membership bulletin plus special studies when warranted. Among the latter were "The Effect of Priorities on Radio Advertising," issued in September, 1941, and "Wartime Radio Advertising," issued February 1, 1942.

REPRINTS. Notable articles or speeches by advertising authorities were reprinted for free distribution to members. Among these were "Radio Advertising for Savings & Loan Associations," "Radio and the Industrial Banker" by Craig Lawrence, "Advertising Is Essential to the Proper Growth of the Nation and Its People" by Richard L. Deupree, "Blood, Tears and Advertising" by Ellen Hess, "They Don't Seem to Believe Us" and "New Check-List of FTC Taboos," "The Radio Salesmanager's Job in Wartime" by Eugene Carr, "Filene's Discovers the Power of Radio," "American Paradox," "Dressing on Your Salad," the AFA "Guide for War-time Advertising," "Advertising's Work in a Seller's Market," "Advertising—The Facts About Attacks on It, Its Economic Functions, Its Indispensability, and What To Do About It," "Planning Today for Post-War Business" by Colonel Willard Chevalier, and "Increasing the Tune-In" by Walter J. Neff.

COOPERATION WITH GOVERNMENT AGENCIES. Within the scope of its functions, the Department represented the interests of the NAB membership through cooperation with such governmental agencies as the Federal Trade Commission, the Treasury Department, the Office of Facts and Figures, the Department of Commerce, the Bureau of the Census, the War Department, and others, as well as with subdepartments and semi-official agencies.

COOPERATION WITH OTHER GROUPS. Special efforts were made throughout the year in the interests of commercial

radio to cooperate with and enlist the active support of such organizations as the American Association of Advertising Agencies, the Association of National Advertisers, the National Retail Dry Goods Association, the Advertising Federation of America, the Associated Merchandising Corporation and the Retailers Research Association, the American College Publicity Association, the Radio Executives Club, the Financial Advertisers Association, the American Industrial Bankers Association, the Retail Reporting Bureau, etc. Besides correspondence and consultations with these groups, the Director participated in two conventions each of the AAAA and ANA, addressed the national AFA convention and a district convention, participated with the Sales Managers Executive Committee in a panel on radio advertising for department stores at the national NRDGA convention and arranged for that group to conduct a similar panel at the NAB convention as well as to conduct a nationwide survey of radio advertising among NRDGA members, addressed a national convention of ACPA, with the Executive Committee put on a luncheon program for the Radio Executives Club and held two meetings with a committee of that organization to work out mutual problems, and arranged for NAB representation and radio presentations at other conventions.

STANDARD SCHEDULE FORMS. As a result of discussions with a committee of time buyers from the Radio Executives Club, standard program schedule forms were drawn up and printed in quantity, and made available to NAB members at cost, in the interests of "making it easier to buy radio." To date, 250,000 of these schedule forms have been ordered by member stations.

RATE CARD SIMPLIFICATION. Similarly, recommendations for simplifying radio rate structures were passed on to the industry, with cooperation from *Radio Advertising Rates and Data*; the single-rate structure was advocated where feasible, and a uniform definition for the application of general and retail rates was adopted.

COVERAGE MAPS. Recommendations for standard formulae and procedure in preparing coverage maps were given the industry, and further cooperation on this subject is being secured from the NAB Research Committee.

STANDARD CONTRACT FORMS. A special radio committee consisting of Eugene Carr, WGAR; R. E. Dunville, WLW; and Herbert L. Pettet, WHN, negotiated a new standard contract form with a committee representing advertising agencies. This form is now awaiting approval by the NAB Board of Directors.

SALES CONTACTS. The Department carried on a general radio sales campaign within the limits of time available for this work, and with the cooperation at times of network sales departments, national spot representatives and individual member stations. Through personal calls and direct-mail, such sales work was directed to a variety of clients including motion picture producers, department store chains, automotive and tire manufacturers, circuses, appliance manufacturers, the Washington State Apple Commission, the National Dairy Council, etc. Some encouraging progress and increased radio billings were noted.

SPECIAL SALES MANUALS. Radio sales data was produced in special manual form in several fields, such as "Radio Sells Sporting Goods," "Savings & Loan Associations—On the Air!" "Radio Advertising for Financial Institutions," and "Public Relations and Sales Manual."

SPECIAL STUDIES. New techniques or findings with an application to commercial radio, developed either by NAB members or others engaged in advertising, were passed on to the membership. Typical of these were "Effective Retail Selling," by Bruff W. Olin,

Jr., WKIP, and "How to Improve Commercials," by Horace Schwerin.

TRADE PAPERS. Special articles on various phases of radio advertising were contributed by the Director to trade publications, or secured from outside sources and guided to publication.

TALKS. During the year the Director spoke on commercial radio topics before the national AFA convention in Boston, a district AFA convention in Tulsa, the Columbus, Ga., Rotary Club, the Atlanta Advertising Club, the Omaha Advertising Club, the Hartford Advertising Club, the Worcester Advertising Club, the Advertising Club of Los Angeles, the Denver Advertising Club, the Radio Executives Club of New York, the NRDGA convention in New York, and the ACPA convention in Columbus, Ohio. Several talks were broadcast over single stations and regional hook-ups.

DEALER-COOPERATIVE STUDY. The Department was directed by the Sales Managers Division at the St. Louis NAB convention to conduct a nationwide study on dealer-cooperative advertising. This was completed during the year with the assistance of the NAB Department of Research, and distributed to cooperating members.

MERCHANDISING SURVEY. Similarly, a nationwide radio merchandising survey was authorized and completed, with the results published and distributed to all members.

CHECKING SERVICES. Commercial checking services were investigated as a potential threat to radio billings, and a confidential report was issued in a special bulletin to all U. S. radio stations irrespective of NAB membership. Check-systems were devised and recommended whereby stations could perform with a maximum of commercial efficiency, and an educational campaign was carried on among agencies and clients, informing them of the steps taken by broadcasters to insure proper performance.

STATION PERFORMANCE SURVEY. A test survey of representative stations was conducted during the month of February, 1942, by WSB, 50,000 watts; WSPD, 5,000 watts; and KTRI, 250 watts, showing radio station performance on commercial broadcasts of all types to be 99.38% satisfactory, with a "predictable margin of error" of .0062, and with such errors satisfactorily reported to clients and adjusted. This survey was given to all mem-

bers, and additional wide distribution in advertising circles was obtained.

ARMY PROGRAMS. Cooperating with the Radio Branch, Bureau of Public Relations, War Department, a survey was made of programs originating at Army camps and commercially sponsored.

PER-INQUIRY, FREE TIME. A constant educational campaign was carried on among radio stations, advertising agencies and clients, to discourage attempts to misuse the radio medium with unwarranted requests for free time or attempts to break down legitimate rate structures. The industry attitude was explained to every offending agency or client, and NAB members were kept informed through the weekly NAB REPORTS.

SPECIAL PROBLEMS. Through daily correspondence with member stations, assistance was given on special problems involving commercial broadcasting and sales helps were given when requested. During the year, such individual requests from members showed an increase of approximately 400% over the previous year.

MISCELLANEOUS. Alleged double-billing practices of newspapers were investigated and referred to the ANPA; statements from the ANA opposing special newspaper editions or sections were distributed to members; cooperation was extended to special NAB committees working on such matters as Daylight Saving Time, the proposed Federal Time Sales Tax and the Sanders Bill; evidence was gathered on the value of Saturday time for commercial broadcasting; problems of handling commercial mail were considered and a standard contract clause was recommended; a cash discount was opposed, as well as the allowance of agency commission to clients on business placed direct.

The whole-hearted cooperation received throughout the year from all other NAB staff members is noteworthy. Without their valued assistance, as well as the support of the Executive Committee, the Board of Directors, the Sales Managers Committee, the Code Committee and the Research Committee, the year's program would undoubtedly have been materially curtailed.

Respectfully submitted,

FRANK E. PELLEGRIN,
Director of Broadcast Advertising.