



The President

FOREWORD

Sixteen months have elapsed since the 1943 War Conference in Chicago. During ten months of that period Neville Miller served as President of the National Association of Broadcasters, retiring on March 1, 1944; for almost two months C. E. Arney, Jr., Secretary-Treasurer, on designation of the Board of Directors served as Managing Director of the Association, while I have been in office about four months. This has produced a composite pattern for the Presidency and as during most of the time I was not actively connected with the NAB, the majority of the important happenings during this period will be found covered in the report of the Secretary-Treasurer.

WAR ACTIVITIES

Naturally during this period of critical national life the first concern of the Association, as of its member stations, has been directed toward the furtherance of the efforts of America at war. In all campaigns conducted by the Government, whether through the War and Navy Departments or through other Governmental agencies, the Association has been active in suggesting, handling and directing the radio part of these campaigns and the Association has been handsomely and effectively supported by every radio station in the country, member and non-member alike. I take this opportunity to thank the broadcasting stations, on behalf of the NAB, for the tremendous support they have given in all of these undertakings.

These campaigns have covered recruitments for all branches of the armed forces, such as marine officers, glider pilots, coast guardsmen, Army-Navy nurses, signal corps personnel, Army specialists; recruitments for civil services, such as war workers, non-combat pilots, etc.; war bond drives; salvage and conservation campaigns; requests for blood donors; such informative campaigns as those revolving around railroad travel, V-mail, shoe rationing and other forms of OPA activities, etc.

It is difficult even for those who have been engaged in this work to judge really adequately its tremendous scope. It has been estimated that from the beginning of the war to January 1, 1944 broadcasting has furnished over 54,000,000,000 listener-impressions directed to the war effort. A listener-impression is a message broadcast one time to one person. On the basis of the above estimate this figure means that some message relating to the war has been brought home over 400 times on the average to every man, woman and child in this country—an accomplishment of truly gigantic proportions.

As might be expected from the foregoing account the monetary value of the time dedicated to the furtherance of war measures by both advertisers and networks and radio stations themselves has been enormous. Conservatively figured, the value of this contribution for the year 1943 alone reached the formidable figure of \$202,000,000.

The invasion of Normandy to liberate France and crush the German armies placed upon radio its greatest responsibility to do an effective news-reporting job. Radio reporters equipped with wire

recorders accompanied the first waves of troops on to the beachheads and the American public was given a never-to-be-forgotten account of the battle as it progressed with the accompaniment of the fearful sounds of modern warfare. The general comment on radio's performance during this critical test has been almost universally commendatory. Broadcasting has marked a new high in factual and first-hand reporting of the war in its progress.

We hear a great deal today on the subject of reconversion. Broadcasting must be prepared to make its reconversion after the war, just as much as must manufacturers and other industries. We have become accustomed to the high interest of the public in all war news during these critical times. When the war is over will the public continue to want news over the air? The wise radio station is at this time preparing for the period when the keen public interest in news will have become somewhat dulled and is now so building its news services that it will be prepared after the war to retain the interest of its listeners in the presentation of the news of a world at peace, and through this dissemination of news and information play its part in maintaining peace throughout the world.

THIS CONFERENCE

It was only after the most thoughtful consideration that it was determined to hold this Executives' War Conference. The meeting had once been postponed from spring until this date in order to conflict as little as possible with the problems of the railroads. We have been in close communication with the railroads themselves and as the time for this meeting approached we felt that it was increasingly desirable from the public viewpoint as well as our own that the meeting be held now instead of being deferred to a later date, which in all probability would have to be some time in the early part of 1945. The position of the Association as well as the activities of each individual station have become so intertwined with the war effort that it is imperative that we get together once in a while and review what progress has been made and plan for the future. In this way we can be of infinitely more value to our country. A distinctly lesser reason is found in the fact that all the activities of the NAB run from meeting to meeting, including the terms of office of directors, the appointment and functioning of Committees, etc., and that no provision has been made for the omission of such a meeting. One of the proposed amendments to the by-laws is designed for the future coverage of this omission.

NAB COMMITTEES

It has been truly observed that the work of the NAB revolves about the work of its committees. These are most important to the functioning of the home office and are at the same time most instrumental in transmitting the thought and planning of the individual station into the work of the Association. The quite detailed account of the actions of the various committees is contained in the individual reports of the several Directors. I want here to cover the highlights of the labors of the committees of the NAB.

Accounting Committee. This committee met once during the year, suggested simplification of the FCC Annual Employee and Financial Data form and appointed a subcommittee to draft a revision of the NAB Accounting Manual.

Code Compliance Committee. This committee has met once since the last convention. It gave a detailed study to the application of the Code to labor broadcasts. A complete statement was published in the NAB reports. Scheduled for discussion at Chicago is the recently issued CIO Radio Handbook with its attack on the Code.

Executive Engineering Committee. This committee has met twice since the 1943 War Conference. The most important matters considered were the NAB training program for women studio operators and the NAB participation in the Radio Technical Planning Board. Another meeting of this committee is planned early in September to discuss NAB proposals in connection with post-war allocations.

Insurance Committee. There has been no meeting of this committee held since the last convention.

Labor Executive Committee. This committee has held one meeting and has considered the problems growing out of the action of the American Federation of Musicians in connection with the ban on recordings and the platter-turner situation. It has also considered the activity of the American Federation of Radio Artists in their attempt to establish the principle of additional fees for assigned announcers.

Legislative Committee. This important committee has had seven meetings since the 1943 conference. It has furnished the Senate Interstate Commerce Committee with its opinions on the several legislative

proposals submitted. It is believed that while no legislation has been secured there is greater recognition of the need for remedial and definitive legislation than ever before.

Post-War Planning Committee. No meeting of this committee has been held.

Program Managers Executive Committee. This committee has met once since the last convention, and at the meeting outlined programming standards and inaugurated a series of articles, the first five of which have been run as Special Program Managers' Bulletins in the NAB REPORTS.

Public Relations Committee. This committee has met twice since the last conference. It has developed and put into operation a complete industry plan of public relations involving organization of districts and stations and assembling the text and photographs for a 125-page book on public relations entitled "Management in the Public Interest" now ready to go to press.

Audience Measurement Bureau Committee. This committee met once during the period, considered the Resolution passed by the 1943 conference regarding an establishment of a Bureau of Audience Measurement and recommended to the Board that such a Bureau be established.

Radio News Committee. This committee met once since the last conference and studied the need for courses in Radio Journalism resulting in a proposed Council on Radio Journalism to establish standards and install courses in Radio Journalism in American schools and colleges.

Research Committee. This committee has been most active during the last year, having had three conferences, each lasting two days. The Technical Subcommittee, which was appointed for consideration of the coverage problem, had four formal meetings and numerous informal meetings. The committee compiled and published "Radio Market Data Handbook"; compiled and released the estimate of radio sets in use January 1, 1944; in a series of progressive steps developed the station coverage project to the point of presentation to this Executives' War Conference.

Retail Promotion Committee. Since the 1943 conference this committee proceeded in continuous session to develop the showing of "Air Force and the Retailer" and supervised its presentation in 111 cities during the fall of 1943 and several additional cities during this calendar year. At the request of this committee Mr. Avery prepared the "How to Do It" booklets.

Sales Managers Executive Committee. This committee has held five meetings since April, 1943. Since January, 1944 the committee has taken over the activities of the Retail Promotion Committee, has acted in close cooperation with the National Retail Dry Goods Association through participation in their Sales Promotion Clinic held in Cincinnati and by continuing contacts with leaders in the retail field, has presented a talking motion picture and transcribed report on Broadcast Advertising on the invitation of the Proprietary Association of America, has assisted the Research Committee in the development of recommended standards for the determination of station coverage.

Small Market Stations Committee. This committee, formed since the last conference, has held two meetings. It studied the basic difficulties of small market stations and will present the result of these studies at this meeting. The committee also explored the developments in FM and Television that are likely to affect small market stations.

Music Committee. This committee has held three meetings since the last conference. It has devoted its time to a study of the rights and obligations of ASCAP and the broadcasters under the new contracts based upon the Consent Decree. It will report the result of its findings to this conference.

From the above list the scope of the work of the Association during the past sixteen months can be seen. It has been concerned with problems in every field of broadcasting and has covered a very wide territory.

NAB MEMBERSHIP

Feeling that the effectiveness of this industry organization increases in proportion as the representation of all broadcasting stations in its membership grows, the Association takes great pride in its addition of almost 100 members since the 1943 conference. At various times broadcasters have been accused of not being in agreement themselves as to what they wanted or as to plans for action. I cannot see that this is a bad fault. There are over 900 broadcasting stations licensed in the United States and it would be a miracle of miracles to have every one of them agree on every problem that arose. There are tremendous differences in power, markets and program habits as well as local conditions, all of which lead to a divergence of opinion. Certainly no body so large in size as this membership can or should be expected to agree on every question presented. The interplay of divergent viewpoints should help

progress rather than retard it. The point to be remembered, however, is that once the majority has decided on a definite policy on fundamentals the differences in opinion should be subordinated if broadcasting as an industry is to make the progress it should.

The NAB needs the support of all radio stations and we are bold enough to feel that each radio station needs the support of the NAB.

THE PRESIDENCY

The term of my office as President expires on July 1, 1945. Very shortly a committee will be appointed to consider the question of the new President. Any suggestions that may be offered will, I am sure, be most acceptable to this committee.

CONCLUSION

These sixteen months have been a period of considerable growth for the Association and of an opportunity for national service which has been equally accepted. The Association is sound financially and is equipped to serve broadcasters as they develop use for its services. May you continue to demand the best of us and to expect us to fulfill our obligations.

J. HAROLD RYAN

Secretary-Treasurer

The preparation of this report is made somewhat complicated by events which have occurred since the War Conference here in Chicago in April of 1943. The complications arise out of changes which have taken place within the organization resulting in the assumption of additional duties by the Secretary-Treasurer's office.

Chronologically, changes are as follows: On June 1, 1943, Russell Place, Director of the Legal Department, resigned to accept an important civilian post with the Office of Strategic Services. Since that time the bulk of the legal work has devolved upon the Secretary-Treasurer. On January 1, 1944, Joseph L. Miller, Director of Labor Relations, became a Lieutenant in the Navy. Since that time the labor relations work has been handled in the office of the Secretary-Treasurer.

On March 1, 1944, Neville Miller terminated his presidency and for the period from March 1 until April 15, when Harold Ryan assumed his presidential duties, the Secretary-Treasurer, as Acting Managing Director, discharged some of the duties of the presidency. To further complicate the situation Neville Miller left for his new duties abroad without having had time to prepare a report of the presidential activities in the period from May 1, 1943, until the time of his departure on March 1, 1944.

Without any attempt to segregate the various duties we will endeavor to make this report cover in a general way all of these activities. Detailed information of the work of the various departments will be found in the reports of the NAB staff members. To fully comprehend the broad field which NAB covers, every member is urged to carefully read these individual reports for they contain information of much value. A reading of them may also tend to encourage the greater use of the services of the NAB staff by the membership.

SUPREME COURT DECISION—LEGISLATION

Almost immediately following our April 1943 War Conference, the Supreme Court on May 10 handed down the decision upholding the right of the FCC to enforce the so-called network rules. The broad language used by the Court in sustaining the Commission's position aroused intense feeling throughout the industry. There was spontaneous editorial comment in the press calling for revision of the law in the interests of preservation of free speech. There was a very definite feeling of anxiety that the law, as interpreted by the Court, gave to the Commission powers over the operation of licensees, including programs and business policies, which would lead ultimately to the serious impairment of the American System of Broadcasting.

Efforts were immediately undertaken to hasten consideration of the legislation then pending in Congress. It was the consensus of opinion throughout the industry that only by Congressional action could the broadcasting industry be protected in its operation and be relieved of governmental interference. The full story of our legislative activity is contained in another part of these reports.

WAR SERVICE

Throughout the entire period, the major portion of the time of the NAB staff has been devoted to cooperative activity with the many governmental agencies which deal directly with our war effort. We have worked in unison with the War Finance Division of the Treasury Department in the 4th and 5th War Loan Campaigns. There has been constant contact and cooperation with the Office of War Information and with the Public Relations Divisions of the Army, Navy and Marine Corps. We have maintained steady liaison with the War Advertising Council and have assisted in supporting that activity.

Testimony as to the value of the services rendered is contained in the "Certificate of Appreciation" awarded by the Signal Corps fully described in the report of the Director of Promotion and Circulation.

With becoming modesty the Director made no reference to another citation. It follows:

WAR DEPARTMENT
Army Service Forces

SPSAY 200.6 Awards

Office of the Chief Signal Officer

Washington

15 July, 1944.

MR. ARTHUR STRINGER, *Secretary*
NAB War Committee
National Association of Broadcasters
1760 N Street, N. W.
Washington 6, D. C.

Dear Mr. Stringer:

It gives me genuine pleasure to inform you that a CERTIFICATE OF APPRECIATION has been awarded to you for your excellent cooperation and patriotic service to our country in the present world-wide conflict.

The leadership which you displayed in cooperating with the Signal Corps in the development of the Signal Corps Enlisted Corps Pre-Service Training Program was of material aid in the fulfillment of the Signal Corps' responsibility of providing the Army with the world's finest military communications.

Within the next few days, Lt. Colonel Charles J. McIntyre of this office will be in touch with you in reference to the delivery of the Certificate together with an appropriate pin.

Sincerely yours,

(S.) H. C. INGLES
H. C. Ingles,
Major General
Chief Signal Officer.

All stations have been kept abreast of developments in selective service procedure directly affecting their interests and a series of supplements to the Selective Service Handbook has been issued for their information and guidance.

As a further aid to broadcasters in meeting personnel problems arising out of withdrawals of technical personnel by the armed services, NAB cooperated with the Federal Communications Commission in compiling a list of technicians available for employment and many of these were placed.

THE LABOR FRONT

The action of James C. Petrillo, President of the AFM, in continuing his ban on recordings has caused a considerable amount of activity on the part of NAB. At the instance of some of the recording companies the matter was taken before the War Labor Board and referred to a panel which held a long series of hearings. All of these developments were followed very closely by NAB and a full report of them will be made at this Conference by our special counsel, Sydney Kaye.

The activity of the American Federation of Radio Artists in seeking an extension of the principle of assigned announcers fees has caused considerable concern and a great deal of our time has been devoted to that development. The WMAL case now pending before the War Labor Board for final decision is of extreme importance and has been carefully watched and appropriate assistance has been rendered counsel representing the station in that case. Likewise, we have conferred with the attorneys representing the Class B stations in Chicago with reference to their case which involves this principle and a full report of that will be made before this Conference.

Prior to his departure from the NAB staff, Joseph L. Miller compiled and made available to all broadcasters the Decisions of the National Labor Relations Board. This document is of great value to all broadcasters.

In many individual cases assistance has been rendered to stations in connection with the negotiation of labor contracts and in interpreting provisions of the Wage Stabilization formula and Wage and Hour Act. The War Manpower Commission rules and regulations respecting job referral and employment ceilings have been interpreted upon individual request and made available through the REPORTS.

THE CODE AND PROGRAMMING

Considerable time has been devoted to bringing about better understanding of the NAB Code and the basic concepts which underlie its provisions. Serious attacks have been made upon the Code by certain organized groups and NAB has sought constructively to meet this challenge.

As another means of aiding the broadcasters in more adequately and completely serving the public, a Program Directors Committee was organized and has functioned effectively in laying the foundation work for constructive improvement in the programming field.

BROADCAST ADVERTISING

The work of the Department of Broadcast Advertising has been outstanding. Under the chairmanship of Paul W. Morency the Retail Promotion Committee carried through a project conceived by the Department of Broadcast Advertising and approved by the Board in 1942. No attempt will be made in this report to give details of this project or the results which followed. These will be embodied in the report of the Broadcast Advertising Director. We believe this particular activity is one of the really outstanding efforts made by a trade association as a measure of direct service to its membership. A complete outline of the project has been submitted for the consideration of the American Trade Association Committee of Awards. No decision has been announced by the Committee.

Pursuant to the action of the membership at the 1943 meeting, a Small Market Stations Committee was created. This Committee has held two very fruitful meetings and a complete report will be submitted. No activity which the Association has conducted gives promise of more constructive contribution to the betterment of the industry than does this activity. Any effort to strengthen the small market stations and enable them to more effectively discharge their obligation of serving the public interest must certainly redound to the benefit of the entire industry.

GOVERNMENT QUESTIONNAIRES

The increase in the number of questionnaires sent out by the various government departments to industries of all kinds resulted in the creation early in 1943 of the Committee on Government Questionnaires, upon which all important industries are represented. The objective is to bring about a diminution in the number and an improvement in the type of questionnaires. NAB is represented on this committee and has joined in its financial support. Real progress has been made and many questionnaires which otherwise would have been sent to broadcasters were eliminated; others were materially reduced in content.

RADIO NEWS

The Radio News Committee of NAB was created with the primary purpose of bringing about better trained personnel to prepare and broadcast radio news. As a first step a co-operative enterprise has been undertaken with the Ameri-

can Association of Schools and Departments of Journalism looking to the establishment of a standard curriculum of radio journalism. A complete report of the project will be made at this Conference. Every effort will be made to follow this work through and consolidate the advantages thus far gained.

TECHNICAL DEVELOPMENTS

In the fall of 1943 President Miller, with the Director of Engineering, met with representatives of technical organizations such as the Institute of Radio Engineers, Radio Manufacturers Association and others and perfected the organization and financing of the Radio Technical Planning Board. This Board is one of the most important agencies in the field of post war planning for out of it will come the basic recommendations which will govern technical standards for the broadcasting industry in the years lying ahead. Howard Frazier, NAB Director of Engineering, serves on all panels of the Board and is chairman of the Standard Broadcasting Panel.

RESEARCH

In the field of research, NAB activities during the past several months have been many. A special committee was created to give preliminary study to an industry formula for station coverage. Following this the Research Committee perfected the plan and the industry seems finally to be in a position to adopt a uniform standard for station coverage maps and presentations. Unquestionably the accomplishment of this result will be of immeasurable value to broadcasting as an advertising medium. A detailed report will be submitted.

Audience measurement has also been given a great deal of attention and a program for future activity will be submitted.

MUSIC COMMITTEE FORMED

Following a year and a half of operation under the revised ASCAP contracts which grew out of the consent decree, it became quite apparent that some steps to protect the interest of per-program licensees was necessary. A strong committee was created in the fall of 1943 headed by Campbell Arnoux. Too much credit cannot be given this committee for the splendid results which it has accomplished in clarifying the respective rights and obligations of ASCAP and the broadcasters. Mr. Arnoux will submit a complete report at one of the sessions of this Conference.

FREC DEVELOPMENTS AND OTHER EDUCATIONAL ACTIVITIES

FREC has been constructively active. The previous quarterly meetings which the committee had held were abandoned and semi-annual meetings were substituted. At these meetings individual members of the committee were assigned topics upon which papers were prepared. This has resulted in a more thorough consideration of many of the phases of educational broadcasting and constructive suggestions to meet the problems which arise. The papers thus far delivered have been published and made available to the industry.

The NAB staff has been represented at meetings of the School Broadcast Conference at Ohio State University and at the conference of the Association for Education by Radio and has taken a part in all of these meetings.

DISTRICT MEETINGS AND MEMBERSHIP

Since our last report a total of 15 district meetings has been held at all of which one or more members of

the NAB staff were present. In addition officials from various government agencies and associate members also attended. These district meetings have grown to be increasingly important as a means whereby members of the staff may obtain a better perspective; acquaint themselves with the industry's thinking and bring home to broadcasters the importance of the work which NAB is doing. All meetings have been well attended and the discussions have been constructive. A table showing the dates and places of these meetings follows:

District	Date	Place
7	July 23, 1943	Cincinnati, Ohio
11	August 4-5, 1943	Minneapolis, Minn.
15	August 6, 1943	San Francisco, Calif.
4	September 3, 1943	Asheville, N. C.
2	August 24, 1943	Syracuse, N. Y.
5	September 10, 1943	Atlanta, Georgia
8	February 1, 1944	Indianapolis, Ind.
10	February 4-5, 1944	Omaha, Nebraska
14	February 7-8, 1944	Denver, Colorado
16	February 11, 1944	Los Angeles, Calif.
13	February 13, 1944	Dallas, Texas
12	February 21, 1944	Tulsa, Oklahoma
6	February 24-25, 1944	Memphis, Tennessee
2	March 2-3, 1944	New York, N. Y.
3	March 6-7, 1944	Pittsburgh, Pa.

NAB membership has materially increased since our meeting in 1943. At that time the membership stood at 526. As of the 8th of August 1944, the membership stands at 624. The following tables show the detail of membership:

NAB Membership by NAB Districts

District	April 15, 1943	August 8, 1944
1.....	34	35
2.....	34	40
3.....	27	36
4.....	54	58
5.....	49	54
6.....	37	44
7.....	25	35
8.....	20	20
9.....	23	29
10.....	35	41
11.....	21	23
12.....	19	25
13.....	20	37
14.....	21	27
15.....	25	25
16.....	24	27
17.....	33	36
FM.....	4	4
Networks.....	2	2
Associate.....	19	26
Total.....	526	624

NAB Membership by Dues Classification

Class	April 15, 1943	August 8, 1944
A.....	76	65
B.....	70	87
C.....	93	86
D.....	51	62
E.....	56	77
F.....	33	50
G.....	30	42
H.....	24	29
I.....	19	29

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Class	April 15, 1943	August 8, 1944
J.....	16	16
K.....	7	12
L.....	8	9
M.....	4	4
N.....	3	8
O.....	7	6
P.....	7	12
Q.....	1	2
R.....	0	0
S.....	0	0
T.....	0	0
U.....	0	0
V.....	2	0
W.....	0	2
X.....	0	0
Associate.....	19	26
Total.....	526	624

NAB Membership by Network Affiliation as of August 8, 1944

		NAB Member	Per Cent Membership
Total Network Affiliates.....	656	484	73.8%
Blue.....	195	140	71.8%
CBS.....	142	115	81.0%
MBS.....	223	147	65.9%
NBC.....	142	118	83.1%
Less Duplicates*.....	-46	-36	
Non-Affiliates.....	268	108	40.3%
Total Standard Broadcast.....	924	592	64.1%
Frequency Modulation.....		4	
Networks.....		2	
Associate Members.....		26	
Total NAB Membership.....		624	

* Duplicates:

Blue and MBS.....	31	26 NAB members
Blue and NBC.....	2	1 " "
CBS and MBS.....	5	4 " "
NBC and MBS.....	8	5 " "

Contact with Membership

The weekly NAB REPORTS constitute the principal medium through which NAB maintains general and regular contact with the membership. In addition to these REPORTS many special bulletins have been issued. These special bulletins are designed to carry to broadcasters complete information on important developments in the many fields in which the Association is active. Following is a list showing the title and number of special bulletins issued in the period since April 1943:

The Beam (Association of Women Directors)...	5
Special AFM Bulletin.....	14
Broadcast Advertising Bulletin.....	13
Legislative Bulletin.....	39
Special Information Bulletin.....	17
Broadcast Engineering Bulletin.....	3
Special Music Bulletin.....	3
War Bulletin.....	1
Swap Bulletin.....	28
Supplements to Selective Service Handbook.....	14
Retail Promotion Bulletin.....	7
Tax Bulletin.....	3

RESIGNATIONS

We have previously indicated the resignations of Russell Place, Director of the Legal Department; Joseph L. Miller, Director of Labor Relations; and the leave-taking of Neville Miller. In addition, Everett E. Revercomb, who in point of service was the veteran on the NAB staff and served as auditor and comptroller, resigned on June 1, 1943, to accept a commission as Ensign in the Navy. He is now serving with the Division of Naval Communications in Washington. Walt Dennis, who served from March 1943 as Chief of the NAB News Bureau, resigned in November to become Public Relations Director of Radio Station WHN in New York.

REPLACEMENT AND ADDITIONS

The task of replacing these efficient and experienced staff executives in normal times would have presented a problem of major proportion, but under war-time conditions it proved to be an almost impossible task. No replacement was obtained for either Mr. Place or Mr. Joseph Miller until almost coincident with this writing, when John Morgan Davis was named by President Ryan to the position of General Counsel with specific authority over labor relations. In September 1943 Robert T. Bartley joined the NAB staff as Director of War Activities. Mr. Bartley acts as liaison between the NAB and the several departments of the government and acts as secretary to the Legislative Committee. Harold Ryan succeeded Neville Miller as President effective April 15. Mrs. M. O. Hathaway became auditor on June 1, 1943. No replacement was secured for Mr. Dennis.

CLERICAL STAFF LOYAL

It is gratifying to report that the NAB clerical staff, while experiencing what might be termed normal changes, has not been tempted to leave for what are undoubtedly more attractive salaries in government employ. We now have a competent staff on both the administrative and clerical side. The members of the staff have assumed additional burdens incident to vacancies and have co-operated splendidly. The complete personnel follows:

Personnel

Executive Staff:

J. H. Ryan, President
C. E. Arney, Jr., Secretary-Treasurer

Administrative Staff:

Robert T. Bartley, Director of War Activities
John Morgan Davis, General Counsel in charge of Labor Relations
Willard D. Egolf, Director of Public Relations
Paul F. Peter, Director of Research
Arthur C. Stringer, Director of Promotion and Circulation
Lewis H. Avery, Director of Broadcast Advertising
Howard S. Frazier, Director of Engineering
Helen H. Schaefer, Assistant to Director of Research
M. O. Hathaway, Auditor

Secretarial, Clerical and Part time:

Ella P. Nelson, Private Secretary
Louise Collins, Private Secretary
Geraldine Finnegan, Secretary
Helen McNulta, Secretary
Zelda Dreisen, Secretary
Helen Morris, Secretary
Jane A. Fry, Secretary
Frederica Clough, Secretary
Margaret Garlitz, Senior Stenographer
Mary G. Lucas, Librarian

Lillian Atherton, Bookkeeper
 Mary M. Jackson, Switchboard Operator
 Lynne M. Lamm, Reporter
 Fausto Ilas, Clerk and Messenger
 Roland Anderson, Clerk and Messenger
 Walter Jones, Clerk and Messenger
 Eunice Bishop, Charwoman
 William Jackson, Janitor

New York Office:

Dorothy Lewis, Coordinator of Listener Activities
 Carla DeRiso, Secretary

FINANCIAL

Although the books of NAB are kept upon a calendar year basis, we have had compiled a statement revealing the income and outlay of the Association for the entire period since the 1943 Conference. The books are audited annually by independent certified public accountants and copies of that report are submitted to all Directors. Following is a general financial statement:

NATIONAL ASSOCIATION OF BROADCASTERS

Statement of Income and Expense

For the Period April 1, 1943, to June 30, 1944

Cash on Hand, April 1, 1943.....	\$36,998.49	
(As reported at 1943 Convention)		
Less: Accounts Payable, March 31, 1943.....	9,634.69	
	<hr/>	
	27,363.80	
	<i>Income</i>	
Receipts from all Sources.....	499,223.87	\$526,587.67
	<hr/>	
	<i>Expense</i>	
President's Department.....	\$ 57,774.96	
Treasurer's Department.....	31,556.17	
Research.....	21,532.28	
Public Relations.....	25,644.16	
Labor Relations.....	6,720.58	
Legislative.....	24,644.35	
Engineering.....	10,419.14	
Broadcast Advertising.....	16,933.65	
Promotion.....	11,356.83	
New York Office.....	66,340.75	
General Administrative.....	175,377.43	448,300.30
	<hr/>	
	78,287.37	
Add: Accounts Payable, June 30, 1944.....	7,497.38	
	<hr/>	
Cash on Hand, June 30, 1944.....		\$ 85,784.75

If any member desires more complete information with reference to any of the activities or the finances of NAB, such information will be cheerfully given.

Respectfully submitted,

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

August 8, 1944.

Department of Broadcast Advertising

RETAIL PROMOTION PLAN

Quite properly, a review of the activities of the Department of Broadcast Advertising begins with a report of

the Retail Promotion Plan. At the meeting of the NAB Board of Directors, held in Chicago just prior to the NAB War Conference in April, 1943, the Committee was loaned sufficient funds to complete the project and to make the presentation in major cities from coast to coast.

But, with equal propriety, no report of this activity can begin without a tribute to the untiring energy and unselfish work of the Chairman of the Retail Promotion Committee. Despite a maze of complications and difficulties, he steered the project to completion and through 117 showings before nearly 25,000 retailers. The whole industry owes an exceptional debt of gratitude to

Paul W. Morency

Who devoted more than half of his time, without thought of compensation or reward, to the stewardship of the pledges of subscribing stations and the funds loaned by NAB. From early May to mid-December, 1943, Mr. Morency carried the major burden of the greatest promotion ever undertaken by any advertising medium.

To assist him in the study and preparation of the Retail Promotion Plan, Mr. Morency appointed the following Committee in 1942, which carried through to the completion of the project:

Robert E. Bausman, WISH-Indianapolis, Ind.
 Gene L. Cagle, KFJZ-Fort Worth, Tex.
 William Crawford, WOR-New York, N. Y.
 Dietrich Dirks, KTRI-Sioux City, Iowa
 John Esau, KTUL-Tulsa, Okla.
 Kenneth K. Hackathorn, WHK-WCLE-Cleveland, Ohio
 Arthur Hull Hayes, WABC-New York, N. Y.
 Walter Johnson, WTIC-Hartford, Conn.
 C. L. McCarthy, KQW-San Francisco, Calif.
 James V. McConnell, WEA-FNew York, N. Y.
 John M. Outler, Jr., WSB-Atlanta, Ga.
 Oliver Runchey, KOL-Seattle, Wash.

Even as it owes a debt of gratitude to Mr. Morency, the broadcasting industry owes a vote of thanks to the members of the Retail Promotion Committee for their long-time service in the cause of retail radio advertising.

Preliminary discussions and investigations of the Committee had revealed two factors that retarded the increased use of broadcast advertising by department stores and other leading retailers. They were:

1. A definite lack of understanding of the retailers' problems on the part of broadcasters.
2. Too little knowledge of the uses of broadcast advertising on the part of retailers.

With the problem thus resolved, the need for outside, professional counsel became apparent. After a careful examination of the field, Sheldon R. Coons, nationally famous retailer and business counsel, was selected. Under his guidance, a basic plan was evolved, research and study undertaken.

In the preparation of the Plan, Mr. Coons worked with Dr. Julius Hirsch, Senior Consultant to OPA and former Price Administrator for the German Reich, who gathered a symposium of literature on the problems and cost of retail distribution.

Dr. Paul F. Lazarsfeld, Director of the Office of Radio Research at Columbia University, was retained to make a new and original analysis of the psychological appeals of broadcasting. He and his staff prepared the most complete study that has ever been undertaken in this field.

The planning and production of the presentation in its final dramatic form was supervised by W. H. Knowles, Vice President of the Jam Handy Organization.

In the course of the work, frequent discussions took place with many individuals engaged in both retailing and broadcasting, and in other fields related to these.

Plan Presented in Five Parts

The so-called Master Showing of the Retail Promotion Plan was presented in five parts:

1. "Air Force and the Retailer"—this twenty-two minute talking motion picture traced the history and development of retailing from the itinerant peddler to the chain store and super-market.
2. "Looking Forward"—this chart talk by the master of ceremonies contained a critical analysis of the post-war problem of distribution.
3. "America Takes to the Air"—this fourteen-minute talking motion slide film traced the growth and development of broadcasting in the United States. It included evidence of the hold which broadcasting has upon the American people.
4. "Why Radio Works"—this twenty-four-minute talking motion picture was based on entirely original research by the Office of Radio Research of Columbia University.
5. "The Commercial"—this closing chart talk by the MC contained specific suggestions for the use of broadcast advertising by department stores and other leading retailers.

Before any film was exposed or charts prepared, a preview of the Plan was presented at a joint meeting of the Retail Promotion and Sales Managers Executive Committees in New York on July 15 and 16, 1943. From the comments, criticisms and suggestions of the Committee members, the final production of the presentation was undertaken.

"How To Do It" Booklets

While the Master Showing was in production, the Director undertook the preparation of the "How To Do It" booklets, which were designed to supplement and implement the presentation. These booklets included:

- "Radio and Retailing in 1943"
- "How To Buy Radio Time"
- "The Elements of a Successful Radio Program"
- "How To Measure Radio Audiences"

The concluding booklet in the series, "How To Promote Your Program," will be issued shortly, based upon the actual experiences of outstanding retail radio advertisers—some of whom have embraced the medium since "Air Force and the Retailer" was shown in their communities.

During the production of the Plan, C. E. Arney, Jr., NAB Secretary-Treasurer, prepared the tour schedules and handled the thousand and one details of the showings in 111 cities. Without his experienced assistance, the complicated routing of eight complete units, using fourteen MCs, would never have been possible. The Director wishes to thank Mr. Arney through this medium for his constant and invaluable counsel and work.

MCs Tour With Plan

As the presentation neared completion, fourteen leaders in the broadcasting industry were selected to act as Masters of Ceremonies at the showings throughout the country. To insure a uniform and professional presentation of the Plan, these MCs were given one week of schooling—part of the group in New York and the balance in Detroit.

Special mention should be made of the voluntary service of these MCs. Each took a minimum two-week schedule, involving one-day stops in each community. Carrying charts and films that weighed 75 pounds and shepherding two crates that totaled 290 pounds, the MCs met every scheduled showing with an amazing minimum of mishaps. Again, the thanks of the broadcasting industry are cer-

tainly due these MCs who contributed the final touch to the success of the Plan.

The MCs who presented the Plan in its nationwide tour included:

M. F. Allison, WLW-Cincinnati, Ohio (now Lieut., j.g., U. S. Navy)
C. E. Arney, Jr., NAB-Washington, D. C.
Lewis H. Avery, NAB-Washington, D. C.
Harry Burke, WOW-Omaha, Neb.
James Gaines, NBC-New York, N. Y.
Arthur Hull Hayes, CBS-New York, N. Y.
Kingsley F. Horton, WEEI-Boston, Mass.
Walter Johnson, WTIC-Hartford, Conn.
Robert T. Mason, WMRN-Marion, Ohio
John M. Outler, Jr., WSB-Atlanta, Ga.
Clyde Pemberton, KFJZ-Fort Worth, Tex.
Willan C. Roux, NBC-New York, N. Y.
Frank V. Webb, KDKA-Pittsburgh, Pa.
Frank Parke Wright, San Francisco Retail Radio Bureau, San Francisco, Calif.

Starting at the Hotel Statler in Washington on Tuesday, October 12, 1943, the Plan was shown in 111 cities before more than 23,000 retailers up to and including the presentation in Detroit on Tuesday, December 7, 1943. Since January 1, 1944, it has been presented in six additional cities, so that it has now been seen by nearly 25,000 retailers in 117 cities. One additional showing is even now booked for sometime after September 1.

Industry Reaction

During the course of the tour, a few radio station executives expressed dissatisfaction with the material contained in the presentation and with its reception in their communities. At the same time, more than 100 broadcasters wired or wrote enthusiastic praise for the project. It is the general consensus that the Retail Promotion Plan came as near to selling radio as can be done in a general presentation.

Following the organized tour of the Plan, requests began to pour into NAB for permission to use the talking motion pictures. Dozens of colleges and universities have asked for the loan of these films to show to classes in national and retail advertising and in the psychology of advertising. Hundreds of high schools, too, have borrowed the films to project to their commercial classes.

In addition, several colleges and universities have adopted one or more of the "How To Do It" booklets as textbooks on one or another phase of retail radio advertising.

Perhaps the best summary of reaction to the Retail Promotion Plan was contained in an article that appeared in EDITOR & PUBLISHER—the authoritative trade paper in the field of newspaper publishing:

"Many newspaper men who saw the presentation didn't like it. You wouldn't expect them to. They criticized the job roundly, but those who thought about it were brought up short by one hard, shiny, insurmountable fact. We wouldn't mention it if we hadn't heard the idea stated several times, independently: 'This radio job is no world beater but—it packs a darn sight more punch than any presentation newspapers have been willing to agree on and finance!'"

A full report of the activities of the Retail Promotion Committee and the results of the Retail Promotion Plan will be presented at the NAB Executives War Conference on Tuesday morning, August 29.

SALES MANAGERS

Under the vigorous leadership of Dietrich Dirks of KTRI, Sioux City, Iowa, the Sales Managers Executive Commit-

tee, selected following the NAB War Conference at Chicago in April, 1943, proved to be one of the strongest and most productive committees in the history of the Sales Managers Division. Since the last convention, the Committee has held five meetings, two of which were booked in conjunction with conventions of the National Retail Dry Goods Association and the Proprietary Association of America, providing excellent representation for the broadcasting industry at those meetings.

Here and now the Director wishes to express his sincere appreciation for the advice, counsel and help which the members of this Committee have given him. With the guidance and suggestions of this group, the work of the Department of Broadcast Advertising has been made much easier and more effective.

Here are the members of the Sales Managers Executive Committee:

Dietrich Dirks, KTRI-Sioux City, Iowa, Chairman
C. K. Beaver, KARK-Little Rock, Ark.
Sam H. Bennett, KMBC-Kansas City, Mo.
Arthur Hull Hayes, CBS-New York, N. Y.
Walter Johnson, WTIC-Hartford, Conn.
James V. McConnell, NBC-New York, N. Y.
John M. Outler, Jr., WSB-Atlanta, Ga.
W. B. Stuhrt, KOMO-KJR-Seattle, Wash.
John E. Surrick, WFIL-Philadelphia, Pa.

Following the joint meeting of this Committee with the Retail Promotion Committee in New York on July 14 and 15, 1943, the activities of the group were made subservient to the preparation and presentation of the Retail Promotion Plan during the summer and fall of 1943. In fact, several members of this Committee were also members of the Retail Promotion Committee, while other members served as MCs during the tour of the Plan.

Early in December, Mr. Morency wrote the President of NAB, indicating that he would like to dissolve the Retail Promotion Committee, since the initial tour of 111 cities had been completed, and requesting that the follow-up of the Plan be assigned to the Sales Managers Executive Committee. At its meeting in New York on January 18 and 19, the Committee assumed this obligation and proceeded to outline steps to develop an increased use of broadcast advertising by department stores and other leading retailers.

Through the presentation of the Retail Promotion Plan in San Antonio, Texas, the broadcasting industry had been offered an opportunity to conduct a clinical test of retail radio advertising with Joske's of Texas, leading San Antonio department store and a unit of Allied Stores Corporation. The Committee voted to undertake this test, and plans are now in preparation for a comprehensive study of the application and use of broadcast advertising to every phase of department store advertising and merchandising. As results are determined, full reports will be issued to all NAB member stations.

NRDGA SALES PROMOTION CLINIC: The National Retail Dry Goods Association invited NAB to participate in its Sales Promotion Clinic at the Netherland Plaza Hotel in Cincinnati on April 4, 5 and 6, 1944. The first day was devoted to general advertising and newspapers, the second to display and the third to radio advertising. The complete schedule of the participation of the Committee in this Sales Promotion Clinic included:

Wednesday, April 5

12:15 PM—Radio Luncheon with "Quiz Kids" as feature attraction

5:00-7:00 PM—NAB Reception and Cocktail Party for NRDGA

Thursday, April 6—Broadcast Advertising Day

10:00-12:00 M—Panel Discussion of advantages and use of broadcast advertising by retailers. Primary questions to be answered:

1. What is being done to help retailers benefit from radio?

2. What are the best means of using radio?

Co-Chairmen: Dietrich Dirks, Radio Station KTRI, Sioux City, Iowa (Statement of Participation of Broadcasters in Forum)

B. Lewis Posen, Publicity and Sales Director, Hochschild, Kohn and Company, Baltimore (Statement of Purpose of Forum)

Panel Members:

Thomas D. Connolly, CBS, New York, N. Y.

Walter Johnson, WTIC, Hartford, Conn.

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

Paul McCarthy, Publicity Director, J. N. Adam Company, Buffalo, N. Y.

E. Davis McCutcheon, Publicity Director, D. H. Holmes Company, New Orleans, La.

Richard G. Meybohm, Publicity Director, J. W. Robinson Company, Los Angeles, Calif.

12:15 P.M. Television Luncheon with Thomas F. Joyce, Manager, Radio, Phonograph and Television Department, RCA Victor Division of RCA Manufacturing Company.

This report provides an appropriate opportunity to thank the QUIZ KIDS and the Wade Advertising Agency for making this outstanding radio program available as a feature attraction for the Radio Luncheon at the Sales Promotion Clinic. Thanks, too, are hereby expressed to Radio Station WLW for the provision of an orchestra and vocalists for the Radio Reception. Equally appreciated was the talk on television by Thomas F. Joyce, Manager, Radio, Phonograph and Television Department, RCA Victor Division of RCA Manufacturing Company.

Since NRDGA plans to make the Sales Promotion Clinic an annual event, it is hoped that the NAB Sales Managers Executive Committee will be able to participate in all such future meetings.

PROPRIETARY ASSOCIATION ADVERTISING CLINIC: At the invitation of the Proprietary Association of America, the Committee prepared a combination talking motion picture and transcribed presentation. Designed to highlight the mutual public responsibilities of the broadcasting and proprietary industries, the NAB participation was enthusiastically applauded at the Advertising Clinic of the PAA at the Hotel Biltmore in New York on May 16, 1944. Following the presentation, a complete transcript of the talks by Mr. Dirks and J. Harold Ryan, NAB President, and the text of the transcribed portion were sent to all NAB member stations. Pressings of the transcribed portion were also made available to members at cost.

The Committee feels that this presentation to the PAA should be the forerunner of like promotions by the broadcasting industry to many other trade associations—both those that are extensive users of radio as well as those that are prospects for broadcast advertising.

While the individuals who actually wrote and produced the transcribed presentation have asked to remain anonymous, the Director wishes to point out that networks, clear-channel, regional and local stations all co-operated in supplying information, in writing or in producing the presentation. It was an outstanding example of intra-industry co-operation.

JOINT MEETINGS WITH RESEARCH COMMITTEE: Following the rejection by the American Association of Advertising Agencies of the Recommended Standards for the Determination of Coverage Maps, adopted at the NAB War Conference in Chicago in April, 1943, the Committee held a joint meeting with the NAB Research Committee at Cincinnati on April 4, 1944, to

examine the CBS and NBC methods of coverage determination. Following this meeting and a separate discussion of the subject within the Committee, a resolution was adopted expressing complete confidence in the studies then about to be undertaken by a Technical Subcommittee of the Research Committee.

To hear the interim report of the Technical Subcommittee, the Sales Managers group again met in joint session with the Research Committee in New York on August 2, 1944. A complete report of that meeting and the decisions reached is contained in the Annual Report of the Research Department. The Sales Managers Executive Committee, however, is very enthusiastic about the recommendations of the Research Committee and equally anxious to have them become industry standards.

CO-OPERATION WITH OTHER TRADE GROUPS: During the year, the Committee held two joint luncheons with the Time-Buyers Subcommittee of the American Association of Advertising Agencies. At the second of these, the AAAA group presented recommendations for the preparation of a standard rate card format, which would list all of the radio station rates in complete detail. This subject will be studied by the Director in the near future, and the Committee is expected to develop standards for presentation to the industry.

In addition to the participation of this group in the NRDGA Sales Promotion Clinic at Cincinnati, executives of NRDGA have met with the Committee from time to time to explore the further development of retail radio advertising.

PROMOTION OF BROADCAST ADVERTISING: During the year, the Committee as a whole, as well as individual members, actively promoted the increased use of broadcast advertising by many logical trade groups and industries. With equal zeal, the Committee sought to safeguard the interests of listeners where they appeared to run counter to the desires of advertisers.

To that end, formal resolutions adopted by the Committee urged network, national spot and local advertisers to eliminate so-called "cow-catcher" and "hitch-hike" announcements; urged stations to restrict the number and length of announcements in participating programs to improve showmanship and listenership; urged stations to adhere closely to the NAB Code of Ethics on length of commercial continuity, especially in the case of five-minute programs, and urged stations to discourage and ultimately to deny to network, national spot and local advertisers the privilege of calling attention on one program to another program on a competing station or network.

PROMOTION OF THE AMERICAN SYSTEM OF BROADCASTING: The experience of several Committee members in the presentation of the Retail Promotion Plan and the report of the annual meeting of the Institute for Education by Radio at The Ohio State University at Columbus, Ohio, clearly indicated the need and opportunity for more widespread promotion of the American System of Broadcasting. To achieve that goal, the Committee passed unanimously two formal resolutions. Both were addressed to the NAB Board of Directors. The first requested the Board to appoint a committee, consisting of members of both the Sales Managers Executive Committee and the Public Relations Committee, to investigate the possibility of making a talking motion picture or some other suitable presentation to tell the story of broadcasting and broadcast advertising. The other requested the Board to plan to participate in all institutes or meetings having for their purpose education by radio, to the end that the American System of Broadcasting is fairly and fully explained.

CONTINUING DISCOUNT CLAUSE: In accordance with instructions from the NAB Board of Directors, at

its meeting in Chicago immediately following the NAB War Conference in April, 1943, the Committee has given extended consideration to the proposal for the inclusion of a so-called continuing discount clause in the NAB-AAAA Standard Contract for Station Facilities. As a result of these discussions and investigations, the following clause was accepted unanimously by the Committee and referred to the Board for further action:

"If this contract is renewed for identical service, without interruption, beyond a fifty-two (52) week period, the same earned rate will be allowed for the duration of such extended, continuous service as the rate earned for the original fifty-two (52) week term. This provision shall not apply, however, for more than fifty-two (52) weeks from the effective date of any revision of rates or discounts."

At the meeting of the Board in Washington in May, 1944, the proposed clause was approved and referred to the membership for action at the NAB Executives War Conference.

SMALL MARKET STATIONS

Following the NAB War Conference in April, 1943, during which a preliminary meeting of small market station managers was held, the President of NAB appointed a Small Market Stations Committee. The members of this Committee include:

Marshall H. Pengra, KRNR-Roseburg, Oregon, Chairman
James R. Curtis, KFRO-Longview, Tex.
Robert T. Mason, WMRN-Marion, Ohio
Fred Schilplin, KFAM-St. Cloud, Minn.
William B. Smullin, KIEM-Eureka, Calif.
James W. Woodruff, Jr., WRBL-Columbus, Ga.

Few NAB standing committees, in the experience of the Director, approach their task with more enthusiasm or more determination than the members of this group. While the accomplishments of the Small Market Stations Committee have received less publicity than those of some other committees, the nearly 400 small market stations in the United States are deeply in the debt of this group.

The Director, too, takes advantage of this opportunity to express his sincere thanks to the members of this Committee for their untiring efforts in behalf not only of the stations they directly represent but also in the promotion of broadcasting and broadcast advertising generally.

Before attending the first meeting in Washington on June 9 and 10, 1943, members of the Committee queried other small market station managers in their areas and urged them to report on their problems. After examining the many problems reported by these station executives, the Committee concluded that there were three basic difficulties:

1. Lack of new revenue
2. Lack of manpower
3. Need for full exploitation of small market potentials

To solve the first problem, the Committee requested NAB to study the possibility of group selling of small market stations. The second problem is extremely difficult of solution because small stations have long served as preparatory schools for the personnel of larger stations and networks. But, the source of new personnel for small stations has virtually disappeared through the operation of the Selective Service Act.

The Committee recommended a twofold approach to the third problem. It urged every small market station to key its programming to the tempo of the community in which it is located, to the end that the station becomes an integral part of the life of the community. When that goal is accomplished, it is the further responsibility of

the station to see that news of its service to the community, together with market data on its coverage, is constantly and completely exploited.

For the purposes of the study requested by the Committee, a small market station was defined as one in a community of less than 50,000 population and operating with less than 5,000 watts power. Using this definition as a base, Howard S. Frazier, NAB Director of Engineering, calculated the mechanical coverage, while Paul F. Peter, NAB Director of Research, estimated the market data for the 379 so-called small market stations.

The results of this comprehensive study were presented to the Committee at a second meeting, held in Washington on May 22 and 23, 1944. As a result of the discussion following that presentation, the Committee has decided to present this detailed study at the NAB Executives War Conference.

The Committee also explored developments in FM and television as they are likely to affect small market stations. To gain a comprehensive picture of this problem, the Committee met with James Lawrence Fly, Chairman of the FCC. (A digest of this meeting appeared in the June 2 issue of the NAB REPORTS.)

Although the Committee had discussed at some length the advisability of a Small Market Stations Director on the NAB staff, it decided to defer a request for such representation until a later date. Meanwhile it urged all small market stations to make fuller use of the facilities and personnel at the headquarters of the trade association.

OTHER ACTIVITIES

ASSISTANT DIRECTOR OF RETAIL RADIO ADVERTISING: Under a supplementary budget approved by the NAB Board of Directors and President Ryan at a meeting in Washington in May, an assistant director of broadcast advertising will shortly be employed to concentrate on the further development of retail radio advertising. Several prospects have been interviewed, and it is expected the individual selected will be announced and introduced at the NAB Executives War Conference.

CO-OPERATION WITH NRDGA: Through the generous co-operation of the National Retail Dry Goods Association, the Retail Promotion Plan received the enthusiastic and unanimous endorsement of the Board of Directors of the Sales Promotion Division. Realizing the growing interest of department store and other leading retail executives in the use of broadcast advertising, the Director has continuously tried to build increasingly valuable contacts with this important trade association. Perhaps the following statement from Llewellyn Harries, Manager of the Sales Promotion Division of NRDGA, sums up the results of this co-operation:

"The Sales Promotion Division of NRDGA will send out ten times each year to its members and to the members of the National Association of Broadcasters a new magazine to be called PROMOTION EXCHANGE. This publication will have all of the pertinent information of that month regarding outstanding radio programs now being used by different stores throughout the country.

"As an adjunct to this bulletin, and so that retail stores and radio stations may hear the complete program in the manner in which it is presented, the Sales Promotion Division has started a library of these programs cut by the stations from which the programs are broadcast.

"Department stores that have already sent transcriptions to us have given their permission to forward these recordings to any radio station or department store that is contemplating a new program. Their only consideration is that they would like to have the

radio station or department store respect their copyrights, and not copy any of these programs word for word without express permission from the store that originated the program. This activity has and will continue to be worked out with the NAB Director of Broadcast Advertising."

NRDGA ADVERTISING SCHOOL: One of the most important projects ever undertaken to educate retail advertising personnel and discharged service men on the fundamentals of advertising is being sponsored jointly by the Newspaper Advertising Executives Association, LIFE magazine, the New York TIMES, Metro Associated Services and the National Association of Broadcasters.

The school will be presented in any community where the advertising manager of a department store, the advertising manager of a newspaper and the sales manager of a radio station get together and arrange for a series of six four-hour classes. Each student will be supplied with a comprehensive textbook on retail advertising. For the section devoted to broadcast advertising, the Director combined, condensed and rewrote the "How To Do It" booklets, which were prepared for the Retail Promotion Plan. Copies will soon be available to all NAB member stations.

DISTRICT MEETINGS: In company with C. E. Arney, Jr., NAB Secretary-Treasurer, and Willard D. Egolf, NAB Director of Public Relations, the Director attended eight of the nine District Meetings, starting in Indianapolis on February 1 and concluding in New York on March 3. For this series of meetings, two booklets were prepared. One contained the following charts:

"Radio Sets in Use in the United States"

"Growth of Broadcast Advertising"

"Growth of National Advertising"

"Growth of Local Advertising"

The other booklet contained eight suggested topics for discussion at the sales managers sessions held in conjunction with these District Meetings.

In all of the districts, these sales sessions were held as a part of the general meeting. In each instance, the Director is indebted to the following District Chairmen of the Sales Managers Committee for their counsel and help in the organization and conduct of these sessions:

John A. Bacon, WGR-Buffalo, New York
Cecil K. Beaver, KARK-Little Rock, Ark.
Hale Bondurant, WHO-Des Moines, Iowa
Clark A. Luther, KFJH-Wichita, Kans.
Alex Keese, WFAA-Dallas, Tex.
W. E. Wagstaff, KDYL-Salt Lake City, Utah
Ned Connor, KRKD-Los Angeles, Calif.

Since no meetings were held in the other districts, the Director hereby extends his thanks to the District Chairmen in those districts for advice and counsel that have been generously supplied during the year through correspondence and conversations.

Kingsley F. Horton, WEEI-Boston, Mass.
Thomas B. Price, WWSW-Pittsburgh, Pa.
Stanton P. Kettler, WMMN-Fairmont, W. Va.
Frank Crowther, WMAZ-Macon, Ga.
Joseph Eaton, WHAS-Louisville, Ky.
H. M. Loeb, WFDF-Flint, Mich.
Edwin C. Allen, WIBA-Madison, Wis.
Lee Whiting, WDGY-Minneapolis, Minn.
Clyde F. Coombs, KARM-Fresno, Calif.
Chet Wheeler, KWIL-Albany, Oregon

Early last September, the Director attended the Fourth District Meeting at the Grove Park Inn in Asheville, North Carolina. It was one of those typically superb and well-organized Fourth District Meetings.

The Director wishes to express his special thanks for the perfection and pleasure of that meeting to G. Richard Shafto, WIS, Columbia, South Carolina, Fourth District Director, Don S. Elias, WWNC, Asheville, North Carolina, Director-at-Large, and Stanton P. Kettler, WMMN, Fairmont, West Virginia, District Chairman of the Sales Managers Committee.

SALES CONTACTS: Through contacts already established, as well as those newly developed, the Director has continued the campaign to gain greater recognition of broadcast advertising in fields in which the medium is used to only a limited extent. In this connection, it should be pointed out that no specific recommendations of programs or stations are ever made. When the prospect reaches the point of considering the type of service or the stations to be employed, the Director bows out after providing a list of the NAB members and associate members.

REPRINTS: By reading the advertising, broadcasting and retailing trade publications as frequently as possible, the Director has endeavored to keep in touch with developments in those fields affecting broadcast advertising. From time to time, permission has been obtained to reprint articles or stories from a dozen different publications. These reprints have been distributed to all NAB members. By filling orders for extra copies, it has been possible to satisfy a growing demand for stories about one or another field for distribution to local or national prospects.

TALKS: Since the last Annual Report, the Director has delivered talks on broadcasting or broadcast advertising before the retail advertising class of The Ohio State University, the Association of Women Directors at the Institute for Education by Radio, the Denver Advertising Club, the Publicity Club of New York, the Graphic Arts Association of Washington, the Sales Promotion Luncheon at the NRDGA Annual Convention, the Annual Convention of the National Men's Wear Association, the Sales Managers Club of Rochester and the Radio Executives Club of Toronto. Wherever possible, such talks have been combined with a business trip.

CO-OPERATION WITH OTHER TRADE GROUPS: Since the NAB War Conference last year, the Director has continued the efforts begun earlier to co-operate with and enlist the active support of various trade associations and groups in the promotion of broadcast advertising. Such contacts have included the American Association of Advertising Agencies, the Association of National Advertisers, Anthracite Industries, Inc., the Advertising Federation of America, the Radio Executives Club of New York, the Chicago Radio Management Club, the Radio Executives Club of Toronto, the American Bankers Association, etc.

In addition, the Director has prepared several articles for advertising trade papers and ghost-written several others for various publications in the retail field.

CO-OPERATION WITH GOVERNMENT AGENCIES AND DEPARTMENTS: In active support of the government programs of war information, the Director has worked closely with the Office of War Information and the War Advertising Council. To promote a better understanding of the part radio has played in the promotion of the various war loans, the Director served on the following Special Committee to prepare plans for the Fourth War Loan:

Irving G. Abeloff, WRVA-Richmond, Va.
Stanton P. Kettler, WMMN-Fairmont, W. Va.
Edward C. Obrist, WFIL-Philadelphia, Pa.
Willard D. Egolf, NAB-Washington, D. C.
Arthur C. Stringer, NAB-Washington, D. C.

This Committee recommended that quarter-hour and five-minute programs and announcements of various lengths be made available for local sponsorship. The acceptance of this recommendation by the Treasury Depart-

ment resulted in a substantial increase in the amount of broadcast advertising devoted to the promotion of War Bonds.

In connection with the Fifth War Loan, the Director issued a special Broadcast Advertising Bulletin with which was enclosed a Sales Portfolio to help radio stations sell local advertisers on the use of broadcast advertising in support of the nationwide drive to sell bonds. More than a thousand extra copies of this Sales Portfolio were rushed to NAB member stations and non-members as well.

Other contacts have included the Federal Communications Commission, the Federal Trade Commission and the Department of Commerce. Several executives of the last-named department supplied valuable information in connection with special activities of this department.

WAC RECRUITMENT ADVERTISING: Having learned that the War Department had appropriated approximately \$5,000,000 for WAC recruitment advertising, the Director made presentations to both the War Department and Young & Rubicam, Inc., seeking to have part of these funds invested in broadcast advertising. Shortly thereafter a questionnaire was sent to all radio stations, asking them to vote on the acceptance of paid WAC recruitment advertising, soliciting their preferences for the type of broadcasting to be employed over their stations and inviting the submission of availabilities. At the time this report goes to press, no decision apparently has been reached on the inclusion of broadcast advertising in the plans for the 1944-1945 fiscal year.

SUMMARY: The need for revenue in the operation of a commercial broadcasting station is both paramount and obvious. With adequate revenue, wise management increases public service, develops greater listener interest and makes the station living proof that radio is the greatest means of mass communication the world has ever known.

To aid all types of radio stations in all parts of the country to develop that increased revenue is the dedicated duty of the Department of Broadcast Advertising. To that end, the comments and suggestions of individual radio station executives have been both encouraging and helpful. To each and every one of them the Director extends sincere thanks.

To former President Neville Miller, to President J. Harold Ryan, to Paul F. Peter, Director of Research, to Arthur C. Stringer, Director of Promotion, and especially to C. E. Arney, Jr., the Director voices heartfelt thanks for sympathetic help on frequent occasions.

Respectfully submitted,

LEWIS H. AVERY,
Director of Broadcast Advertising.

Legislation

Your Legislative Committee has been a truly working committee. Due to the White-Wheeler Bill hearings in the Senate and to the importance of immediate action on a moment's notice in an ever-changing situation, the Committee members were "on call" during the entire Spring session of Congress, and from the time of the commencement of the Senate hearings, until June, when Chairman Wheeler called off further consideration of the Bill, the Legislative Committee held six meetings.

The members, however, assumed the responsibilities and inconveniences cheerfully and worked diligently and co-operatively over many controversial problems, reaching, in the main, unanimous decisions. Individual sacrifices were magnanimously made when the broad industry inter-

est required. The Committee tackled its work with a view to serving the paramount public interest with a clear understanding and a strong conviction that to secure a law which would serve the public interest best would coincide with the interest of the industry.

Members of the Legislative Committee are:

Don S. Elias, WWNC, Asheville, N. C., Chairman
Nathan Lord, WAVE, Louisville, Ky.
Clair R. McCollough, WGAL, Lancaster, Pa.
Joseph H. Ream, CBS, New York
J. Leonard Reinsch, WSB, Atlanta, Ga.
Frank M. Russell, Washington, D. C.
G. Richard Shafto, WIS, Columbia, S. C.
James W. Woodruff, Jr., WRBL, Columbus, Ga.
Ed. Yocum, KGHL, Billings, Mont.

WHITE-WHEELER BILL

As of October, 1943, there was pending in the Senate, a Bill to amend the Communications Act, introduced jointly by Senators White and Wheeler, the previous March. Continued efforts to secure consideration by the Senate Interstate Commerce Committee culminated in Chairman Wheeler's calling Committee Hearings for November 3, 1943. The hearings ran for 28 sessions, from November 3 to December 16, 1943. Attendance, interest and understanding shown by practically every member of the 21-man Senate Committee was most gratifying. In addition to the NAB many individual broadcasters presented testimony in support of remedial and definitive legislation.

Chairman Wheeler took the Bill under advisement, considered the issues raised at the hearings, and on March 1, 1944, presented to a full meeting of the NAB Legislative Committee a proposed new Bill for consideration. Following a two weeks' study of the proposal your Legislative Committee submitted to Chairman Wheeler its comments and recommendations. Almost three months later he called an executive session of the Senate Interstate Commerce Committee and presented his proposed amendment to the original White-Wheeler Bill on which hearings had been held. The NAB Legislative Committee was supplied with a copy, considered the proposals thoroughly and submitted to each member of the Senate Committee its conclusions and recommendations, stressing again the desire for Committee consideration. (Special Legislative Bulletin No. 9, June 2, 1944). When this report was submitted to him formally by a NAB Delegation, Chairman Wheeler, dissatisfied with the report, cancelled further Senate Interstate Commerce Committee meetings. (NAB Reports, June 9, 1944). No further consideration of radio legislation has been given by that Committee.

THREE YEAR LICENSE TERMS

Within a short time after the conclusion of the Senate hearings on the White-Wheeler Bill, the Commission extended the license terms for Standard Broadcast Stations to the full statutory period of three years. This had long been advocated by NAB as a stabilizing move and was strongly recommended during the course of the Senate hearings.

NEWSPAPER DECISION

During the course of the Senate hearings on the White-Wheeler Bill, members of the Interstate Commerce Committee showed an exceptional interest in the Commission's delay in reaching a decision in the Newspaper case. Committee members pressed for specific answers from each member of the FCC who testified, as to when a decision would be handed down. Commitments were secured and on January 6, 1944, shortly after the conclusion of the

Senate Hearings, the Commission issued its decision, closing the record and dismissing Order No. 79, dated March 20, 1941.

HOLMES BILL

Congressman Holmes (R) Massachusetts, on January 2, 1943, introduced a bill to amend the Communications Act, which was referred to the House Committee on Interstate and Foreign Commerce. That Committee, at the previous session, had held thorough hearings on the Sanders Bill. A sub-committee composed of Alfred L. Bulwinkle, N. C., Chairman, Virgil Chapman, Ky., Martin J. Kennedy, N. Y., Thomas D'Alesandro, Jr., Md., George G. Sadowski, Mich., B. Carroll Reece, Tenn., Clarence J. Brown, Ohio, Leonard W. Hall, N. Y., was named and authorized to hold hearings on the Holmes Bill if desirable.

In view of the hearings on the Communications Act in the Senate, the sub-committee determined to hold up hearings on the Holmes Bill until the Senate had acted.

Furthermore, the House is conducting an investigation of the Federal Communications Commission through its Select Committee, under the chairmanship of Mr. Lea of California. There is no indication that the sub-committee will hold hearings pending definite Senate action or before the completion of the investigation by the Select Committee.

HOUSE SELECT COMMITTEE TO INVESTIGATE THE FEDERAL COMMUNICATIONS COMMISSION

By October, 1943, the Select Committee of the House of Representatives had become so involved in personalities that little actual progress was being made. Chairman Cox resigned and Mr. Lea of California was named to succeed him. Mr. Lea's selection was a most logical one since he is also chairman of the House Committee on Interstate and Foreign Commerce, the standing Committee of the House which handles Communication Legislation. Soon thereafter Mr. Garey, the Counsel for the Committee, resigned, and the Federal Communications Commission was given an opportunity to present its testimony and state its position on charges which had been leveled against it. This portion of the investigation has been concluded and the Committee, with John J. Sirica, a prominent Washington attorney, as General Counsel, is proceeding with its investigation into the licensing powers under the Act, as exercised by the FCC, preparatory to Public Hearings, with a view to determining the necessity for remedial legislation, and what form it should take.

NEWSPAPER ADVERTISING BILL

Senator Bankhead (D) Alabama, secured passage through the Senate of a Bill requiring Government paid War Bond advertising in newspapers. NAB appeared before the Senate Banking and Currency Committee in opposition to the Bill, stressing the discriminatory effect it would have on Broadcasting stations, particularly those in the smaller markets. (Special Legislative Bulletin, No. 20, October 29, 1943.)

Representative Cannon (D) Missouri, introduced a companion Bill in the House of Representatives on which hearings were held before the House Ways and Means Committee. By majority vote of the Committee, the Bill was shelved but subsequently a new vote was taken and the Bill reported favorably. The Rules Committee, however, denied a Rule on the Bill, where it now rests.

Effective and intelligently organized support for the legislation has been spearheaded by the small town newspapers. By working individually with the members of the Senate and House from their home States and Districts,

the members of the National Editorial Association have acquainted their Members of Congress with their arguments for the legislation.

FEDERAL TAXATION

The major tax development affecting radio broadcasting companies was the enactment of section 123 of the Revenue Act of 1943. This section provides for the nonrecognition of gain upon the sale or exchange of property (including corporate stock), where the transaction is certified by the Federal Communications Commission to be necessary or appropriate to effectuate its policies with respect to the ownership and control of radio broadcasting stations.

The radio industry is, of course, in common with other corporate taxpayers, affected by many of the general changes made by the Revenue Act of 1943, conspicuous among which are the increase in the excess profits tax rates to 95% and the raising of the specific exemption for excess profits tax purposes from \$5,000 to \$10,000. This latter change will have an especially beneficial effect upon small radio broadcasting stations whose hope for future expansion depends in large part upon being allowed to retain a sizable portion of their current earnings. It is also to be noted that, in the general increase of excise tax rates, nothing was done to affect the exemption of news wires, etc.

Those radio broadcasting stations which have applied for relief from excess profits tax under section 722 of the Internal Revenue Code will be interested to know that a complete set of instructions has now been issued to the Internal Revenue Agents in the Field and the auditing of such cases ought therefore to proceed with somewhat greater dispatch. On the other hand, it is understood that the Bureau is taking a very strict attitude toward the administration of Section 722, particularly on the subject of commitments to capacity increases not effected until after 1939 and regarding the use of post-1939 experience in establishing the taxpayers constructive average base period net income. Taxpayers should, therefore, be prepared to measure up to a high standard of proof both as to eligibility and as to the amount of relief.

STANDARD TIME PROPOSALS PENDING

Bills are before Congress and hearings have been held but not concluded which would repeal or drastically amend the law establishing War Time. Congressional action in this field has been successfully challenged as an encroachment on States' Rights before the Supreme Court. However the mere expression by Congress on this subject has induced many States to go along and set the clock back for the duration. The subject is extremely controversial and great interest is being shown in its repeal, particularly from the rural areas where the hardship is felt the most. In general, NAB has taken the position that we are interested primarily in a universal time, irrespective of whether it is Standard or War Time. The inconvenience and confusion caused listeners as well as station management by a dual time system has been stressed.

ET ANNOUNCEMENT RELIEF SOUGHT

In recognition of the ET announcement burden on stations, as set forth in a resolution of the North Carolina Broadcasters, the Commission, on February 1, 1944, proposed a revision in its Rule. As revised, the Rule would have afforded little relief and would have required other burdensome and unnecessary announcements. We filed our comments and suggestions with the Commission on March 16, 1944. Up to the present time no further action has been taken by the Commission.

CONTRACT DISCLOSURE PROPOSAL OFFERED

Since January 18, 1944, there has been pending before the Commission its proposed Rule, which opens to public inspection many station contracts, agreements and understandings. Pursuant to the direction of the Board of Directors, we filed with the Commission a memorandum brief, reciting the practical business objections to requiring such disclosure and pointing out that there was no public necessity for such disclosure. (NAB Reports, Feb. 16, 1944).

MISCELLANEOUS BILLS AND RESOLUTIONS

Members of Congress introduced bills or resolutions affecting Radio, ranging from the proposal by Mr. Kennedy (D) New York, for a constitutional amendment guaranteeing freedom of speech by Radio, to a bill by Senator Johnson (D) Colorado, requiring the licensing of Commentators under a Federal "code of ethics."

Senator Johnson also placed in the hopper a bill prohibiting the broadcast into a state, of advertising violative of state law.

Senator Tunnell (D) Delaware, introduced a Bill making unlawful certain restrictions and practices against making and using electrical transcriptions based on the manner of manufacturing or because not manufactured by particular persons or organizations.

Senator Vandenberg (R) Michigan, introduced a bill to prohibit interference with the broadcasting of non-commercial, cultural or educational programs, such as the American Federation of Musicians banning of the Interlochen broadcasts. Mr. Rankin (D) Mississippi, introduced a bill making unlawful, liability insurance against slander and libel uttered over the radio. Several members prepared so-called "rights of reply" bills, notably one by Mr. Dies (D) Texas, which never reached the formality of introduction.

ROBERT T. BARTLEY,
Secretary.

Research

In reviewing the many research activities since the War Conference held in Chicago April 27-29, 1943, the subject of station coverage has been the most important topic for discussion, study, and action of the Research Committee. Following a review of this subject, other principal and time consuming tasks of the Committee and the Research Department are discussed by subject matter.

STATION COVERAGE

At the NAB War Conference last year, the NAB Research Committee reported to the membership a recommended standard coverage measurement method. The report of the Committee was accepted and the method approved by a resolution which contained a proviso of American Association of Advertising Agencies endorsement. This authenticating approval was sincerely expected since the AAAA Time Buyers Committee and the NAB Sales Managers Executive Committee had originated the project and the NAB Sales Managers Executive Committee had asked the Research Committee to undertake it.

It developed, however, that no official approval of the AAAA had been given. At a meeting of the Research Committee June 9, 1943, plans were made for discussions with the AAAA to obtain its approval as to method and presentation format. Therefore, a formal submission was made following personal calls by the NAB Directors of

Broadcast Advertising and Research upon AAAA officials in New York.

The decisions of the AAAA were transmitted to NAB in a letter dated October 1, 1943. The letter is as follows:

"We had a meeting of our Research Committee and Time Buyers Sub-committee on September 30 to consider the standard method of determining station coverage areas proposed by NAB.

"Everyone was much in favor of the idea of a standard method but members of the two committees felt that AAAA approval of any method could not be given unless it provides an impartial authority to supervise the conditions under which data are gathered and to audit results.

"Without such supervision and audit, our Committees felt that too many variables are involved in any coverage method to warrant comparisons being made between the listening areas of different stations. With the existence of such variables standardization is not obtained even though what is supposed to be the same method has been used by each station.

"In the opinion of our Committees there is a real need for setting up an audit organization in the radio field for determining coverage along the lines of audit organizations existing in other media. Our Committee would be glad to discuss this matter further with NAB.

"There are several aspects of your proposed method of determining station coverage which our Committees question. Members of the Committees recognize that signal strength areas are useful to stations in determining where their signals are delivered but consider that signal strength areas do not necessarily coincide with actual listening, and hence are not very helpful to agencies.

"Insofar as audience mail is concerned, our Committees feel that differences in conditions under which offers are made and lack of control over the sample inject variables which defeat the purposes of a standard method. In addition, there is some question in the minds of our Committee members as to how listening areas derived from audience mail analysis compare with areas determined by personal interview or mail questionnaire.

"There is considerable favorable sentiment within our Committees for the coverage method employed by the Columbia Broadcasting System. CBS, as you know, formerly used audience mail in measuring coverage but gave this method up some years ago in favor of their present method involving use of mail questionnaires.

"Our people fully appreciate that the method you propose is offered only as a beginning in the development of standardization of station coverage. Our Committees feel that AAAA approval cannot be given on your proposed method when others exist which may be more desirable, and when there is so great a need for establishment of a radio audit body. Use of the AAAA 'Stamp of Approval,' as you put it, might well freeze further developments which are so vitally needed in the opinion of our Committees. In addition, such approval might encourage greater acceptance of results obtained by the method than is warranted because of the variables involved.

"We will be glad to pursue this subject further with you and the members of your Research Committee."

Following receipt of the above letter, the Research Committee chairman, Mr. J. Harold Ryan, decided that some further consultation with the AAAA was desirable and the Director of Research called upon Mr. Fred Gamble, then Managing Director of the AAAA. Agreement was reached to hold a small group meeting of representatives of both associations to reopen the entire subject.

Such a meeting was held January 20, 1944 with Abbott Spencer, Chairman of the AAAA Radio Committee; Carlos Franco, Chairman of the AAAA Time Buyers Committee; L. D. H. Weld, Chairman of the AAAA Research Committee; Robert C. Jackson, AAAA Assistant Secretary; and Fred Gamble, representing the AAAA. The NAB representation was J. Harold Ryan; Dietrich Dirks, Chairman of the Sales Managers Executive Committee; Lew Avery, Director of Broadcast Advertising; and Paul Peter, Director of Research.

The meeting was an excellent one in that all parties participated in the discussions and by the time the meeting closed each person had a pretty thoroughgoing understanding of the thoughts and ideas of the others in attendance. No interest in the NAB Recommendation utilizing signal strength and audience mail analysis could be revived. The reasons given were essentially those set forth in the AAAA letter of October 1. It was generally agreed that some physical measurement of coverage should be made. However, it was apparent that the agency view would place little significance in such a measurement and would not favor it if no other coverage measurement were offered. The thought was that physical coverage would be acceptable if paired with a measurement of "people listening to stations." The pattern for the last mentioned measurement uppermost in the minds of the agency people present was the method employed by CBS.

The meeting ended with the agreement that all parties would ponder the subject further and that each would report back to his Committee and organization to obtain directions as to how the objective of standard station coverage measurement can be progressed.

In February, J. Harold Ryan, then President Elect of NAB, and Paul Peter attended the annual conference of the Canadian Association of Broadcasters and witnessed the adoption of the standard coverage plan by the Canadian broadcasters and the creation of the Bureau of Broadcast Measurement. The entire project was developed in 3-way participation between the Canadian Association of Broadcasters, Canadian Association of Advertising Agencies and Association of Canadian Advertisers.

A meeting of the Research Committee was called for April 4-5, 1944 in Cincinnati, Ohio. The Committee adopted the following resolution:

"That the NAB Research Committee appoint a Technical Sub-committee to examine all information available on coverage methods and report to the Research Committee a recommended method with authenticating data and definitions of the measurements involved. This report as approved by the full Research Committee to be presented to a joint meeting of Board of Directors' Committee (to be appointed by Mr. Ryan), the Sales Managers Executive Committee and the Research Committee."

Pursuant to this resolution, the Research Committee chairman appointed Roger W. Clipp chairman of the sub-committee with Messrs. Churchill, Evans, Greene, Rumble, and Stanton, to serve on the committee with Paul Peter as secretary. Provision was made also to ask MBS to appoint a representative to sit with the committee. Sidney Fishman of MBS was the guest of the committee in all of its deliberations until he resigned from MBS July 15. Mr. Richard Puff has represented Mutual since that time.

Mr. Ryan appointed a board committee to consider the subject consisting of Frank King, Chairman, Hugh Halff, Barney Lavin and Harry Spence. Mr. Lavin's enlistment in the Marine Corps left a vacancy which was filled by Leslie Johnson.

The Technical Sub-committee held a series of four meetings. It examined all coverage methods available from published sources and existing files. It also examined the

proposals made by research organizations, engineering firms and others which were submitted as a result of an appeal for suggestions through the trade press.

The meetings of the Technical Sub-committee were held in New York, April 27, May 26, June 8, and June 30. The members of the committee on individual assignments were called upon to perform a considerable amount of work to prepare for each meeting. A sizable task was accomplished in a remarkably short time.

A return conference meeting with the AAAA was held July 31, 1944. Those representing the AAAA were: Abbott Spencer, Chairman of the AAAA Radio Committee; Carlos Franco, Chairman of the AAAA Time Buyers Committee; D. E. Robinson, of the AAAA Research Committee; Linnea Nelson, of the Time Buyers Committee; Robert Jackson, AAAA Assistant Secretary; and, Fred Gamble, President. NAB was represented by Hugh Feltis and Roger Clipp of the Research Committee, Dietrich Dirks, Chairman of the Sales Managers Executive Committee, with Harold Ryan, Lew Avery and Paul Peter of NAB. At this meeting a Progress Report of the Technical Sub-committee was presented. The conference group discussed the proposal in its preliminary form and the AAAA expressed its full approval and desire to get into the operating phase as quickly as possible.

The Research Committee met August 1 at the Waldorf-Astoria Hotel in New York to receive the Progress Report of the Technical Sub-committee. This report was received and approved by the Research Committee.

On August 2, the Research Committee met with the Sales Managers Executive Committee and the Board Committee and presented the report for their approval. The Progress Report was completely discussed by this joint session and approved. This group ordered that final report be drafted and a presentation made, preferably in slide film format.

On August 25, a Presentation Sub-committee of the NAB will meet with the AAAA in New York. It is hoped that the AAAA will have its full Radio, Time Buyers, and Research Committees present for this presentation. Possibly other AAAA groups will be included.

On August 28, the Research Committee will meet at the War Conference in Chicago.

Also, on August 28, the NAB Board of Directors will meet and will hear the Research Committee's recommendations.

On Wednesday, August 30, at the morning business session, the recommended coverage method will be presented to the membership for discussion and approval.

AUDIENCE MEASUREMENT

The NAB membership at the War Conference held at Chicago, April 27-29, 1943, passed the following resolution:

"RESOLVED: That the President appoint a committee of the Association to study and report to the Board of Directors with respect to the establishment of an NAB Bureau of Audience Measurement."

To fulfill this resolution, the NAB President appointed the following committee:

Hugh Feltis, Chairman, KFAB, Lincoln, Neb. Clear
William B. Ryan, KFI, Los Angeles, Calif. Clear
George Burbach, KSD, St. Louis, Mo. Regional
J. Harold Ryan, WSPD, Toledo, Ohio. Regional
H. Russ Holt, WOLS, Florence, S. C. Local
Dale Taylor, WENY, Elmira, N. Y. Local
Paul F. Peter, Secretary

The committee met in Chicago, January 27, 1944, and studied the problem. The meeting was attended by all but Mr. William B. Ryan, who was unable to attend due to pressure of business demanding his presence in Los Angeles. All of the committee members attending partici-

pated in an active discussion of the many ramifications of the proposal to establish an NAB Bureau and future possibilities of development which are too numerous to set down in this report.

An important contribution to the work of the committee was contained in a recent statement of Mr. Frederic R. Gamble, Managing Director of the American Association of Advertising Agencies, on the subject of post-war problems of advertising. His views clearly outline the responsibilities and set the keynote for this committee's work. In essence he said:

With the war, the country has had a tremendous expansion in production facilities. At present, industry is involved in producing goods, materials, and services needed in the prosecution of the war. Probably the greatest economic problem the country has ever faced will be the conversion of this expanded production capacity from war-time to peace-time operation. We recognize that the real problem is how to distribute the increased goods, materials, and services in the post-war period. Certainly those in advertising believe that selling, sales promotion and advertising are going to be the principal means of moving the expanded production. . .

Advertising faces a challenge. If advertising is to meet it then it must do a better job than it has ever done.

How is advertising going to do that?

The sound approach is to examine itself; to know itself better, to discover its abilities and its weaknesses and to produce more exacting information about itself. The advertising media have made a good beginning in research, but there are still a number of areas where there is not sufficient information. In some of these areas techniques are available to develop the information but progress is withheld because of certain restrictions; some based on purely competitive factors. It is my feeling that with the importance of the whole economic question, industry should pitch forward more progressively than ever in the past. If we fail to do so, advertising may fall down on its job and fail to distribute the increased post-war production of goods, materials and services and what will happen—no one knows.

Advertising must meet the challenge, know specifically what it has to sell and thereby give a better understanding to the advertiser of what he buys. In this way advertising will contribute its support toward maintaining a free enterprise economy.

Also, Mr. William A. Fricke, Assistant Secretary of the AAAA's said:

"We had a meeting of our Research Committee and Time Buyers Sub-committee on September 30 to consider the standard method of determining station coverage areas proposed by NAB.

"Everyone was much in favor of the idea of a standard method but members of the two committees felt that AAAA approval of any method could not be given unless it provides an impartial authority to supervise the conditions under which data are gathered and to audit results.

"Without such supervision and audit, our committees felt that too many variables are involved in any coverage method to warrant comparisons being made between the listening areas of different stations. With the existence of such variables standardization is not obtained even though what is supposed to be the same method has been used by each station.

"In the opinion of our committees there is a real need for setting up an audit organization in the radio field for determining coverage along the lines of audit organizations existing in other media. Our committee would be glad to discuss this matter further with NAB."

It is obvious from the comments of Mr. Gamble and Mr. Fricke, the advertising agency view of the research needs in radio and other facts considered call for action at this time.

The committee had a lengthy discussion of the current methods in use for measuring radio audience and projected some of the needs for improving measurement techniques as follows:

1. Extension of audience research beyond telephone homes
2. Extension of audience research beyond city limits
3. Evaluation of the difference in results produced by various methods
 - a. Coincidental telephone surveys
 - b. Telephone recall surveys
 - c. Personal interview roster surveys
 - d. Audimeter surveys

The committee calls the attention of the Board to the necessity for determining the audience research needs of the various classifications of stations and the importance of united support of the industry in approaching the problem.

The committee favors the establishment of a Bureau of Standards for Radio Measurement and feels that the best interests of the broadcast industry will be served, in such an endeavor, with the active participation of advertisers and advertising agencies in cooperation with the NAB.

The following resolution was proposed, duly seconded, and passed unanimously by the committee:

RESOLVED: That the NAB Board of Directors give immediate consideration to the establishment of a Bureau of Standards for Audience Measurement to which may also be added station coverage and related information in keeping with the prevailing practices of other advertising media.

* * *

The NAB Board of Directors received the above report of the special committee in its meeting May 8-10, 1944, and after the subject had been thoroughly discussed resolved to receive the report and thanked the committee for its work accomplished and to refer the proposal to the NAB Research Committee. This decision was reached with recognition of the current deliberation of the Research Committee in the matter of Bureau operation for uniform station coverage. The work of establishing a Bureau of Standards for Audience Measurement will, in all probability, necessitate working with the same group of people representing advertiser and agency organizations.

A Progress Report on the project will be presented at the NAB War Conference by Hugh Feltis, Chairman of the Research Committee.

EXCESS PROFITS TAX

Requests from numerous stations indicated the need for a more detailed analysis of average income of stations than was published in the NAB Tax Bulletin of February 12, 1943. The Research Department undertook the time-consuming task of compiling average figures by class of station and city size for the years 1937 through 1942 by the following breakdown for stations with net sales of \$25,000 or more: Time Sales by Network, Local and National Spot; Total Time Sales; Talent and Misc. Sales; Gross Sales; Commissions; Net Sales; Total Expense; and Broadcast Service Income. This breakdown is not available for stations with net sales of less than \$25,000. However, Net Sales, Total Expense, and Broadcast Service Income have been included for all commercial stations.

This analysis has not been generally released because the FCC has not as yet released the 1938 breakdown. The information for the years 1937 and 1939 through 1942 has been sent to numerous stations upon individual station

requests for any information which would aid them in filing appeals for relief under Section 722. It is expected that the 1938 figures will be released to NAB within the next week. There is no information available for the year 1936.

WAR EFFORT

The NAB Research Department has analyzed and tabulated the monthly War Effort reports received from stations. It has calculated the advertising value of the contributions of radio broadcasting by advertisers and broadcasters to the war effort. The source of the NAB estimates is three-fold. The first phase is based on these monthly reports from broadcast stations listing the war effort broadcasting originated locally by the stations. The second phase of the estimates utilizes the OWI allocations plan for national and regional networks and network and national spot advertisers. The third phase of the estimates involves special reports from the networks giving the amount of time devoted by networks to the war effort. This is in addition to their own and their advertisers contributions under the OWI allocations plan.

The Director of Research has worked closely with the War Advertising Council in releasing figures of radio's part in the war effort.

The War Advertising Council appointed a Media Committee consisting of a representative from Outdoor Advertising, Periodical Publishers Association, National Association of Broadcasters, and the American Newspaper Publishers Association, with an ex-officio member representing the Council, to recommend a formula satisfactory to all media for compiling the expenditure figures on war effort advertising. Mr. J. Harold Ryan represented the NAB. This committee called in the research specialists of each of the media groups and Paul Peter served for NAB. This committee was able to present a specific formula for such compilations, backed unanimously by the representatives of the four major advertising media and the formula has been approved by the War Advertising Council. The committee was convinced that no single rigid procedure could be formulated which would be applicable to all media. Differing media characteristics make essential separate yardsticks which take these peculiarities into account. The section which has particular reference to radio is as follows:

"War theme advertising figures will be furnished by the National Association of Broadcasters on the basis of special reports secured from individual stations, and network and national spot allocation reports prepared by the Office of War Information. NAB's station figures are compiled on a sample basis, and projected nationally. The committee analyzed in detail the nature of radio sustaining time to determine where similarities existed between such time contributed by stations and the editorial content of newspapers and magazines. It was agreed that radio sustaining time devoted to messages that deal with a specific home front campaign, requested by OWI or some other government agency, and furnished to the stations in the form of either scripts or transcriptions, qualify as war advertising contribution of the medium. On the other hand, newscasts, home service programs, dramatic programs with a general war background, and similar features would not qualify as an advertising contribution.

"Radio support of war themes will be computed as follows:

- a) Announcements and programs which originate locally, apply average gross rates.
- b) Network and national spot programs, apply to the overall cost of the program (time and talent) the ratio between the time devoted to a war message

and the commercial copy limitations for individual length programs established by the NAB Code. For example, the Code establishes three minutes of commercial time as the maximum for a half-hour night-time program. If, on such a program, one minute of time is devoted to a war message, the war theme contribution is regarded as one-third of the total cost of the program. If the war message occupies a half-minute, the war theme contribution is one-sixth of the total, etc.

"Inasmuch as OWI is the focal point for network and other allocation programs, the implementation of the latter procedure is dependent on OWI cooperation. The problem has already been discussed with officials of the Radio Bureau and they have approved the procedure in principle. NAB will work out the details with OWI.

"In those instances where a war theme receives thematic treatment on a network program the full cost of the show will be credited as a war advertising contribution. This technique has been used effectively by such performers as Fibber McGee and Mollie, Jack Benny, Fred Allen and others."

The Research Department has also furnished the Treasury Department with estimates of radio's war bond advertising during the War Bond Drives. These estimates have been released in the NAB Reports.

SMALL MARKET STATIONS

At the request of the Small Market Stations Committee, the Research and Engineering departments undertook a study of small market station coverage. For the purposes of the study, a small market station was described as being located in a community of less than 50,000 population, outside the geographic limits of metropolitan districts as defined by the U. S. Census, and operating with less than 5,000 watts power. Under this definition, 379 standard broadcast stations were classified as small market stations.

From the calculated radii furnished by the Director of Engineering, the Research Department plotted the calculated one-half millivolt contour of each of the 379 stations on individual minor civil division State maps, applied population to each minor civil division or part thereof included in the station's coverage, and totaled this population for each state. The detailed figures by states will be incorporated in a presentation to be made during the War Conference.

RADIO MARKET DATA HANDBOOK

The NAB Radio Market Data Handbook, the first such publication issued by the Association, was released in October 1943 after nearly a full year of exhaustive work by the Research Department in calculating and compiling the facts and figures. A complimentary copy of this 261-page handbook was sent to each NAB member. The book is available to others at a printing cost price of \$1.50 per copy.

The primary use of the Radio Market Data Handbook is probably the promotion of the sale of broadcast advertising. However, it is filling a need in all branches of the industry. The factors included are: Population, Retail Trade (Food Group, General Merchandise Group, Apparel Group and Drug Stores), Families, Percent Radio and Radio Families by County (with Urban, Rural Non-farm and Rural Farm sub-totals for each County) and by Cities of 2,500 population or more, for all states and the District of Columbia; the United States totals; and the totals for the 140 Metropolitan Districts. The handbook also includes a chart and statistics on the Growth of Radio from January 1, 1922 through January 1, 1943.

ESTIMATED RADIO FAMILIES—JANUARY 1, 1944

The January 1, 1944 estimate of radio families was prepared by a special committee of the Research Committee consisting of Ed Evans of Station WJZ; John Churchill of CBS; Kenneth Greene of NBC; Barry Rumble of NBC; Frank Stanton of CBS; and Paul Peter, secretary. The details of the estimate are as follows: Radio families (having one or more sets), 32,500,000; Extra sets in homes and sets in places of business, 18,500,000; Auto radios, 9,000,000; Total Radio Receiving Sets, 60,000,000. In compiling the estimate the Committee used figures from manufacturing sources and from a special survey conducted by the Bureau of the Census for the Office of Civilian Requirements of the War Production Board.

ADVISORY COMMITTEE ON GOVERNMENT QUESTIONNAIRES

At the call of the Budget Bureau to industry for counsel, an Advisory Committee on Government Questionnaires was created. Various industries are represented and act as sub-committees. A Broadcast Sub-committee was appointed with the Director of Research acting as secretary. A meeting was held June 8, 1943 in Washington at which time Mr. J. H. Ryan was elected chairman. Various survey requests from Governmental sources have been handled by the committee.

ACCOUNTING

The NAB Accounting Committee of which the Director of Research acts as secretary has had but one meeting since the War Conference of last year. The committee reviewed the FCC Financial and Employee Data form and submitted recommendations for revision to the Broadcast Sub-committee of the Advisory Committee on Government Questionnaires. The committee also discussed the Program and Transmitter Log requirements of the Commission and the forms employed for reporting changes in stock ownership of stations. The NAB Program Log Recommendation which was prepared by the Accounting Committee in 1940 was reviewed and minor revisions necessitated by certain changes in FCC rules and regulations were made. The revised Recommendation was sent to the Broadcast Sub-committee to be included in discussions with the FCC.

MISCELLANEOUS

The Research Department collaborated with the Engineering Department and the FCC in formulating policy on the FCC-NAB Technician Surveys. It also aided in the actual compiling of the list of licensed operators secured from the FCC.

The Department tabulated and cooperated in interpreting results of the Department Store Survey sent out by the Bureau of Broadcast Advertising.

The Research Department has contributed its services in calculating data and presenting charts, etc., on radio tubes and batteries.

The Department has furnished statistics in connection with Labor and Musicians problems. It has published employment statistics including average employment and average salaries by class of station and city size groups and rendered special services to individual stations upon specific requests.

The Department has continued to furnish information to member stations and outside organizations on broadcasting and related subjects.

A complete file on each standard broadcast station is kept up-to-date and such a file is now being installed on FM and Television stations. The tables appearing at the

conclusion of this report are taken from the file on standard broadcast stations.

The Director of Research serves as secretary for the Research and Accounting Committees. The make-up of these committees is as follows:

NAB Accounting Committee:

H. K. Carpenter, Chairman, WHK—Cleveland
John B. Conley, WOWO—Fort Wayne
Charles C. Leonard, WAVE—Louisville
Jess Swicegood, WKPT—Kingsport
Lloyd C. Thomas, KGFW—Kearney
Samuel R. Dean, CBS—New York
Harry F. McKeon, NBC—New York
Paul F. Peter, Secretary

NAB Research Committee:

Hugh Feltis, Chairman, KFAB—Lincoln
Roger W. Clipp, WFIL—Philadelphia
Edward F. Evans, WJZ—New York
G. Bennett Larson, WWDC—Washington
John C. McCormack, KWKH—Shreveport
Barry Rumble, NBC—New York
Frank N. Stanton, CBS—New York
Jack Williams, WAYX—Waycross
Paul F. Peter, Secretary

Working Guests of the Research Committee:

John Churchill, CBS—New York
Kenneth Greene, NBC—New York
Richard Puff, MBS—New York

NOTE: Until he became NAB President, J. Harold Ryan was chairman of the Research Committee.

Much has been accomplished during the past year in the research field and plans are being made for increased activities during the coming year.

Respectfully submitted,

PAUL F. PETER,
Director of Research.

August 11, 1944.

STATION ANALYSES

*Stations
as of
July 1, 1944* *NAB
Membership
August 8, 1944*

Clear Channel:

Unlimited (50kw).....	47	40
Part-time (50kw).....	4	4
Unlimited (5 to 25kw).....	29	22
Part-time (5 to 25kw).....	6	4

Regional Channel:

Unlimited.....	269	211
Limited and Day.....	41	24
Part-time.....	16	7

Local Channel:

Unlimited.....	428	260
Day and Part-time.....	26	7

Total Commercial, Operating in

Continental U. S.....	866	579
Non-commercial.....	32	2
Territorial.....	14	7
Construction Permits.....	12	4

Total Standard Broadcast Stations 924 592

Frequency Modulation..... 4

Total NAB Stations..... 596

Networks..... 2

Associate Members..... 26

Total Membership in NAB..... 624

<i>Metropolitan Districts (1940 Census)</i>	<i>Operating Commercial Stations Continental U. S.</i>		<i>Non- Commercial Stations</i>		<i>Territorial Stations</i>		<i>Construction Permit Stations</i>		<i>Total Stations</i>	
	<i>Total</i>	<i>NAB</i>	<i>Total</i>	<i>NAB</i>	<i>Total</i>	<i>NAB</i>	<i>Total</i>	<i>NAB</i>	<i>Total</i>	<i>NAB</i>
2,500,000 and over.....	70	37	4	0	0	0	0	0	74	37
1,000,000 to 2,500,000.....	49	32	1	0	0	0	0	0	50	32
500,000 to 1,000,000.....	51	38	2	0	0	0	1	1	54	39
250,000 to 500,000.....	100	77	3	1	1	0	0	0	104	78
100,000 to 250,000.....	128	105	2	0	7	4	2	0	139	109
50,000 to 100,000.....	52	45	1	0	1	0	2	1	56	46
<i>City and Town</i>										
25,000 to 50,000.....	120	84	1	0	0	0	0	0	121	84
10,000 to 25,000.....	203	118	9	0	0	0	2	1	214	119
Less than 10,000.....	93	43	9	1	5	3	5	1	112	48
Total Standard Broadcast	866	579	32	2	14	7	12	4	924	592
Frequency Modulation										4
Total NAB Stations										596
Networks										2
Associate Members										26
Total Membership in NAB										624

Public Relations

Under the able chairmanship of Edgar Bill, President of WMBD, the industry's first Public Relations Committee has in the past year and four months developed and placed in operation a complete public relations plan for the National Association of Broadcasters. Members of the Public Relations Committee who have given of their time and thought in generous quantities are:

Craig Lawrence, KSO
Kern Tips, KPRC
John F. Patt, WGAR
Lawrence W. McDowell, KFOX
Leslie W. Joy, KYW
Edgar H. Twamley, WBEN
Frank M. Russell, NBC
Frank Stanton, CBS

District Public Relations Chairmen, seventeen in number, have taken extraordinary interest in the problem and many of them have travelled to executive Committee meetings at their own expense in order to sit in on the long range planning for the industry.

Acting on the plan's first principle, that the burden of public relations for the broadcasting industry rests on station management, approximately four hundred station managers have thus far placed themselves on record with the Committee in the assumption of this responsibility and declared their willingness to cooperate.

Their sincerity and the loyal energy of hard working men and women in station promotion jobs throughout the industry soon will result in the publication of an inspiring book entitled "Management in the Public Interest,"—a book which tells radio's public relations story in pictures—real life photos of station operation in the public interest. More than one thousand photographs were sent to NAB by station promotion departments. They had to be found in both old and new files. Many were made expressly for the book. All were selected to illustrate specific phases of station operation described by the Public Relations Committee. Grateful acknowledgment is made of the consideration which was shown this unusual request by the personnel of NAB member stations.

The Committee reports that during the past year, due to the agreement and cooperation of high civil and military authorities in Washington, beginning with the White House, radio was given well earned recognition in the change of "press conferences" to "press-radio" or "news conferences."

Friendly and understanding Army and Navy public relations officers saw fit to discontinue the requirement that "disclaimer" announcements be inserted in commercial programs originating at camps, posts or stations or on which military personnel appeared. Thus the public, having been continuously informed since early in the war, did not have to listen further to the explanation that the "appearance of military personnel does not constitute an endorsement of the products advertised," etc., implied acknowledgment being that radio and its advertisers would not, and did not, seek to establish such endorsement.

Radio's public service on D-Day, June 6, stands apart as the greatest public relations achievement in the history of the medium. In view of the Committee's position that good programming is both the means and the end of good public relations, this demonstration is without parallel.

In no way connected with radio's coverage of the war but in recognition of radio's war service, the same month brought an award from the Chief Signal Officer of the United States to the National Association of Broadcasters,

a Certificate of Appreciation for services rendered the Signal Corps in the recruitment and training of military personnel. The presentation ceremony, in which Brigadier General Jerry V. Matejka delivered the Certificate to Harold Ryan, NAB President, was recorded by NAB and the record distributed free to stations requesting it, these being the majority in the industry whose efforts were responsible for the award.

In addition to the procurement and training of technical personnel, which was a station project, NAB regularly has provided the War Department with information on former station personnel with programming and administrative skill, with the result that many have been transferred for duty in such fields.

Recognition of radio's contribution to the war effort has come in many forms. Secretary Morgenthau scored a "first" when he appeared on a "Treasury Star Parade" program following the Third War Loan and thanked the manager and staff of each station on which the recording was played for their efforts in the sale of War Bonds.

Kate Smith, Ted Collins and a company of featured artists made a fifteen minute recording, "Report on War-time Radio," which the Columbia Broadcasting System made available as a gift to the industry. The Public Relations Committee of NAB sponsored this recording to all stations desiring pressings and many were broadcast throughout the country.

The NAB Public Relations Department has maintained a continuous flow of information to the public on "Radio in the War," by means of news releases, speeches, pamphlets, recordings, etc.

What is called the "Working Plan of Public Relations for the National Association of Broadcasters" was adopted by the Public Relations Committee, after several months of preparation, in September of 1943. The principles and objectives laid down in the plan have been carried to the broadcasters by the Director of Public Relations through printed material, letters and conferences with District Public Relations Chairmen, appearances at NAB District Meetings and other avenues. Appearances were made before the 5th District and the Florida Broadcasters' Association in the fall of 1943 and before Districts 2, 3, 6, 8, 10, 12, 13, 14 and 16 in the spring of 1944.

The NAB Public Relations Director addressed the Association for Education by Radio, Stephens College, Columbia, Missouri, in conference from November 19 to 21, 1943; the Health Conference of the New York Academy of Medicine, New York City, December 14, 1943; the Radio Council of Greater Cleveland, January 27, 1944, and, as Vice-President of the Advertising Federation of America, presented the A.F.A. Charter to the Women's Advertising Club of Washington, D. C., November 9, 1943—attending the School Broadcast Conference, Chicago, November 28-30, 1943, the Institute for Education by Radio, Columbus, Ohio, in May of 1943 and 1944, and the annual conventions of A.F.A. and A.N.P.A.

The Public Relations Department has issued all news releases, statements, articles and stories of general information as the "NAB News Bureau." This service includes material for speeches by NAB members, information for syndicated features such as "Our Great America," which has an estimated 7,000,000 newspaper circulation, and pamphlets for station and public distribution.

Following the 1943 War Conference, the NAB brochure entitled "Action" was distributed to 2700 Chambers of Commerce and 500 schools and colleges. In recent months the Public Relations Department has participated in writing or revising and distributing the pamphlets, "Working for Radio," "Is Your Hat in the Ring?" and "Does Radio Owe a Doctor Bill?" A report of approximate mailings over the past sixteen months is as follows:

3,123—"ABC of Radio"

- 654—"NAB Code"
- 9,800—"How to Listen to the Radio"
- 1,200—"Is Your Hat in the Ring?"
- 765—"Let's Keep Radio Free"
- 13,000—"What Is Public Interest, Convenience and Necessity as Applied to Radio?"
- 1,370—"Does Radio Owe a Doctor Bill?"
- 420—Symposium of the following:
 - "The Broadcasters' Code" by Earl J. Glade
 - "The Role of the Listener" by Mrs. Arch Trawick
 - "Tuning in on the Home Front" by Miss Mabel G. Flanley
- 3,765—"Working for Radio"
- 3,670—"Tomorrow's Radio Programs"
- 3,000—"What the May 10th Supreme Court Decision Means to American Broadcasting to the American People"
- 1,200—"How to Use Radio in the Classroom"
- 1,500—"Broadcasting to the Youth of America"
- 1,000—"How to Use Radio"
- 3,000—Reprints of Editorial Comment on the Supreme Court Decision of May 10th
- 4,000—"Action"

NAB files contain folders, pamphlets and speeches on approximately 100 variously styled topics.

The report of the Listener Activity Department of NAB, which is a division of the Public Relations Department, will be found elsewhere under that heading.

RADIO NEWS COMMITTEE

For the purpose of giving expert attention to the problems and growing importance of radio news, a Radio News Committee was appointed and met in New York City on September 15-16, 1943; the committee members being:

Karl Koerper, KMBC, Chairman
 L. Spencer Mitchell, WDAE
 Paul White, CBS
 William Brooks, NBC
 William Dowdell, WLW
 Rex Howell, KFXJ
 Tom Eaton, WTIC

With typical directness, this committee went to the heart of radio's news problem, which was proper training of news personnel. A subcommittee was appointed and authorized to take up the matter with representatives of America's educational institutions. First response came from the National Association of State Universities, which furnished a special committee to meet with the Radio News Sub-Committee, NASU representatives being Dr. I. Keith Tyler, Director of Radio, Ohio State University; Mitchell V. Charnley, Professor of Journalism, University of Minnesota and Wilbur Schramm, Director, School of Journalism, University of Iowa.

Preliminary plans laid by these two committees resulted in the entry of the American Association of Schools and Departments of Journalism into the deliberations, under the leadership of AASDJ President, Fredrick S. Siebert, Director, School of Journalism, University of Illinois. In Chicago on June 23-24, 1944, the combined committees met and outlined a proposed Council on Radio Journalism, a permanent group to formulate standards and install full-time courses in radio journalism in schools and colleges. Siebert was joined at this meeting by AASDJ members, Paul H. Wagner, Department of Journalism, Indiana University; Richard W. Beckman, Department of Technical Journalism, Iowa State College and Frank E. Schooley, Executive Secretary, National Association of Educational Broadcasters and Program Director, Station WILL, University of Illinois.

Under the direction of Richard Beckman, a survey of station newsroom manpower needs was undertaken immediately. Fred S. Siebert accepted the responsibility of preparing the detailed Council plan for presentation to the Radio News Committee, the NAB Board of Directors and the NAB membership in convention at Chicago, August 28-31.

Thus the NAB Radio News Committee, in its few months of existence, has exhibited the ability to treat with fundamentals in the face of temptation to identify itself more prominently with the dramatic role being played by radio news in the present world-wide conflict, a role that the Committee feels is in capable hands, scarce as they may be.

As time permits, it is the intention of the Radio News Committee to take up every angle of news broadcasting and study it to the end.

PROGRAM MANAGERS' EXECUTIVE COMMITTEE

The Program Managers' Executive Committee was appointed and met first in March of 1943. Two meetings have been held since, the personnel now being:

Harold Fair, WHO, Chairman
 Clarence L. Menser, NBC
 Doug Coulter, CBS
 Ray Shannon, WHAS
 William J. Adams, WHEC
 J. Robert DeHaven, WTCN
 Irvin G. Abeloff, WRVA
 Robert Evans, WSPD

The main objectives of this Committee are maintenance of high program standards, education of program personnel and close cooperation with station management.

The Committee has given constant attention to the problems of wartime programming while pursuing its outline for industry improvement.

On January 11-12, 1944, in New York City, especial attention was given the problem of labor programming, when more than a score of A. F. of L. and C.I.O. representatives met with the Committee and discussed at length the ways and means of presenting labor to the public through the vehicle of radio. Mutually satisfactory conclusions were reached.

At this same meeting a series of articles was outlined for NAB Reports which could be bound into a program manager's handbook. Irvin Abeloff and George Sutherland were appointed as a sub-committee in charge of preparations. With a sufficient number ready, the first articles were printed in a special bulletin accompanying NAB Reports of July 14, the "Foreword," by Harold Fair and "The Program Manager's Obligation to Management and Audience," by Irvin Abeloff. Additional articles scheduled for release are "The NAB Code and Programming," by Edgar L. Bill, President, WMBD, former Code Committee Chairman; "The Program Manager Looks at the Technical Department," by Robert DeHaven, WTCN, and "The Technical Department has a Look at the Program Department," by Reed Snyder, WHO. The full list covers all phases of programming activities and responsibilities, including music, copyrights and understanding of unions.

By undertaking this series of articles, in which programming, its importance and its problems should receive thorough definition, the Program Managers' Executive Committee is displaying its devotion to the principle of "first things first."

NAB CODE COMPLIANCE COMMITTEE

The NAB Code has been under the administration of the following Code Compliance Committee for the past year:

William B. Quarton, WMT, Chairman
Grant F. Ashbacher, WKBZ
William S. Hedges, NBC
Felix Hinkle, WHBC
Herbert Kendrick, WJLS
Eugene O'Fallon, KFEL
Arden X. Pangborn, KEX
Jan Schimek, CBS
Lee B. Wailes, KYW

This period has seen exceptionally few cases requiring interpretation of the provisions of the Code.

On June 16-17, 1943, labor's position under the Code was given thorough study by the Committee and representatives of the American Civil Liberties Union. A clear and satisfactory conclusion was reached and outlined in NAB Reports of June 25, 1943.

Since that time, no problem of significance has been presented to the Committee, activity having been limited to occasional interpretations for the benefit of station managers.

Recently the Political Action Committee of the C.I.O. issued and distributed widely a "Radio Handbook." This book contains a strong denunciation of the NAB Code. The challenge was met by a statement from President Harold Ryan which appeared in NAB Reports of August 4, 1944. At its August 28th Conference meeting the Code Committee will give the matter further consideration.

It is believed that the function of the Code as an advisory instrument has been clearly established, which a broadcaster may use at his discretion in determining his type of management under his license.

WILLARD D. EGOLF,
Director of Public Relations.

Listener Activity

Measurement of accomplishment in public relations is always difficult, but if a great increase in prestige, activity, correspondence, public appearance and consultant services spells progress, the Listener Activity Department can so report. The work is carried on under several divisions, as follows:

ASSOCIATION OF WOMEN DIRECTORS

This organization with an accredited membership of 650 women on staffs of NAB stations has completed a significant year. Several studies were made concerning the character of local women's service programs and of the releases received from commercial organizations. A letter from President Ryan with a statement from the Sales Managers' Committee reached each member. AWD held a successful session at the Ohio Institute with well-known speakers as well as conducted its annual meeting where the constitution and by-laws were adopted. Regional conferences have been held. Quarterly issues of the Beam were edited and released. Several AWD committees function regularly. A Rural Committee has been set up to cooperate with the Department of Agriculture, government agencies, and the Association of Farm Directors. An Advisory Stephens College Committee has been established to aid in the new course being inaugurated to train women directors and broadcasters. The outstanding event of the year was the editorial campaign on the "American Home" which was conducted during the spring months with the cooperation of 25 national women's organizations representing over 20,000,000 persons. These groups sent three specially prepared spot announcements to each AWD

member. The campaign opened with a brilliant luncheon and NBC network show in February. It closed with a Blue Network program in July. Considerable newspaper publicity and much approbation from national leaders attended the effort. Another campaign is contemplated for next year.

RADIO COUNCILS

The development of Radio Councils continues both through new organizations and the strengthening of and expansion of older ones. Thirty Radio Councils in key cities, with a combined potential membership of over 2,000,000 have gone on record for the American System of Broadcasting and are aiding local stations through program promotion, distribution of material on radio, evaluation, radio education, survey, children's programs, free time requests, etc. Increased prestige in personnel and projects characterize the year's activities. Matters pertaining to Radio Councils are checked with the NAB Public Relations Committee. A panel discussion on Radio Councils and community radio projects was scheduled at the NAB 1944 War Conference.

CHILDREN'S PROGRAMS

NAB maintains the largest file of children's programs in the world. This source material is constantly used by broadcasters, lay groups, newspapers and magazines. Many invitations to speak on the subject are received. A session on Children's Programs will be conducted at the Stephens College Radio Conference, November 1944. A brochure, giving a resume of various types of children's programs adaptable to local station production, is in process. Contact is maintained with organizations such as the American Library Association, Children's Bureau, Junior League, Parent-Teacher, etc. At the request of the Children's Bureau, Department of Labor and with the cooperation of NAB station managers, a survey was made of radio's efforts, national and local, in the reduction of juvenile delinquency. A full report will be available to the industry, together with suggested scripts for local use.

NATIONAL ORGANIZATIONS

Close contact is maintained with most national organizations on the local, state and national levels. Our services include cooperation in planning yearly objectives and representation of radio on convention agendas, as consultant on radio problems, in distribution of radio material, in guiding use of radio time and educating in proper listening habits and program evaluation. Since there are almost 70,000 radio chairmen elected frequently, this process of guidance is of strategic importance to broadcasters. Great strides have been made recently through the cooperation of 25 national women's groups with the AWD of NAB in the American Home Campaign. Each went on record for radio. Several national organizations passed resolutions endorsing the "freedom of the air" industry issue. Mrs. Lewis, representing NAB, was invited to a White House conference called by four major women's groups and Mrs. Roosevelt, on women's role in postwar. Radio was the only industry present.

A "Handbook for Radio Chairmen" is off the press for stations to distribute to persons seeking free time or information on radio. Many thousands of copies will be sent to radio chairmen from coast to coast.

RADIO EDUCATION

Through personal contacts with radio educators and visits made to radio education centers, reasonably accurate information is available at NAB headquarters. Attendance and/or participation at Radio Education Conferences

and Workshops is maintained. Cooperation with the FREC and the Association for Education by Radio is also continued. Valuable progress, notably in New Jersey and Iowa, has been made through the leadership of Radio Councils.

Tours

During the year, Mrs. Lewis has addressed about 30,000 persons at conferences, conventions, club meetings, colleges and schools, as well as broadcast over major stations. She has travelled over 20,000 miles reaching major cities from coast to coast.

Material

Through the Listener Activity Department over 250,000 copies of radio brochures and information material have been released to leaders throughout the country.

Speakers

Lists of speakers on radio subjects are also available to the public or the industry.

Acting as liaison between public and industry, the history of this department holds an enviable record for harmonious relationship. Its future objectives are concerned with an educational program for the public on the principles of the American System of Broadcasting, with emphasis on the responsibilities of listeners in its democratic process. Increased service will be available to stations, organizations and individuals in national and community radio projects, and in the use of radio to the public interest. Continued effort will be made to bring added prestige to the industry.

MRS. DOROTHY LEWIS,
Coordinator of Listener Activity.

Engineering

Those charged with responsibility for the technical operation of broadcast stations have, to a large extent, now established stable operating conditions. In other words, wartime operation has now become what we might call the normal practice instead of the new and untried. Problems of equipment maintenance and the training of replacement personnel have been met with little, if any, deterioration in service to the American public.

Until recently, the work of the Engineering Department has consisted almost entirely of assistance to the industry and to individual stations in adjusting technical operations to a wartime basis. This assistance can be broadly divided into problems of manpower, materials and cooperation with government agencies.

EXECUTIVE ENGINEERING COMMITTEE

Since the 1943 War Conference, there have been two meetings of the NAB Executive Engineering Committee. The Director of Engineering frequently consults with members of the Executive Engineering Committee for advice and counsel on technical matters of broad importance to the industry. Members of the Executive Engineering Committee are furnished with copies of all RTPB reports in order that the NAB vote on these reports may reflect the majority opinion of the Committee. The membership of the Executive Engineering Committee is as follows:

John V. L. Hogan, Chairman, WQXR
Franklin M. Doolittle, WDRC
G. Porter Houston, WCBM

William B. Lodge, CBS
O. B. Hanson, NBC
Howard S. Frazier, NAB, ex-officio

TECHNICAL MANPOWER

Through the NAB Technician Pool, this department has recruited more than 700 licensed technicians who expressed their desire to secure a position with a broadcast station and filed a formal application with NAB setting forth their qualifications and other information desired by employers. A substantial portion of this number has already been placed with broadcasters. It is impossible to determine the exact number of new technicians brought to the industry as many stations and applicants failed to report their employment to NAB.

A survey of licensed radiotelephone operators, to determine those available for placement with stations, has been conducted jointly by the Federal Communications Commission and NAB. NAB cooperated by furnishing the needed personnel to address the postal card questionnaire and also distributed the names of operators who reported a desire to obtain employment.

The Executive Engineering Committee meeting in Chicago during the 1943 NAB War Conference approved an experimental program for the training of women as studio operators. The Board of Directors appropriated the necessary funds for this project and the recruiting of students was carried out in the New York City area where training facilities were available and the general labor situation was less critical than in other populous centers. The four national networks cooperated in the training program by supplying experienced lecturers and studio control facilities for practice use. RCA Institutes of New York coordinated the training activity and furnished an instructor who was present with the class at all times. Thirteen women were selected from more than 1,000 original applicants. Twelve of these women were graduated from the class after a part-time instruction period of twelve weeks. Nearly all are now employed by broadcast stations. At the time the original experimental class was graduated, the manpower situation had eased somewhat and it has therefore not been considered advisable to train additional women through this cooperative industry program. The training course and the methods of instruction have been made available to many stations upon request, and it is believed this training has resulted in the placing of many competent women operators with stations.

In recent months the military, through the Selective Service System, has concentrated on the induction of younger men. This fact together with regulations of the War Manpower Commission has tended to stabilize technical employment in the industry.

MATERIALS

Due to the adoption by the industry of conservation measures, the work of the Radio and Radar Division of WPB, the repairing of power tubes and the exchange of surplus items between stations through the SWAP Bulletin, we can say that no station has been off the air, longer than a brief period, because of the lack of replacement tubes and parts. At the present time, we expect replacement tubes, parts and equipment to gradually become available in greater quantities. It is also anticipated that within the next few months many items of capital equipment, such as turntables, microphones, recorders, etc., will again become available to those stations which have equipment needing replacement.

RADIO TECHNICAL PLANNING BOARD

Broadcasting has always been an industry of growth, expansion and technical improvement. What is more

natural then, at this time, when wartime operating conditions have stabilized, than to turn our thoughts to the future? NAB took an active part in the formation of the Radio Technical Planning Board and was one of the original contributing sponsors. The Director of Engineering is the NAB representative on the Radio Technical Planning Board and the Administrative Committee of the Board. He is also a member of each of the thirteen panels of RTPB and chairman of Panel 4 on Standard Broadcasting.

The work of the Radio Technical Planning Board is well under way and already the panels on Television and FM have submitted reports outlining the technical standards recommended for these broadcast services in the post-war period. Panel 4 on Standard Broadcasting has completed work on many of the agenda items, and a preliminary report from this group can be expected early in the fall of 1944. It is anticipated that Panel 4 will recommend the extension of the standard broadcast band from 550 to 530 kc. This proposal, if adopted, would make available to the broadcast industry two additional channels ideally suited for rural coverage.

ALLOCATION PROBLEMS

Post-war allocation of radio frequencies to the various services using the spectrum is a complex problem of the utmost importance to government and commercial organizations engaged in radio communications. The Inter-Departmental Radio Advisory Committee is the group that evaluates the requirements of government and commercial interests for spectrum space. This committee recommends frequencies to be assigned for governmental use and certain bands of frequencies for assignment by the Federal Communications Commission to non-government organizations. The Department of State is the agency responsible for American participation in international radio conferences held for the purpose of determining the international aspects of allocation and operating practices.

The radio industry through the Radio Technical Planning Board and its various panels is now attempting to determine the allocations required for non-government use and effect compromise where conflicting claims originate within industry from the various radio services.

Thus the allocation problem is one requiring the closest cooperation between government and industry. There is now every indication that the Federal Communications Commission, Department of State, the Inter-Departmental Radio Advisory Committee and the Radio Technical Planning Board will cooperate for the common purpose of securing the best possible post-war allocation of radio frequencies. It has long been obvious that this allocation cannot possibly make available to the various services all of the frequencies that will be requested. Already the demand for frequencies below 400 megacycles far exceeds the space available in this portion of the spectrum. The best that can be hoped for is an allocation which will provide frequencies for the minimum requirements of each radio service.

Within the Radio Technical Planning Board there are already conflicting claims for that portion of the spectrum between 50 and 60 megacycles. The number one television channel is now in this region together with an amateur band between 56 and 60 megacycles. The FM broadcasters have also requested nearly all of this portion of the spectrum. The Allocation Panel of the Radio Technical Planning Board is now attempting to effect compromise between these services.

Standard broadcasters are assigned three bands of supplementary frequencies, the lowest beginning at 1606 kilocycles and the highest ending at 161.925 megacycles. Already other services, both government and commercial, are requesting these frequencies. Broadcasters are there-

fore faced with the problem of substantiating their claims for frequencies in this portion of the spectrum needed for relay-pickup and other supplementary purposes. The Engineering Department is keeping in close touch with allocation developments as this work promises to be of major importance during the period of post-war readjustment we are now approaching. NAB is now surveying the present use and future need for these frequencies.

A WORD OF CAUTION

During the years, just before this nation entered the war, two new methods of broadcasting, Television and Frequency Modulation, were introduced in this country.

With the entry of this nation into the war commercial expansion in these new fields came to a standstill. However, with the closing of laboratory doors behind a veil of military secrecy technical developments of far-reaching importance have been made.

While nothing of a factual nature regarding these developments is available at this time it seems certain that they are likely to effect major changes on the future of the broadcast industry.

It would therefore seem to be a prudent course for broadcasters to withhold extensive plant expansion until more conclusive technical information is available.

Respectfully submitted,

HOWARD S. FRAZIER,
Director of Engineering.

Promotion and Circulation

America's listening audience is located in 33,716,000 radio homes, a new high mark in radio history.

The new figure was determined in April, 1944, through field research by the Bureau of the Census for the Office of Civilian Requirements, War Production Board.

On the average there are 1.4 radio sets located in each home—a total of 46,300,000. In addition there are 9,000,000 automobile receivers and 4,700,000 other sets in places of business, institutions of various kinds, hotels, etc.

Daily instantaneous mass communication by radio is thus provided to 90 per cent of U. S. families; 128,000,000 people have direct access to listening in their own homes to the programs of one or more stations. Population without receiving sets, however, is not excluded from radio listening since such individuals hear in their friends' homes, in stores, riding in car pools, etc.

Though radio set manufacture was discontinued in April, 1942, listeners experienced no serious inconvenience through inability to purchase new receivers. In confirmation is the fact that sets for 3,000,000 new radio homes, created since the 1942 manufacturing freeze order, came largely from dealers' stocks and from multi-radio homes.

During the wartime period radio tubes have been in insufficient supply to keep all primary and secondary sets in operation. But at no time did the shortage materially reduce the number of operating sets.

Indeed, the same survey which revealed the 33,716,000 radio families indicated that the ravages of wartime conditions had rendered only 15 per cent of radio sets temporarily out of order, awaiting tubes or other repairs. A large percentage of these were in homes having more than one set.

Due to restricted civilian supply, radio tube black market operations developed in many sections of the country. Currently these are being dealt a heavy blow by increased shipments. It now seems reasonable to expect that 18,000,-

000 to 20,000,000 tubes will be made available for home radios in the six months' period, July to December.

It is likely that all black market tube operations will disappear entirely early in 1945, if not before. Even now a number of large legitimate merchants have been solicited by black market operators to take over their entire tube stocks, at list, less 40 per cent.

Tube threat to radio circulation no longer exists. Moreover, manufacturers are poised to begin set production as soon as WPB thaws the freeze order. The quality of sets in all price ranges is expected to show improvement over pre-war models. Many sets retailing from \$60 and \$65 up will cover the standard, FM and one or more shortwave bands. It is also reported that many manufacturers will have at least one "super-radio" model in their line capable of passing 8,000 cycles on the AM band.

Because of the nature of work done by this department, relations must be maintained with many government departments and agencies in addition to those concerned with the maintenance of broadcasting and receiving. These seek the support, participation or understanding on the part of the public. Several contrasting examples are included herein. Conferences with such agencies and departments, at the planning stage, produce most satisfactory results and, likewise, smoother station operation.

CERTIFICATE OF APPRECIATION

In July of this year, the Chief Signal Officer of the Army of the United States awarded NAB a "Certificate of Appreciation" in recognition of loyal and patriotic services rendered the Signal Corps by broadcast stations in recruitment and training of military personnel.

More specifically, this award was official acknowledgment of the benefits accruing directly to the Army for the recruiting and training of candidates for the Signal Corps, begun in June, 1941, and continuing through 1942. Students were numbered in the tens of thousands and classes were held in forty-six states. Official presentation was made by Brigadier General Jerry V. Matejka, Chief, Personnel and Training Service, Office of the Chief Signal Officer, on behalf of the Chief Signal Officer, Major General H. C. Ingles. General Matejka said, in part:

"Both the National Association of Broadcasters and the Chief Signal Officer have honored me highly in permitting me to give you this certificate.

"It is only a piece of paper, but it is given just as a decoration is bestowed by a grateful nation on a heroic soldier on the battlefield. It is the Chief Signal Officer's hope that you will accept it in that spirit.

"The Signal Corps has been given big jobs to do, and one of the biggest has been to obtain and train the hundreds of thousands of men and women needed to transmit messages, operate switchboards, give warnings of air attacks, design, furnish and maintain equipment, and to produce and distribute photographs and movies of the war.

"When the going was toughest, the National Association of Broadcasters took the lead in helping us in the Signal Corps to get the personnel we needed.

"Time is precious in war, and you gave us the time of your people and much time on the air."

In receiving the scroll, on behalf of the hundreds of radio stations throughout America which cooperated with NAB War Committee, President Harold Ryan said, in part:

"When the needs of actual warfare expanded the demands, the stations responded with every facility at their command. Broadcasts, state meetings of educational institutions, letters and personal calls were used to obtain applicants for courses in radio instruction. Classes were held in radio station studios, school and college classrooms and even empty store rooms, with

radio engineers giving liberally of their time as organizers and instructors. The National Association of Broadcasters prepared two courses on the Fundamentals of Radio, each with a series of practical experiments. Recruits by the thousands were prepared for active army duty with the Signal Corps.

"The radio stations gave much more than time on the air. The knowledge and time of station employees were dedicated in large measure to this undertaking. Thus it characterizes the devotion of broadcasters everywhere to the prosecution of the war, whether it be in recruiting military personnel or in the many services which broadcasting renders as a medium of communication with the people."

WAR LOANS

Broadcasting continues its usual superlative support of the nation's recurring war loans. Regarding its assistance during the period of the 5th War Loan, Henry Morgenthau, Jr., The Secretary of the Treasury, wrote, on August 2, to President Harold Ryan:

"In your capacity as the representative of the radio industry, please accept the sincere thanks of The Treasury Department and the people of America for the time and talent placed at our disposal in the 5th War Loan by the four networks and the 912 radio stations throughout the country.

"Radio's contribution in terms of money has been most outstanding, but radio's contribution in terms of our success and the country's welfare is beyond appraisal. Without it we could not have raised the tremendous sum necessary to pursue the war."

The dollar value of the contribution of radio and its advertisers to the 5th War Loan was a minimum of \$11,000,000, according to NAB Research Department.

Conferences have already been held with Robert J. Smith, Chief of Radio, War Finance Division, regarding the 6th War Loan tentatively set for this autumn.

The format for the 4th and 5th War Loans was set after a station poll to which approximately 700 stations responded. Recommendations for local sponsorship of Treasury transcriptions was made to Treasury on November 11, 1943, with acceptance of the suggestion a few days later.

FEDERAL RADIO EDUCATION COMMITTEE

Dr. John W. Studebaker, Commissioner, U. S. Office of Education, appointed a committee, early in January, to explore the possibility of establishing minimum requirements in vocational and teacher training courses in radio at the college level. Initial meeting was held at NAB headquarters, followed by several more in Columbus. By submitting findings to a large cross section of representative educators and industry representatives at each successive stage, the work is more than well under way.

Besides the Director, committee members are: Kenneth Bartlett, Syracuse University, Chairman; Lloyd E. Blauch, U. S. Office of Education; Lyman Bryson, Columbia Broadcasting System; Elizabeth Goudy, U. S. Office of Education; Miller McClintock, Mutual Broadcasting System; H. B. Summers, The Blue Network; Judith C. Waller, National Broadcasting Company. Gertrude G. Broderick, Federal Radio Education Committee, is Secretary.

COMMITTEE ON RADIO EQUIPMENT FOR SCHOOLS AND COLLEGE USE

The present intense interest in radio, on the part of public schools and colleges, crystallized about the time of WPB's equipment freeze. For that reason it was believed at the U. S. Office of Education that this was an appropriate time to call a conference of manufacturers, edu-

cators and broadcasters who have had considerable experience in this field. Accordingly, a two-day session was held in Cleveland on June 26-27. Aim was first to determine equipment standards for the benefit of all having to do with selection and purchase.

Recommendations of the committee are in process of execution. Ultimate success will depend, in part, upon the action of interested members of the Radio Manufacturers Association and the dispatch with which school boards and teachers appreciate that radio is a tool in the educational process and not a substitute for the teacher. The Director is a member of the sub-committee on "Securing Acceptance for Recommended Standards by Manufacturers and Educators."

"FOOD FOR ALL"

As part of its wartime activity, the American Red Cross is vigorously promoting better health through better and proper meals. NAB began cooperating with the Red Cross in this campaign in 1943 at the initial stage. To July 27, 1944, the nine 15-minute transcriptions in the "Food for All" series had been played on 80 stations, were currently being broadcast on 20 more and were booked firm on 40 others.

The local Red Cross promotion and publicity campaign back of this transcribed series has increased the normal listening expectancy. The program has received the aggressive support of the local food industry in most markets in which transcriptions have been broadcast to date. In August, a two-color, four-page brochure, headed, "140 Say Yes," was mailed to all stations on behalf of this campaign.

THE FUTURE

To all thinking broadcasters it is evident that a new set of problems requiring their intelligent leadership and cooperation face the nation on V-Day. Indeed, these problems will undoubtedly be more complicated than those of wartime.

How well industry responds to the new situation will largely measure individual success. And to meet their obligations stations must of necessity earn the income which will enable them to serve their community and country. For this reason alone it is vital that all departments of each station be maintained at a high level of efficiency.

Respectfully submitted,
ARTHUR STRINGER,
Director.