

JANUARY, 1936

Contest Winners

■ The winners of this month's contest for the best news story and most humorous anecdote concerning NBC life are Fred Kirkland, former managing editor of the REVIEW and now in Press, for his resume of the REVIEW's history to date, appearing on page one of this issue and Guide Bill Garden for his and Don Mercer's experience with the man from North Dakota, also printed herein.

Contributions to the anecdote contest have been received from Pages Eldred, Brennan, Rittenhouse, McCullough and George Malcolm, our Main Haller; Guides Sullivan, Mercer, Brown and Garden. The second pair of passes to the Radio City Music Hall goes to Bill Garden.

The winners are going to see an old friend on the screen for the Music Hall assures us that none other than Eddie Cantor's new picture, "Strike Me Pink," is slated to be the feature presentation starting January 16th.

Can't Get Away From It!

By BILL GARDEN

First Prize Winner for the Best Anecdote of the Month

Ed. Note: One Wednesday afternoon Guides Mercer and Garden having a day of respite from the trials and tribulations of touring, hid themselves down to see a show. Here's the tale Bill Garden unfolded to us:

■ During intermission an elderly gentleman on our right struck up a conversation.

"Say!" said he, "I'm from North Dakota. I've been attending a dental convention here in town. Got three women with me, but they're shopping so I'm trying to amuse myself. Oh! by the way, I just been over to them broadcasting studios in Radio City. Say, they're wonderful!"

For the next 15 minutes, gentlemen, so 'elp me, he regaled Don and me with a description of NBC which would have done credit to any guide!

Our friend left for the hills of North Dakota with this admonition, "You boys go right down now and buy a 40c ticket, and you'll see the greatest wonder of the world." To which Don and I answered in chorus, "Yes, sir! we will—tomorrow!"

P.S.—The contest is still open to any page, guide, or hostess who wishes to contribute the most unusual or most humorous incident from his or her own NBC experience. Those two passes to the Radio City Music Hall are waiting for the best of the best.

A Message from Our President

IT GIVES me pleasure to have the opportunity of wishing the readers of the RECEPTION STAFF REVIEW a Happy New Year through its columns. Upon entering my new duties, one of the first impressions received has been of your alert interest and attention to duty. In anticipating the future, I look forward to being a part of an organization which has such a wide field for public service.

LENOX R. LOHR.

A History of the Reception Staff Review

By FREDERIC M. KIRKLAND

First Prize Winner for the Best News Story of the Month

■ On September 10, 1934, the first issue of the RECEPTION STAFF REVIEW took form; on the 9th of January, 1935, this edition, six times re-written, was distributed to an amazed and unbelieving group of NBCites. The paper, which was the work of three guides and a hostess, was dedicated to Mr. John R. Carey who had shown himself to be the one man outside of the Reception Division really inter-

ested in the development of such a project. The first edition received a reasonably warm reception but was universally criticised for the fine print which indeed was *fine* enough to make it scarcely legible.

The second issue, which was everywhere but on the news-stands, came out in February. Readers noted two things in particular; the type was so large that there was no room for the contents; and double the space so allotted in the first issue was devoted to the activities of guides and pages.

The salient feature in the third issue was the continuation of Ruth Keeler's "History of NBC" which was the harbinger of a valuable editorial policy. From the idea born in Miss Keeler's column the editors adapted a maxim which served as a real criterion—"To know NBC is to know how NBC functions." A definite editorial objective thus was adopted. The executive interviewed that month was the new vice president and treasurer, Mr. David Rosenblum.

The fourth edition of the REVIEW was noteworthy because of the inclusion of an all-NBC cross-word puzzle. "The Spotlight of the Month" also dates its beginning to this issue. The editors were chiefly worried at this time about two things: first, how to gather news without the cooperation of those for whom the paper was intended, and second, how to determine what opinion of the paper was entertained by the personnel about and for whom it was written.

The solution to problem number one took form in an intensive internal promotional campaign to make everyone

(Continued on page 4)



"ROBERTS. RELAX!"

RECEPTION STAFF REVIEW

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JANUARY, 1936

NO. 1

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To Mr. Lenox R. Lohr

■ The Reception Staff wishes to convey to you its warm good wishes upon your coming to NBC as our new president, and to promise our earnest cooperation in performing diligently our function as NBC's direct personal contact with clients, agencies, and the general public.

House Rules Committee

■ Congratulations are in order! At last an effective check has been found for the untidy Locker Room situation. Mr. Carey's order calling for the formation of a committee to deal with this problem was the solution. A group representing all divisions of the Page and Guide staffs hereafter will be held directly responsible for the appearance of the Locker Room at all times. Heretofore, fine furnishings were as out of place within the "inner sanctum" as a ribbon "mike" on the *Vox Pop* program, but with the allocation of responsibility and authority in a Page and Guide unit to deal directly with this problem the many planned and executed improvements can be appreciated, enjoyed, and protected. The representatives appointed to serve on this committee are: Walter Wiebel, Chairman (Day Guides); Thomas McFadden (Evening Guides); Adam Gayeck (Day Pages), and Edward Blainey (Evening Pages).

Greetings, West Coast!

■ We've heard about our new Hollywood Radio Studios—and the NBC Reception Staff at Radio City wants to get acquainted. The RECEPTION STAFF REVIEW extends heartiest congratulations to the Hollywood Reception Staff and hopes it already has started a memorable and enjoyable New Year. To our former comrade-in-arms, Charlie Young, now Captain of Pages, Hollywood—special congrats. Let's hear from you!

Review Circulation Jumps

■ The RECEPTION STAFF REVIEW has a total circulation of 1200 copies each issue. If you do not receive this publication regularly and would like to, notify the REVIEW Office, Room 297, by mail or call EXT. 220 between 11 A.M. and 5 P.M.



Chatter

☞ As this is the first column of *Chatter* for the new year, it is most fitting and proper to start out on the right foot... So—we present our New Year's Resolutions. We realize that they probably will be forgotten in a week or so but still—we give you NEW YEAR'S RESOLUTIONS.

RECEPTION RESOLVES...

☞ BILL COLLINS... to get out his old clarinet and play it as he used to years ago.

☞ BOB ELDRED... to bowl a better game than last year (which isn't very difficult).

☞ ERNIE CLARK... to continue to be the best dressed man in Reception.

☞ JOHN BAKER... to cut his lunches down to a mere six sandwiches, four apples and two quarts of milk.

☞ "JACKIE" BRENNAN... to get up a new routine—finally.

☞ "HAPPY" WAGENMAN... to stop wearing those loud ties.

☞ ED HAYES... to hit high "C" without being hit.

☞ ED LOLLEY... to show the fellows how to make model airplanes, a hobby which has won him many medals and wide recognition.

☞ MRS. JUDGE... to continue to give a smile with each tour ticket she sells.

☞ "CAPT. BLIGH" MOCARSKI... to get a bigger whip with which to haggle his mutineers.

☞ JIM GIBNEY... to write another song and sing it on the next *Brass Buttons Revue*.

☞ PAUL RITTENHOUSE... to buy a new suit just as he does every leap year.

☞ HARRY WEIR... to get a new soap box.

☞ TILDEN BROWN... to get a shorter hair-cut, if possible.

☞ WALTER MACOMBER... to trade his hat for a later model.

☞ DONALD CAIN... to be posted on the eighth floor for one year more and then retire on a pension.

☞ ALL THE PAGES AND GUIDES... to make all penalties unnecessary.

☞ ALL OFFICERS... to cease all unnecessary penalties.

☞ And so it goes... till next issue. So long.

WE TAKE A BOW

Mark Woods, Assistant Executive Vice President: I think you and your associates have done a splendid job on the present issue of the "Reception Staff Review." I like the layout of the publication and find its contents interesting and well written. Also, I think it has done a great deal to promote good will among the members of the organization. I wish you every success in the continuance of this work.

A. L. Ashby, Vice President and General Counsel: Congratulations on your first anniversary. Congratulations also on the changes which have been evidenced during the first year of the RECEPTION STAFF REVIEW. This indicates initiative, progress and constructive planning, which, in turn, reflects the same things in those who are responsible for the publication of the REVIEW. I believe the REVIEW to be a goodwill builder for our Company and if it continues to grow as it has, it should fill a real place. The best of good things for the new year to all those who are contributing to the success of the REVIEW.

Edgar Kobak, Vice President in Charge of Sales: Congratulations on the December issue of the RECEPTION STAFF REVIEW. You have made a real publication. It is well edited and full of human interest and plenty of facts. Keep up the good work. It is worth while.

Franklin Dunham, Educational Director, NBC: This is the day of news. When the stentor in ancient Greece was provided with news he gave it to an anxiously waiting world within hearing of his vocal loud-speaker. When the town crier shouted his news in the little villages of England, there were crowds to gather around him to catch his breathing words. When Caxton pressed the first copies of news from movable type, there must have been quite a few interested people to read it even though reading was then an accomplishment limited to scholars.

People haven't changed.

Now newspaper extras and radio bulletins at frequent intervals bring the latest news to millions who, by virtue of a democratic system of education, have learned to read and understand what they read.

I look upon your splendidly conceived venture in journalism as our own NBC newspaper. I know of no group in this company who could edit such a paper so effectively as those in the front-line trenches—those who meet and greet the public.

It is your opportunity and our gain. Let us both use it.

Dramatic Training School Planned For Pages and Guides

■ Members of the uniformed staff who are interested in radio dramatic work are happily looking forward to the formation of an NBC dramatic training school for guides and pages. Mr. A. H. Morton, Program Manager, and Mr. William S. Rainey, Production Manager, have expressed their interest and have kindly offered their cooperation in this new movement to uncover, train, and if possible, use dramatic talent in the Reception Staff. Revealing his usual enthusiasm in all progressive ventures of his staff, Thomas Tart readily granted his permission, and offered his support and cooperation.

It is hoped that one or two NBC production men will offer their services as instructors, and that classes will be arranged so that both night and day men will be able to attend without interfering with their regular duties. A brief survey revealed that a large number of men are sufficiently interested to attend dramatic classes on their own time. Dom Davis, instigator of the movement, is soliciting the support of those interested in radio drama, asking that they give their names to him.

Spotlight

Shines On:—

■ **Otto Philip Brandt**, who after two years of progressive work in Reception as page, office man sergeant, and finally as Assistant Reception Supervisor, has earned a promotion to the Station Relations Department. He is now in charge of broadcast tickets for that department, handles good-will contact letters, and makes entertainment arrangements for the visiting NBC station managers and their guests.

Ted Thompson, our new Assistant Reception Supervisor, now assisting Mr. Tart in day operations. His new promotion was due mainly to the efficiency he displayed as an evening page officer in reorganizing studio-floor operation. Ted's ability to get along exceptionally well with the men under him has already proved a considerable asset to him in his new supervisory capacity.

John Mills, who deserves a bouquet for the rapidity with which he oriented himself in NBC as a page and gained a comprehensive knowledge of staff functions. This, coupled with his past experience in handling large groups similar to our studio audiences, has made him the newest night page officer.

We Wonder

■ Whether Adele Fort's suggestion that a certain Special Eventer be supplied with a portable 'phone wouldn't save the Maloney "children" a lot of headaches after all?

Whether the "Continuity Acceptance" department will be joined by an "Artist Acceptance" to check on the appearance of the program when television steps in?

If Mr. William Le Roy Marshall's endurance will last to knock out the remaining flaws in the Reception Glee Club's singing? He has continued his voluntary coaching after the Brass Button Revue broadcast and is doing a fine job assisting us.

How we can coax the sound effects department not to sit on the hostess' desk during its free time between programs?

If one of our readers couldn't devise some means to deaden the noise of closing elevator doors on the fifth studio? The guides explaining the transmitter model at that point have a difficult time overriding the noise.

If Mr. Tuthill's letter to Service and Reception setting the Artist Service Department lectures for Reception on January 6th, 13th, 20th, and 27th was prompted by the query in this column? If so, we wish to thank him and state that other places are still open.

How much the elevator operators would appreciate a "hanging chair" from the elevator rails so they could rest a couple of seconds on the 9th floor and thus improve their daily efficiency?

Guides in Danger

■ It's getting so that our NBC guides aren't safe any more! Without warning the most harmless looking tourist pipes up with an offer to YE GOLDEN-VOICED GUIDE to accept a position as an announcer on some station down South. St. George goes to WLVA, Virginia, and now John Newhouse goes to Maryland's WFMD at Frederick. It's an epidemic!

Let's Get Acquainted

■ You ought to know Thomas (we think of him as Tommy) Tart of the Bronx.

—because it was through his effort and co-operation as Reception Supervisor that the very REVIEW which you now are reading was established and has grown to its present size.

—because he is fully deserving of the progress he has shown. From the “littlest shaver” in a small Italian village he has come to be Reception Supervisor at the NBC. He has arrived via Evander Childs High School, a time at Fordham University, six months as a page, a sojourn in the old Concert Bureau and as Mr. Almonte’s representative at the old Times Square studio.

—because he, too, likes to have four coat hangers in his locker.

—because he shows more than a mere academic interest in the problems of “the men in blue,” we give you Thomas Tart. And he is the “Tops.”



Static

■ Definition of a town crier: A guide who can't take it.

* * *

TOUR TOPICS

Leaving the Radio Tubes exhibit a woman asked Jim Goode if sound came in any other color but green.

* * *

Ed. Note: For Facts and Figures see Foster.

* * *

MAN ABOUT TOWN

Over the holidays Tony Faillace happened to take a tour into a rehearsal of a girls' choir. One of the tourists asked who they were. Don Juan replied, “I don't know the girls, so they must be from some college west of the Mississippi.”

* * *

Aftermath of Christmas—

Link the name of a motion picture with that of one of our potential executives. e.g.

“The Littlest Rebel”—Leak.

“I Dream Too Much”—Gibney.

“Crime Without Passion”—Davis.

“Death Takes a Holiday”—Mercer.

—How many can you think of?

* * *

Short Short Story—

The Boones were an old Kentucky family. But we never heard of the Doggle before.

Boondoggling means: making something *useful* out of *odds* and *ends*.

Famous Finales—

Characters that are used in this column are fictitious. If the name of any living person is used, it is a coincidence . . .

* * *

EMERGENCY EXIT

A History of the Reception Staff Review

(Continued from page 1)

conscious of the REVIEW's purpose and function. This netted results. Contributions soon overflowed the REVIEW copy drawer, showing that the majority were interested and willing to do their share in helping to make the RECEPTION STAFF REVIEW a more accurate and authentic reflector of life in the NBC studios.

The article by Mr. E. P. H. James dealing with the functions of the Sales Promotion Department was the most significant story of the fifth number. It demonstrated how the REVIEW was fulfilling its purpose of mirroring Reception life as well as practicing what it preached—“To know NBC is to know how NBC functions.” The idea of encouraging lectures on inter-departmental activity which Mr. Burke Boyce had inaugurated was taking form.

In the sixth issue Mr. A. L. Ashby, Vice President and General Counsel, not only described the activities of the Legal Department at length, but was one of the first executives openly to recognize the feasibility of promoting pages and guides to positions within the company which would otherwise be offered to people outside.

In September, 1935, with an editorial staff of thirteen, the RECEPTION STAFF REVIEW proudly announced its seventh issue—which was legible, compact, pertinent, and well-organized. It contained a scoop on television (as outlined by Mr. O. B. Hanson), and a new column called “Let's Get Acquainted.”

The eighth edition carried on with the editor's policy of boosting the Reception Staff under the very capable guidance of Mr. Tart and the endeavor to simplify the mechanics of publication. Many of the problems of making head-lines, setting up copy, getting the paper back from the printer in less than two weeks, and keeping within the budget, had meanwhile been solved. Mr. Frank S. Reynolds, manager of the Drafting Department, helped with the head-lines; Mr. Wayne Randall of Press made valuable suggestions as to the make-up; Mr. Patterson, Mr. Kobak, and Mr. Rosenblum saw to it that the paper was financially possible. Mr. Carey helped to eliminate most of the obstacles which the paper had to hurdle on its way from the editorial office (which was then more of a dream than a reality) to the readers.

Through the cooperation of Mr. Roux of Advertising, and Messrs. Chizzini and Bullard of Sales Promotion, No. 9 proved to be the best-looking issue to date.

Finally, instead of the usual four-page edition, the December and last issue of the REVIEW for 1935 blossomed forth as an 8-page, printed journal, reaching, for the first time, the high standard of presentation which the staff had long sought to achieve. Letters of commendation poured in from all quarters. It seemed from all indications that the REVIEW definitely had set the proper course and was bound for a pleasant voyage. The editors hoped that perhaps the time would come soon when our little paper would be something more than a luxury.