

MANAGEMENT  
*in the*  
PUBLIC INTEREST

*A Picture Story* OF RADIO

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National Association of Broadcasters  
1760 N St. N. W.  
Washington 6, D. C.

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From 3 to 93 . . . that all  
may hear and be heard.

# F O R E W O R D

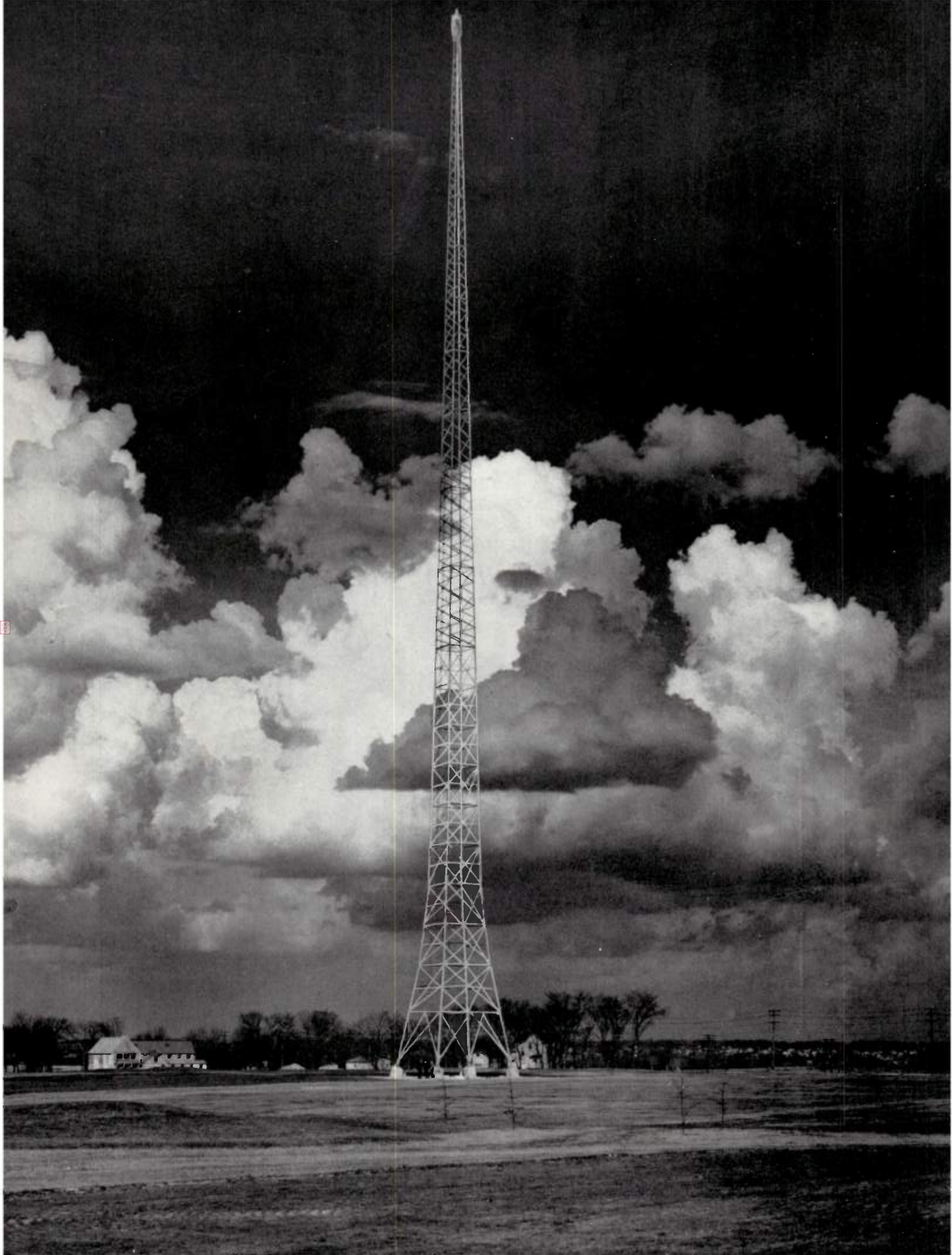
A well programmed radio station is both the means  
and the end of good public relations.

Programming requires knowledge of the people's  
wants.

Acquiring and acting upon this knowledge is the  
practice of public relations.

In the broadest sense, the practice of public rela-  
tions is "management in the public interest."

NATIONAL ASSOCIATION OF BROADCASTERS





IN THIS BOOK the radio industry takes a photographic look at itself. The public is invited to look, too.

The photographs were supplied by members of the National Association of Broadcasters. They tell a vivid, real life story of American broadcasting—the kind of broadcasting that is made possible by radio advertisers and the income from advertising.

From the hundreds of photographs submitted, those with the best illustrative value were selected for this volume. The stations and networks which submitted them did not ask for personal recognition, realizing that this book strives for something which is greater than individual accomplishment. It is expressive of the industry as a whole—a story of radio—not of any one station or network. Specific names and places are mentioned only when called for by the informative character of the text.

## RADIO IN THE WAR

Enough photographs were submitted covering radio's operation in the war to fill a volume three times this size. That is a story which radio will be proud to tell in another publication.

*"Management in the Public Interest" is a study of the basic civilian operation of broadcasting—a camera tour of the industry.*

*This way, please!*



◀ Charming receptionist at one of  
America's most popular stations.

Landscaped transmitter site. ▶



# "MAY I HELP YOU?"

A radio station visitor usually feels that he is calling at the home of friends. He knows the people who "live" there. They have been to his home — over the air — entertained and informed him and proved good company. In a social sense he is returning their call!

Even customers of the station have a social feeling about the warm, friendly institution of radio.

A visitor is received courteously in an attractive foyer by one who is free and happy to assist him in the business or even the whim that brings him to the station.

Friendly cooperation continues throughout his visit.

The same welcome is extended to groups as well as individuals.

Welcome to the great Northwest.

A winning smile, down on the Delta.

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Two of many attractive network receptionists.



Mid-western sincerity.

In the land of the  
giant Redwoods. ▶



Southwestern spontaneity.

New England courtesy.





Network page  
greet guests.



Cheery welcome at Southwestern gateway.



◀ Attractive foyer, displaying  
many awards to station.

Where summer spends  
the winter.

Personal interest, the charm of the South.





WRNL



ON • NEWS  
ENTERTAINMENT





# “GOOD MORNING”

A telephone caller is accorded undivided attention because his contact with the station hangs by a narrow thread which must not be broken prematurely or unsatisfactorily. The phone is second in importance to the microphone!



“I will connect you with the proper person.”



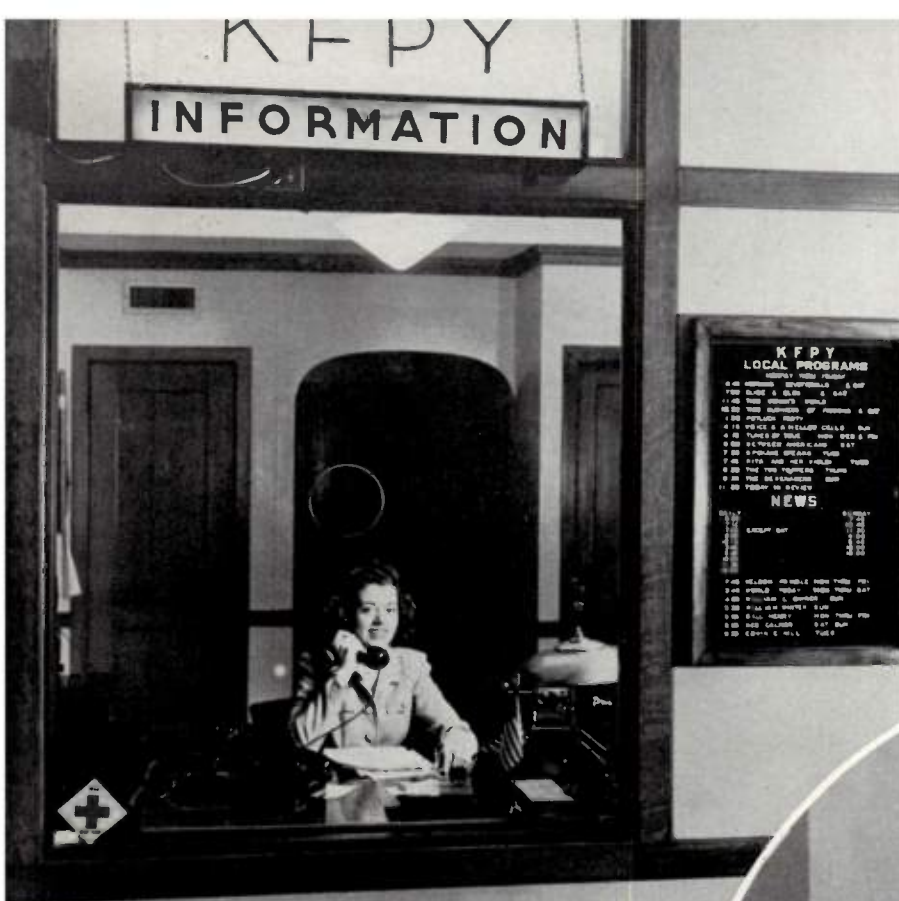
“Is that the information you want?”



“We’ll be glad to mail you a copy.”



“Thank you. Here’s Mr. Stone now.”



"I'll look it up and call you back."

"Thank you. That program will be broadcast at 8:00 P. M."



"You may use that phone. I'll get the number for you."







"Just a moment. I'll give you his number."



"I'll deliver the message. Thank you for calling."

"I remember your call. Is this what you wanted?"







# "THERE IS MUCH IN THE MAIL"

A letter on any subject is brought quickly to the attention of the person or persons for whom it is intended.

Correspondence requiring reply is answered promptly and fully.

This is safeguarded by the proper routing of all mail to departments or individuals well schooled in this important aspect of station operation.

Part of network staff that handles twenty-five thousand pieces of mail each day.

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From home, abroad and ships at sea.

Letters, periodicals, circulars, packages.



Contests, offers attract thousands.

Each department answers its mail.



Mail department is like a branch postoffice.



Sorting is a full time job.



Mail response from all areas is recorded to show station coverage.

Packages of mail are forwarded to advertisers for whom intended.







# "HAPPY TO SERVE YOU"

The manager takes a personal interest in all dealings with the public, often using his office as a clearing house so that his personal greeting or signature furnish frequent gratification to those who visit, telephone or write to the station.

Civic leaders meet with woman station owner.







Climb the highest mountain.

Plumb the depths below. ►



# P R O G R A M M I N G

In evaluating the people's wants, a broadcaster must consider the farmer, the banker, the doctor, the lawyer, homemaker and child, businessman and laborer, preacher and teacher—of every race and creed. All must be served.

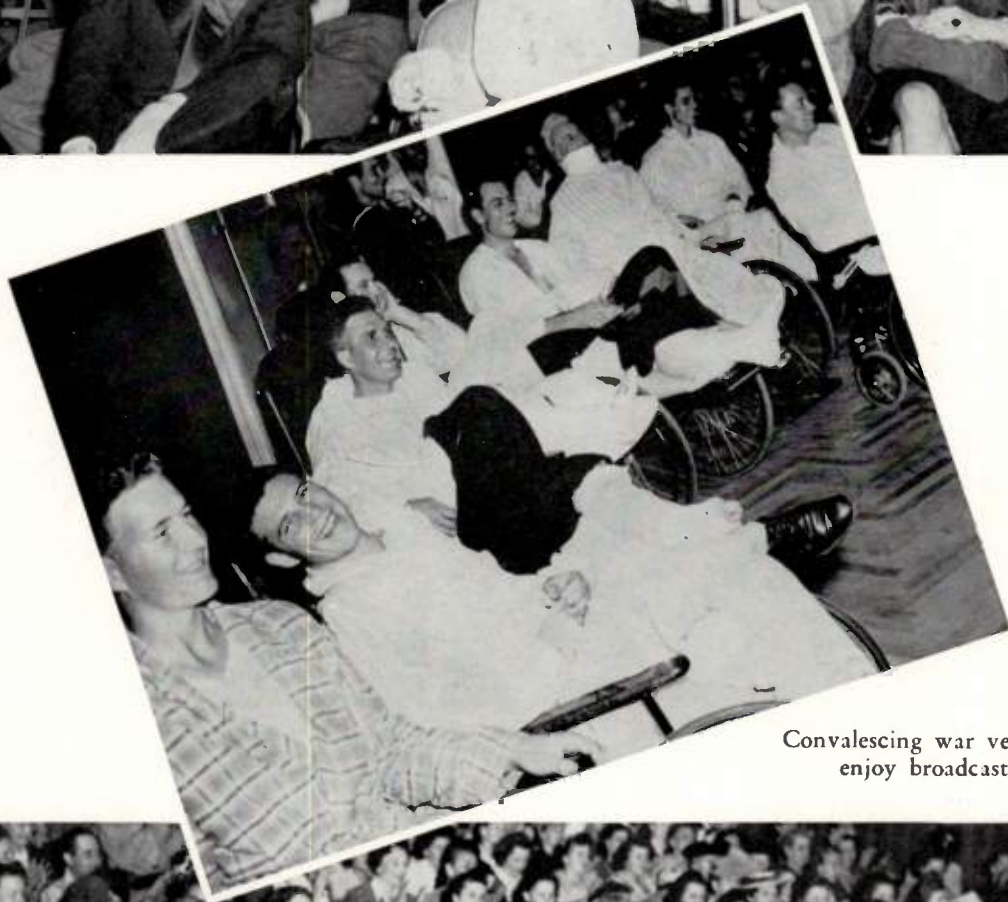
A broadcaster knows that a great audience may not always bespeak a great public service.

A great audience, carefully achieved by and for public service, is his goal.





Audience participation.



... and to participate.

Thousands come to see as well as hear . . . .

Convalescing war veterans enjoy broadcast.

24



Variety show attracts studio audience of all ages, from all walks of life.





Typical gay audience in network studio.

*Millions listen.*



Broadcast from soldier hospital.

*Many are visited.*

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Public discussion program reflected in audience attitudes.





*The Code*  
of the  
NATIONAL ASSOCIATION OF BROADCASTERS



**Statement of Principles**

The National Association of Broadcasters is a voluntary organization of the radio and television broadcasting industry. It is composed of individuals and organizations who are engaged in the production and distribution of radio and television programs. The Association is dedicated to the promotion of the public interest in the broadcasting industry and to the advancement of the industry as a whole.

**Statement of Responsibilities**

The National Association of Broadcasters is responsible for the production and distribution of radio and television programs. It is responsible for the quality of the programs and for the accuracy of the information presented. It is also responsible for the financial soundness of the industry and for the advancement of the industry as a whole.

**Statement of Public Interest**

The National Association of Broadcasters is committed to the public interest in the broadcasting industry. It is committed to the production and distribution of programs that are of high quality and that are in the public interest. It is also committed to the advancement of the industry as a whole and to the promotion of the public interest in the broadcasting industry.

**Statement of Broadcasters**

The National Association of Broadcasters is composed of individuals and organizations who are engaged in the production and distribution of radio and television programs. It is a voluntary organization and is dedicated to the promotion of the public interest in the broadcasting industry and to the advancement of the industry as a whole.

THE NATIONAL ASSOCIATION OF BROADCASTERS

# THE NAB CODE

The Code of the National Association of Broadcasters is not a document of ideals but a practical working plan for the operation of a radio station in its most important public aspects.

The Code encourages initiative in providing time to responsible organizations and individuals for the presentation of facts and opinions on matters in the public interest.

The Code insures for radio lasting dignity and independence as a medium of information, entertainment and advertising.

Formulated by the broadcasters as an act of self-counsel, and revised from time to time in the interest of social and economic progress, the Code contributes to but does not substitute for the judgment of a broadcast licensee, who alone is responsible for the operation of his station in the public interest, convenience and necessity.





"IN OUR OPINION." Cracker barrel discussion in authentic surroundings.

"AMERICA'S TOWN MEETING OF THE AIR." Public forum program moves around the country.



# PUBLIC FORUMS

The public forum broadcast is one of radio's most important public services. Here the divergent views of a community or nation receive a public hearing.

Here public fallacy, shame or bigotry may be pilloried by frank discussion.

The public forum broadcast is freedom of speech in its truest form, typifying the meaning of our Constitution through the instrumentality of radio, as thousands of Americans share the thinking or even hear their own words from the mouths of their spokesmen.

Operation in the public interest includes regular public forum broadcasts, with topics and participants selected by an aggressive public-minded management.

"UNIVERSITY OF CHICAGO ROUNDTABLE." One of the oldest network public forum features.

"CALIFORNIA COUNCIL TABLE." Informal discussion feature now in fourth successive year.







"CITIZENS' FORUM." Business and professional men of southern west coast state.



"FORUM OF THE AIR." Southwestern air-poll of public opinion.



RELIGIOUS, RACIAL AND SOCIAL problems discussed in special western program series.



"EXTRA! EXTRA!" Unique series featuring newspapers and newsmen in eastern station area.



BOY SCOUTS participate in roundtable discussion of scouting and youth problems.



"PRO AND CON." This session discussed wartime fuel problems and anti-smoke ordinance.





"CONNECTICUT FARM FORUM." Features a variety of subjects vitally interesting to the farmer.



"YOUTH QUESTIONS THE HEADLINES" in network exchange of opinions on their own problems.



"NEW ENGLAND JUNIOR TOWN MEETING," boys and girls forum on national and international topics.



FARM PROBLEMS discussed in meeting of Agricultural Agents of Northwest.



"YOUTH SPEAKS." Representatives from five high schools consider juvenile problems.



"PEOPLE'S PLATFORM." Mealtime provides natural setting for network exchange of views on public questions.





KXOK

# INCONTROVERTIBLE ISSUES

In contrast to controversial issues, on which public opinion may be divided, every broadcaster knows that there are also incontrovertible issues which he champions as a guardian of public welfare.

Incontrovertible issues, from which there is no dissenting, include safety, public health, law enforcement and clean government.

In furthering these issues, a broadcaster simply presents the truth, which it is his responsibility to determine. He may use the medium of an address by a qualified person, an "on the spot" pickup, a public forum or even his news broadcasts, but each is built on the solid foundation of truth.

By exhibiting strong initiative in these matters, a broadcaster perpetuates his franchise as a representative of the people.

"TRAFFIC GREETER" uses mobile unit to promote safety on city streets.



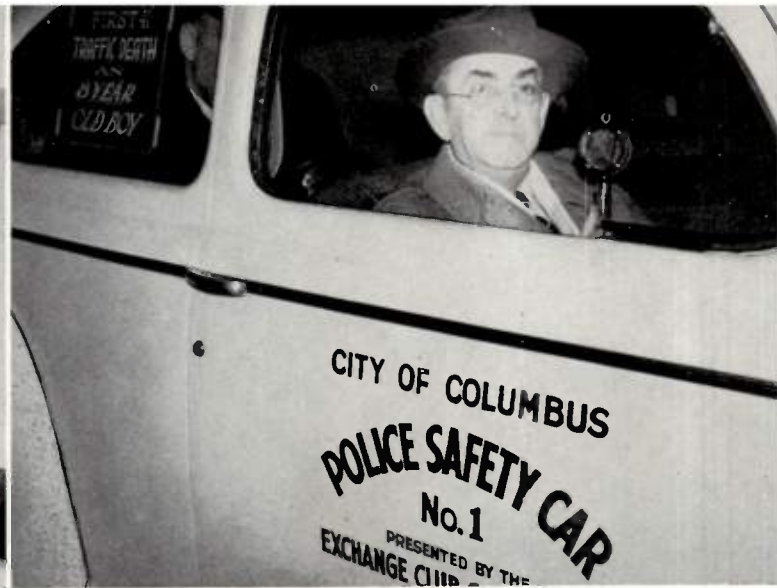
"HEY, MR. MOTORIST" catches southern driver in northern sleet storm for interview.







BE KIND TO ANIMALS broadcast features Sheriff and youngster with dog, "Butch."



SAFETY CAR took station man to all schools in area for safety talks.



"BICYCLE COURT" conducted by Hi-Y boys and Police Department hears offenders on the air.



POLICE HEADQUARTERS is scene of regular feature with announcer and Chief of Detectives.



FIRE DEMONSTRATION WEEK is observed with drills and fire dangers described to public.



PUBLIC ACCLAIM given boy cyclist injured in attempt to avoid colliding with woman.





HEAVY TRAFFIC POINTS furnish motorists for interviews on safe driving and regulations.



"F. B. I. IN ACTION" dramatizes true-life cases with F. B. I. field agent as narrator and adviser.



PRISON BROADCASTS resulted in station-sponsored 16 state organization for crime prevention.



MICROPHONE POLICEMAN describing traffic hazards promotes intense city-wide safety campaign.



"CITY BUILT FOR CHILDREN," model development, airs its own unique safety problems.



"CANDID CAMERA OF THE AIR" hospital broadcast shows announcer in prescribed attire.





*"—every broadcaster adheres to the truth—"*



News staff of newspaper owned station.



Local, national, international reporting.

# NEWS

Radio, the greatest medium of mass communication in the history of the world, excels in the instantaneous, globe-girdling transmission of news.

Every broadcaster knows that his station is a vital link between the people in his listening area and the rest of the world. His news room is served by one or more direct wires from international news gathering organizations. Some stations also maintain their own direct wire service. In the case of network affiliated stations there is also full news gathering and broadcast service from network news men, including short wave transmission from many points of the earth.

Local news has its own unique importance.

A broadcaster assures his listening audience full and complete "spot" news service by scheduling news broadcasts in conformance with living habits, broadcast hours and origin of news reports. His news staff is experienced in handling national and international news as well as covering and reporting local happenings.

In the transmission and reporting of news, every broadcaster adheres to the truth, supplemented by radio's own standards of good taste.

*-supplemented by radio's own standards of good taste."*

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West coast network station.



Corner of busy news room.





Networks have numerous world-wide contacts.



Constantly alert in news gathering.



Flashes, bulletins, straight news, all evaluated.





▲ Woman news editor with international background.

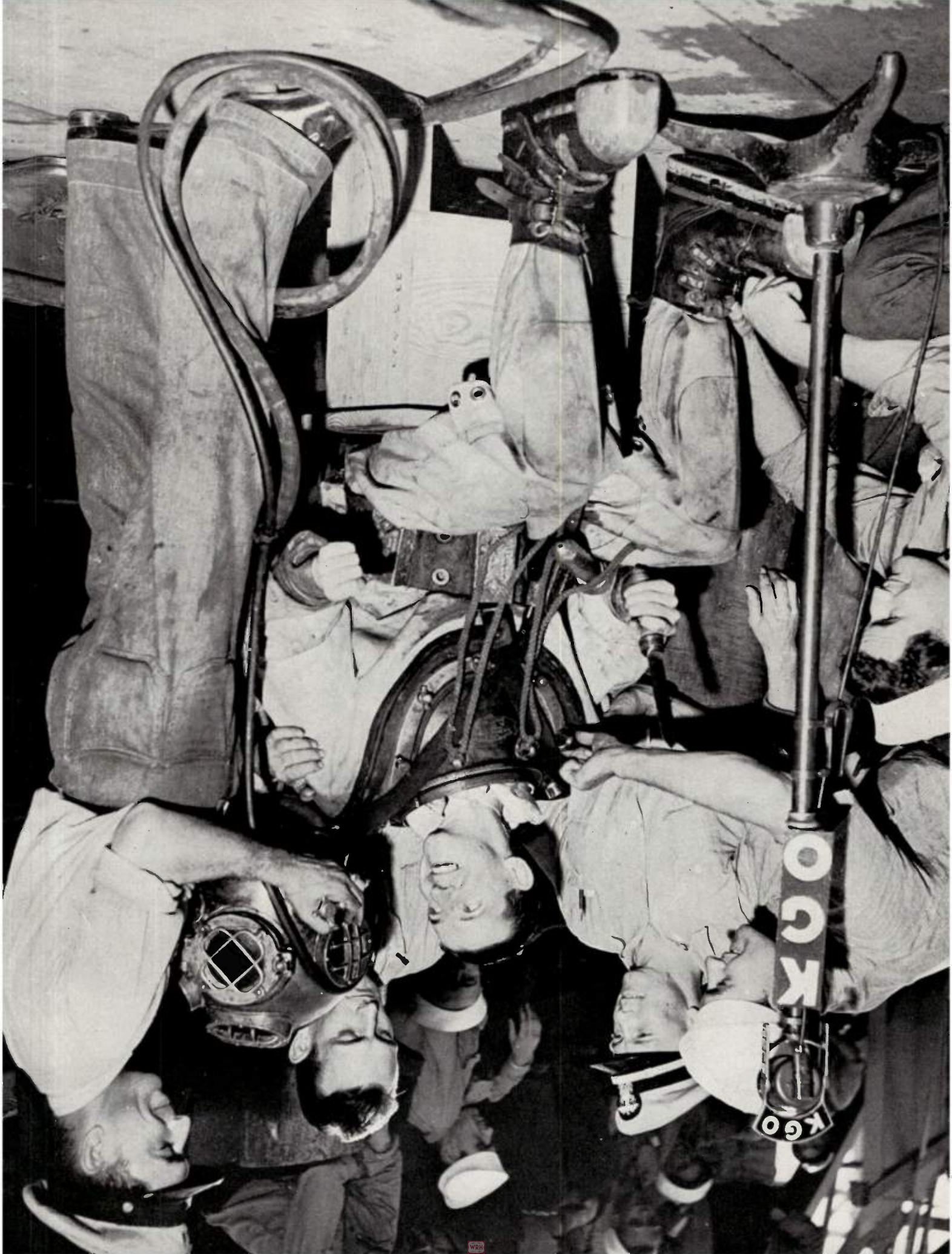


Experience and judgment are strong prerequisites.

Reporters, editors, re-write men, announcers, all needed. ▲







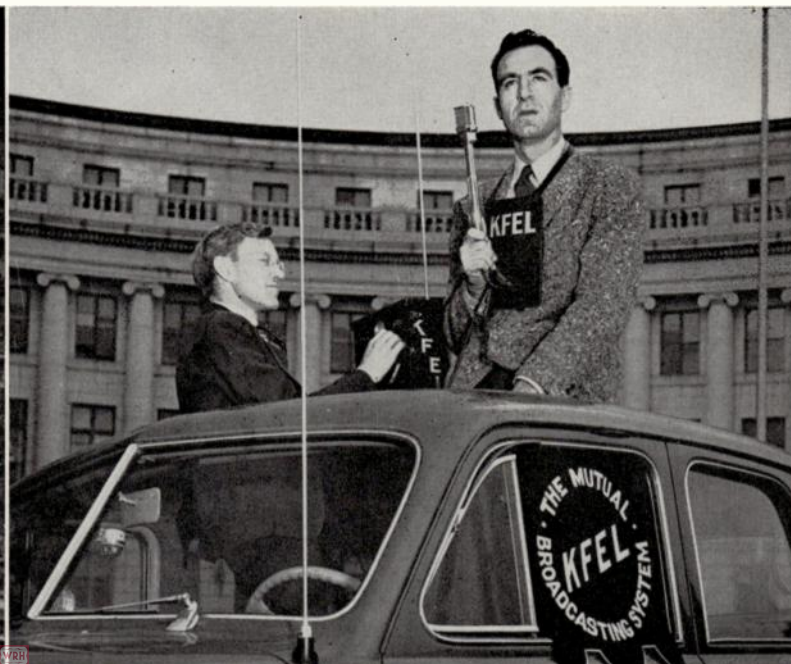
# SPECIAL EVENTS

A broadcaster realizes that the ideal, or perfect, function of radio is to bring its listeners events as they actually transpire, through the medium of "on the spot" broadcasting. Frequently such broadcasts constitute the transmission of "news" in its most instantaneous form. Each station maintains special equipment and trained personnel for this purpose.

Important factors are the alertness of station management to the trend of public affairs, scheduling of public events and the vigorous insertion of station microphones into community activities whose broadcast will serve the public interest.

BROADCAST FROM PLANE circling over city demonstrates value of flying equipment.

OBSERVATION CAR with sliding top and portable transmitter aids eye-witness broadcasts.







PARK DEDICATION takes mobile unit to center of shopping district.



CAPE HENRY ANNUAL PILGRIMAGE broadcast near oldest lighthouse in America. (right background)



GARGANTUA, with aid of announcer, projects his unusual personality over the air waves.



FLATHEAD INDIANS join celebration of completion of Kerr Dam on Flathead River in far west.

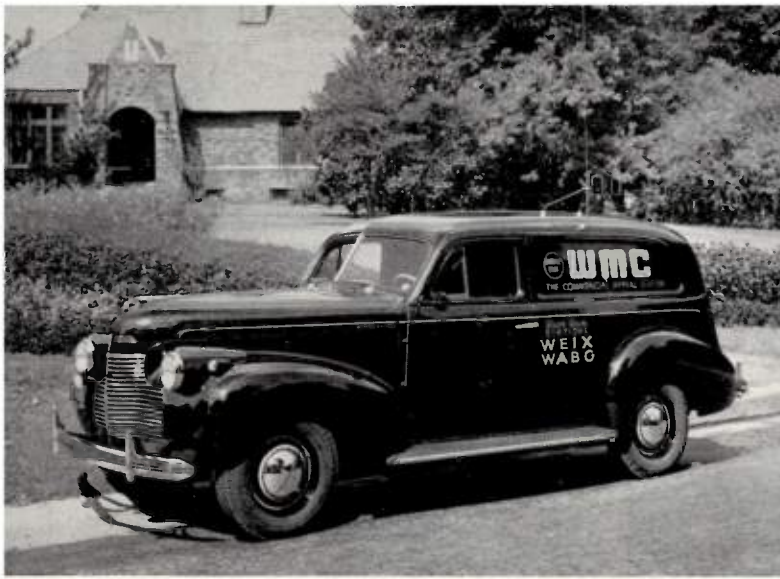


FIRST DYNAMITE BLAST in construction of city's first airport described with "remote" equipment.



STAR CIRCUS RIDER interviewed in broadcast word picture of the "greatest show on earth!"





COMBINATION MOBILE UNIT and sound truck doubles in broadcasts and street tours in civic interest.



LEOPOLD STOKOWSKI conducts Philadelphia Orchestra in broadcast from a speeding train.



KANGAROO'S BOXING SKILL investigated in wallop-ing broadcast from the Bronx Zoo.



"DODGE CITY," motion picture premiere broadcast from original locale, Dodge City, Kans.



TYPICAL MOBILE UNIT used by stations to short-wave events for re-broadcast through standard facilities.



OLDEST DELEGATE to the American Legion Convention gives broadcast interview.





DRUM MAJORETTES and High School Band described  
in broadcast of Memorial Day Parade.

RADIO TECHNIQUE studies at southern college include  
weekly broadcast by class.



# EDUCATION

A broadcaster realizes that radio is a potent force in education.

He demonstrates that academic pages of learning may be given new life and brilliance by radio's showmanship and ingenuity, without distorting facts. To this end, he devotes his time, money and the talents of his staff.

A broadcaster realizes that the subject of radio, itself, is something to be learned by the students of this modern world. He keeps his doors open to those in search of information, furnishes public and school libraries with up-to-date books and other informative material—arranges for speakers and the showing of films dealing with broadcasting.

He knows that school broadcasts provide a thrill and a new kind of romance for school days which build pride in learning and contribute much to the wholesome joys of childhood and parenthood in his community. His microphones are a familiar sight in classrooms and assemblies.

TEACHER'S RADIO WORKSHOP conducted by station  
to improve use of radio as educational medium.

CRIPPLED CHILDREN take interest in and derive benefit  
from regular schoolroom broadcasts.







RADIO LISTENER DIRECTOR system brought programs to mountain areas where no sets existed.



"YOUTH MAKES A RECORD," novel education program brings school children before the microphone.



"DEEP SEA DIVING CLASS," sponsored by southwestern college, owner of broadcast station.



"AMERICAN SCHOOL OF THE AIR," network feature, is heard regularly in 177,000 school rooms.



GRADUATION EXERCISES conducted by the station for all rural schools in mid-western state.



NEWS BULLETIN BOARDS FOR SCHOOLS offered by station to state Education Association.





SCHOOL CHILDREN touring network studios intrigued by console on which sound effect records are played.



"THIS IS MINE," chosen by regional Peabody Awards Committee as local best in adult-child education.



ONE-ROOM COUNTRY SCHOOL listens to "Abe Lincoln's Story" rebroadcast on Wednesdays for students.



"MUSIC IN THE AIR," special studio schoolhouse program, gets rapt attention, aids discipline.



DECLAMATION TROPHY won by student in tenth year of station-sponsored annual contest.



MUSIC EDUCATORS NATIONAL CONFERENCE airs result of one day's experiment in group singing.





ALL CITY CHURCH CHOIR, representing fifty churches, broadcasts from station auditorium.

"HYMN SING," weekly station feature, shown in studio well adapted to this type broadcast.



# RELIGION

A broadcaster serves religion in his community by seeing that programs of worship are on the air regularly and in such a way that adherents to different faiths derive spiritual comfort and guidance.

Personal association is maintained with religious groups and leaders, in which the principles of freedom of religion are observed and respected.

MEMORIAL SERVICES at northern city park brought to thousands in special broadcast.

DAILY DEVOTIONAL, fifteen minutes weekdays, half hour Sundays, a fifteen-year presentation.

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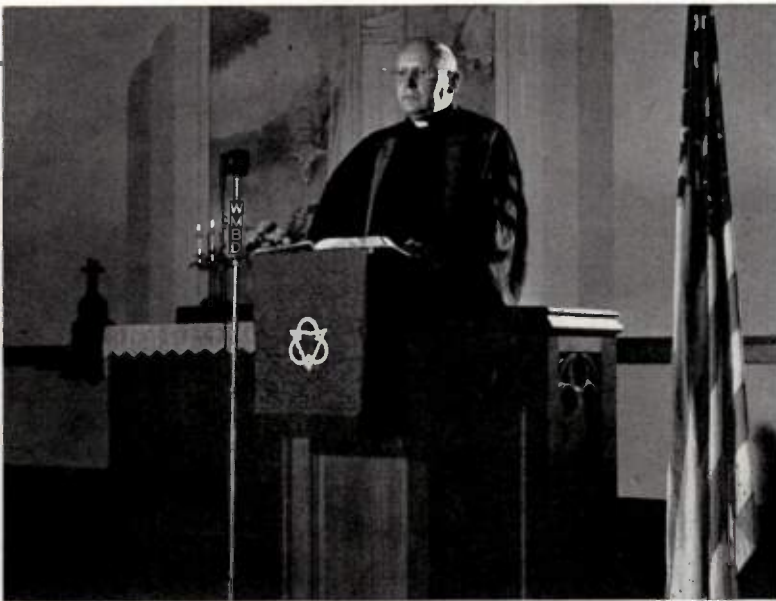
COLLEGE interdenominational weekly broadcast appeals strongly to all faiths.



"BIBLE QUESTION BEE," presents children contestants who compete to return next week.



"HYMNS OF ALL CHURCHES" cited by Intl. Council of Religious Education for 10 years meritorious service.



A MICROPHONE BEFORE THE PULPIT expands a congregation into the thousands.



JERUSALEM BAPTIST CHURCH CHOIR preserves beloved religious traditions of American negro.



SALT LAKE CITY CHOIR, Sunday network presentation, one of the oldest programs on the air.





RAINY EASTER MORN. Regardless of weather, radio brings sunrise Easter service to listeners.



"INVITATION TO UNDERSTANDING," brings Protestant Minister, Rabbi and Priest together on air.



MICROPHONES FOR PULPIT AND CHOIR improve broadcasts of these church services.



BOY'S CHOIR of the Sacred Heart Church sing carols for special Christmas Eve broadcast.



CHURCH RADIO BREAKFAST, using audience participation technique, raises funds for church.



"CHURCH OF THE AIR" conducted by religious leaders and congregations of all faiths.





FOOTBALL BANQUET scene of station awards to first County All-Star Football Team.

INTER-COLLEGIATE TRACK MEET, University Stadium, covered by veteran sportscaster.



Traditional rivals of northwestern state  
attract big radio audience.

# SPORTS

Football, baseball, hockey and other sports make excellent play-by-play broadcasts which attract a large percentage of the American population.

A broadcaster is interested in carrying a full schedule of sports events, both local and national, plus regular programs of sports news and comments.

His sphere of local activity places him in frequent contact with professional sports management, amateur leagues, clubs, high schools and colleges. He and his sports announcing staff usually attend the "Quarter-back Club" or other postmortem discussions, according to the sports season.

Play-by-play broadcasts are scheduled on the basis of popularity and community morale.

FAST SOUTHERN CONFERENCE basketball Captain  
loops one from soaring stance.



FORMER CLEVELAND INDIAN, now baseball broad-  
caster, gets first-hand dope from ex-teammates.







NATIONAL SEMI-PRO BASEBALL Tournament in record 36-hour run, finds broadcasters prepared.



1-2-3-4 and he was up again only to lose decision in Army Memorial Stadium summer boxing show.



HOCKEY GAME shows familiar rink haze as broadcaster in middle foreground follows fast play.



"SENATOR CRAWFORD," nation's foremost roadster horse, "interviewed" as he retires after western show.



JAMAICA finds Ted Husing, ace sportscaster, warming up for his annual trip to the Kentucky Derby.



STEEPLECHASE in Tennessee described by owner of "Bank Robber," famed jumper, who won the race.





WINTER SPORTS CARNIVAL brings dubious expressions to announcers' faces who braved freezing weather.



GOLF EXHIBITION. Johnny Revolta interviewed after play-by-play mobile unit account.



SKEET SHOOTING, difficult to broadcast, mastered in regular descriptions over southwest station.



BOWLING reaches thousands of fans in broadcast of Southern Bowling Congress. (Note chest mike.)



COAST GUARD RACES, extraordinary test of brawn and endurance, described for northern listeners.



POLO, with frequent pick-up of cracking mallets and pounding hoofs, provides listener thrills.





“To Make Men Free” features 75-piece college band.

# ENTERTAINMENT

It is a broadcaster's obligation to bring entertainment to the public, both local and national.

Locally there is an opportunity to develop new talent.

Frequently broadcasters discover and develop local artists into outstanding radio stars. The broadcaster derives personal gratification from such achievements. He also discharges a responsibility to the arts.

Auditions are arranged wherein local artists are given every opportunity to display their talents, assisted by those experienced in the development of radio performers.

Many local programs are launched in the hope that budding talent may grow to full broadcast stature.

QUICKER ACCLAIM for the talents of a young artist realized through broadcasting.

WIDER RECOGNITION of ability is radio's gift to those with artistic accomplishments.

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ADORED by thousands of listeners  
in the middle west.



"STARLETS ON  
PARADE," develop  
young talent.

"THREE BLIND HILLBILLIES"  
given greater occupational benefits  
through medium of radio.



YOUNG SINGING  
STAR realizes network  
ambitions.

"STARS OF TOMORROW" finds young-  
est bashful before camera but not micro-  
phone, station says.







CLEVELAND SYM-  
HONY ORCHES-  
TRA in Summer Pop  
Concert.



KANSAS CITY PHILHARMONIC broad-  
casts for thousands of music lovers in that  
area.



PAPPY CHESHIRE'S  
"GANG" from special  
studio stage.

◀ "STARS OF TOMORROW," Sat-  
urday morning feature, holds cos-  
tume party for youngsters.

"GRAND OLE OPRY" square dancers  
entertain the public at War Memorial  
Auditorium.







"SERENADERS," highschool group, inspired by radio, becomes top-flight choral group.



"UNCLE TOM'S JUVENILES," Saturday afternoon amateur show, airs all types of youthful talent.



"LET'S HAVE FUN WITH MUSIC" programs Washtub Bands and other novelties with great success.



REGIONAL WINNER in national radio auditions engaged as regular soloist on local station program.





JUNE HAVER, Twentieth Century Fox starlet, got early experience as former station child star.



TALENT SEARCH attracts ten thousand as community lends support to station's hunt for promising amateurs.



"YOUNG AMERICANS' CLUB" proves valuable civic asset in activities both on and off the air.



"READING IS FUN," dramatization of children's books, produced and directed by young child star of 10.





# POLITICAL CAMPAIGNS AND PUBLIC OFFICIALS

Radio, with its tremendous audiences, has brought political issues much closer to the people.

In the Harding-Cox Presidential Election of 1920, with approximately 400,000 radio sets in American homes, the total ballot was 26,705,346. In the Roosevelt-Willkie Presidential Election of 1940, with approximately 50,100,000 radio sets in use, the total ballot was 59,808,211, an all time high. The Roosevelt-Dewey wartime election of 1944 found 60,000,000 sets in use. With millions of men and women in the armed forces and the civilian population disrupted by wartime employment away from home and other emergencies affecting residence for voting purposes, the total ballot still was 47,608,783.

Radio is a powerful medium for the casting of an enlightened ballot, by providing equal opportunity for the presentation of all recognized political issues.

It is a guardian of good government, through its wide and rapid dissemination of facts and disclosures.

A broadcaster knows the public figures of his community, state and nation and keeps abreast of public issues. He makes available the facilities of his radio station to public officials with a message for the people and at times requests such broadcasts in the public interest.

"APPOINTMENT WITH THE MAYOR," a broadcast feature to air the discussion of civic matters.

SENATOR from middle west combines seen and unseen audience to reach the state's population.

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"CONFIDENTIALLY, GOVERNOR, WHY?" furnishes realistic approach to southwest state's community problems.



MAYOR OF MID-WEST CITY (left) discusses station poll of curfew idea to curb juvenile delinquency.



WEST COAST MAYOR (left) shown in one of numerous conferences with network Vice-President.



CANDIDATE FOR PUBLIC OFFICE uses Statehouse steps for public address and broadcast to voters.



GOVERNOR OF SOUTHERN STATE, with Commissioner of Game and Inland Fisheries (right), opens wildlife shelter.



GULF COAST SENATOR, with newspaper publisher, broadcast discussion of political and economic problems.





GOVERNORS OF FOUR NORTHWEST STATES (interviewer, center) broadcast plans for great joint irrigation and reclamation project



SENATORS engage in some "walkie-talkie" conversation at network headquarters.



MUNICIPAL AIRPORT DEDICATION ceremonies broadcast and recorded for presentation to city officials.



WESTERN GOVERNOR (right) with newspaper editor broadcast from Governor's office on Red Cross program.



INAUGURATION OF WEST COAST MAYOR carried to added thousands by means of radio.





PRESIDENTIAL INAUGURATION brings army of technicians, special announcers, much equipment to Washington.



SOUTHERN GOVERNOR and wife officiate at opening of famous overseas highway to Key West.



GOVERNOR'S CONFERENCE brings chief executives of several states to microphone for interviews and discussion.





# SENATORS AND CONGRESSMEN

Each radio station is licensed to operate by the government of the people of the United States.

This licensing function, administered by the Federal Communications Commission, is vested in the representatives of the people, the Senators and Congressmen from each state.

A broadcaster keeps his legislators informed—on the rudiments and underlying principles of the broadcasting business—its operating problems and its service to the public.

In addition, time on the air is provided for the discussion of matters in the public interest.





Relay transmitter used as broadcaster sticks to his post during hurricane.

# EMERGENCIES AND DISASTERS

Licensed to operate in the "public interest, convenience and necessity," a radio station is sometimes called upon to observe "necessity" with all its tragic implications.

In the event of flood, fire, hurricane, earthquake, tornado or other public emergency or disaster, broadcasting performs a modern miracle in saving lives, alleviating suffering, restoring order and protecting property.

Even when disaster strikes the station itself, auxiliary equipment directs rescue work, maintains contact with the outside world and preserves public morale, in cooperation with public officials and relief organizations.

No element of personal or business sacrifice deters a broadcaster and his staff from the performance of their duty during a public emergency or disaster.

**EMERGENCY EQUIPMENT** rigged on scene of disastrous fire to broadcast messages and public warnings.

**FLASH FLOOD** in Middle West forced evacuation, halted traffic. Station public service invaluable.

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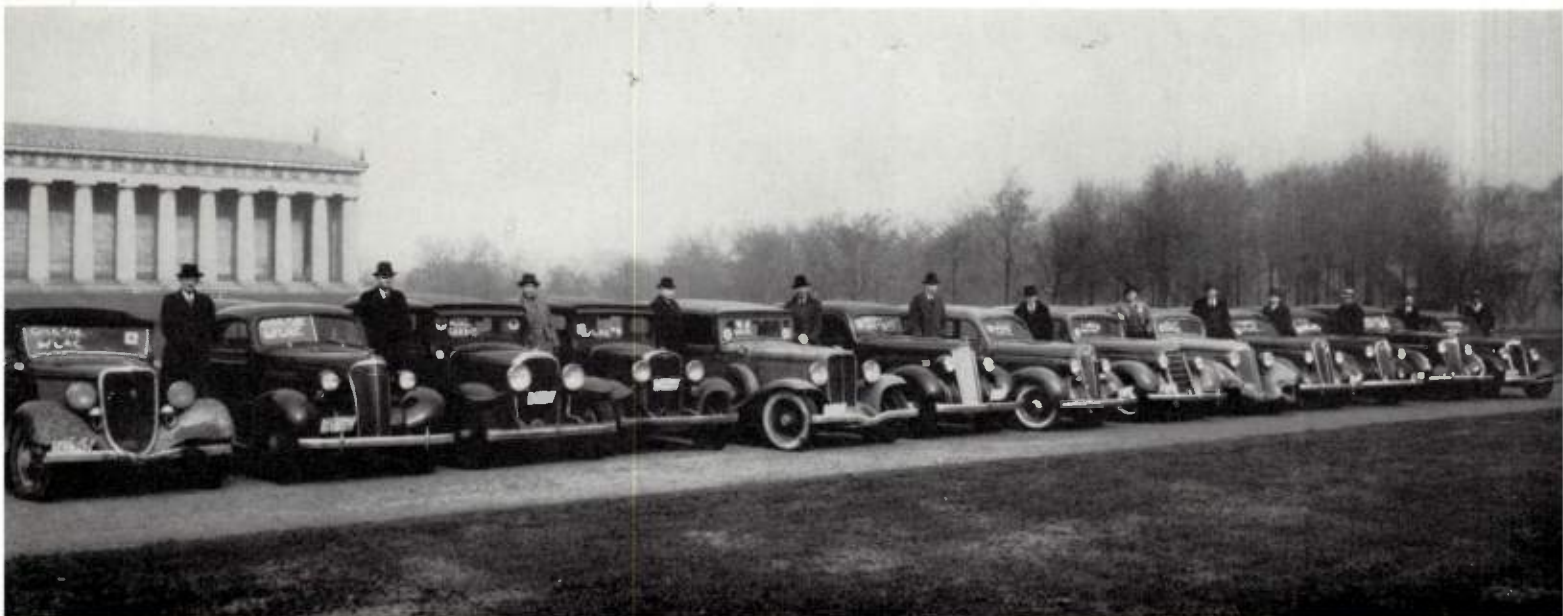




AMMUNITION TRAIN exploded, "bombarding" city. Station on air under "fire" quelled panic, saved lives.



EMERGENCY SET-UP at Portsmouth Navy Yard keeps America posted on rescue attempts at time of Sub J-9 tragedy.



FLEET OF RELIEF CARS organized by station to carry supplies and aid sufferers in southern flood.





"GARAGES FOR GRAIN," fostered and promoted by station to provide needed storage for wheat crop.



GULF COAST HURRICANE reported to anxious nation with special equipment, candle, kerosene light.



FOUR DAY FIRE demonstrated value of station cooperation with firemen, officials.

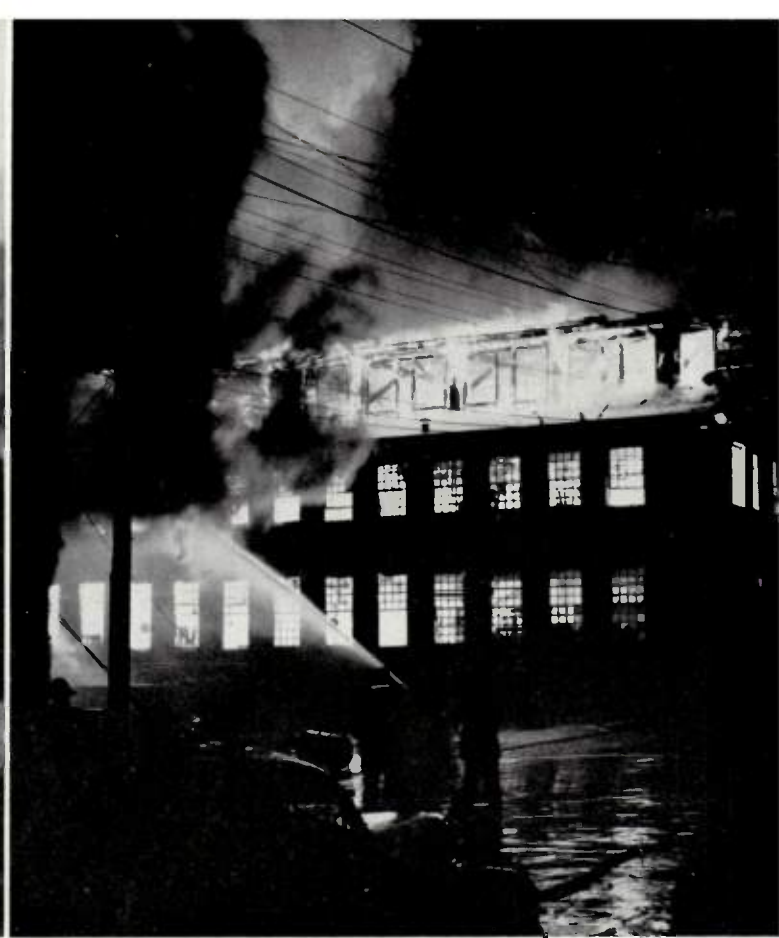


PUBLIC TRANSPORTATION strike conference gets full airing over big city stations from Mayor's office.

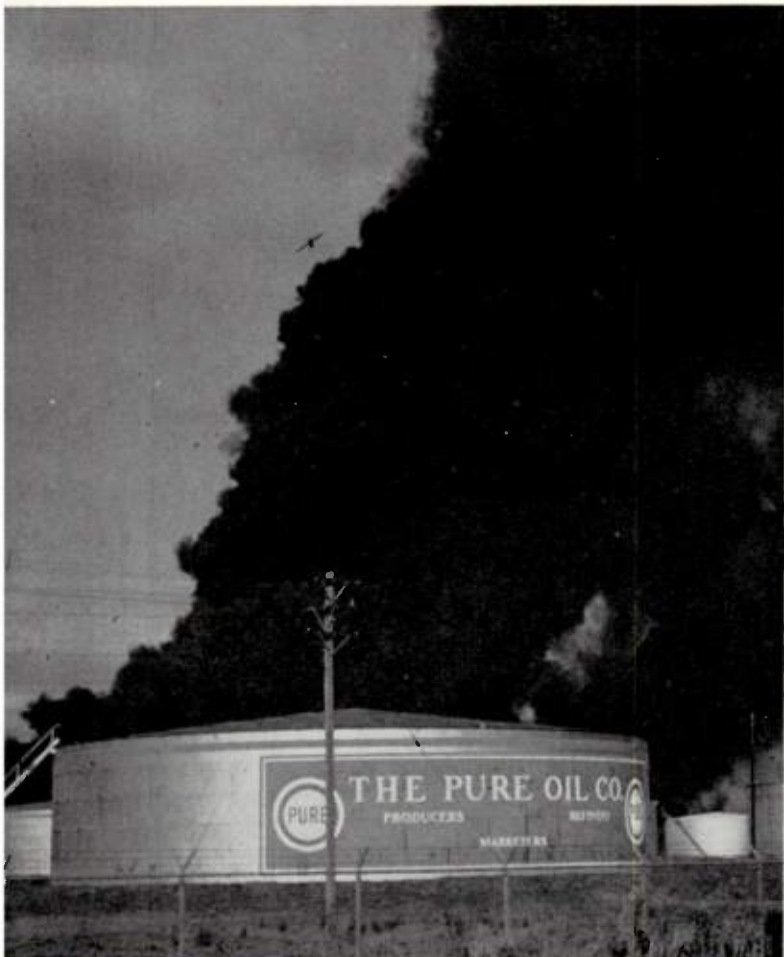




NORMANDIE FIRE in New York Harbor described through pack transmitter by the late Graham McNamee.



HUGE NIGHT FIRE in northwest city. Station men and special facilities on the job throughout.



100,000 BARREL oil tank fire sends large column of smoke over alarmed southwestern community.



TORNADO tears path of destruction through southern city. Station active in reporting and relief work.



FLOOD WRECKS station tower but information and directions to public continue through mobile transmitter.



TWENTY-FOUR HOUR DAY operation during Ohio Valley Floods. Radio twice sole form of communication with city.



WABASH RIVER FLOOD takes lives and property. Broadcast gave flood warnings, reduced danger and suffering.



NEW ENGLAND HURRICANE brought full communications resources into play for warnings, rescue, salvage.





ORPHAN'S PARTY with all the "fixin's" brings happy group to station studios.

IRON LUNG interview given by Program Director to raise purchase fund.



# SOCIAL AGENCIES AND CULTURAL SOCIETIES

A broadcaster supports the social agencies which work for enlightenment and for prevention and alleviation of suffering and sorrow in every community.

His showmanship enables these agencies to reach and impress local citizenship with the need for these activities and a record of their achievements.

He realizes that the year 'round character of most social service work requires regular rather than intermittent broadcast treatment.

Cultural societies, local museums, folk lore and history groups have a wealth of information in their files from which to build good radio shows and at the same time identify these organizations in their communities. Often their stories are interwoven with the lives of the pioneers in that section—excellent program material.

This field of endeavor challenges the initiative and ingenuity of every broadcaster who has the responsibility of making what is in the "public interest" interesting.

COMMUNITY RADIO PLAN for social agencies in southern city gets station cooperation.



CHILDREN'S VILLAGE youngsters solicit then add own money to "Mile-O'-Dimes" collection.







HOSPITALS IN MID-SOUTH CITY get radios through station collection and repair.

CHILDREN'S CHORUS broadcasts from one of southern city's Child Care Centers.



SHRINERS' HOSPITAL children entertained by station during Christmas week.



EASTERN SUMMER CAMP  
broadcasts delight children, bring  
news to folks at home.



PILOT CLUB raises funds over station to provide city  
with resuscitators.

ORPHAN'S CHRISTMAS PARTY includes "Tally-  
Ho" tour, dinner and entertainment.







TOY ORCHESTRA broadcasts from Negro Child Care Center in southern city.



GIRL SCOUTS demonstrate child recreational art following network broadcast.



CHAIRMAN OF AMERICAN RED CROSS, Basil O'Connor, broadcasts to nation.





YOUTH AGENCIES discuss child recreation problems in west coast station studio.



FAITH HOME, Council of Social Agencies, gets regular broadcast support from southwest station.



IZAAK WALTON LEAGUE Award for Meritorious Service to southwest Sports Announcer. (left)





# PUBLIC GROUPS

A broadcaster is a guardian of the public trust.

When any group wishes to discuss or undertake a study of radio, the quickest response comes from the broadcaster and his staff.

Suggestions for changes or improvement in a broadcast schedule, a specific program or a series of programs, are welcome as unequivocal evidence of public interest.

Suggestions for the addition of new programs are received with enthusiasm by an organization whose primary function is to serve all segments of the people, according to their relative needs.

"EVERYWOMAN'S CLUB OF THE AIR," composed of regular listeners, has monthly luncheons in eastern city.

PLANNING COMMITTEE OF RADIO COUNCIL discusses special broadcast with midwest station manager. 83





**GOAL** \$5,540,000  
\$4,162,405.01 RAISED TO **OCT. 26**  
DAYS LEFT



**WAR CHEST OF G** **LAND**  
CLEVELAND CO  
26<sup>TH</sup> ANNUA

# PERSONAL PUBLIC SERVICE

By accepting personal responsibility as chairman, team captain or worker in community drives, a broadcaster not only discharges his obligation as a citizen but places himself in tempo with the spirit of his community.

This is invaluable in the operation of a radio station.

His knowledge of radio's influence, when applied to the problems of a local drive or project, almost invariably results in the more effective use of the station to accomplish public good.

MUNICIPAL AIRPORT achieved in drive sparked by southwestern station operator. (right)



PRESIDENT, OHIO VALLEY BOARD OF TRADE is job held by popular station manager.







PRESIDENT OF CHILDREN'S HOME for many years is southern station operator.



C. A. P. OFFICER, Midwest state, is newspaper publisher and station manager.



CHAMBER OF COMMERCE DRIVE PLANS get personal help from civic-minded station manager. (standing, left)





GIRL SCOUTS PAGEANT preparations win personal attention of southern station commercial manager.



PRESIDENT, CITY SAFETY COUNCIL, (seated, third from left), is veteran southwestern station manager and civic worker.





CIVIC EVENT, when station brings "America's Town Meeting" to southern city.

"ON THE SCOUTING TRAIL" program gets popular  
Bob Burns as special guest.



# CIVIC AND SOCIAL ORGANIZATIONS

A broadcaster is part of his community.

Although his personal participation may be limited to one or two civic clubs, he accepts the financial responsibility of placing members of his organization in others, guided by their personal desires for affiliation and activity.

He may extend this policy to social clubs, athletic clubs, YWCA, YMCA, and numerous organizations, where in his judgment it is worthwhile. He may contribute to all of them as civic institutions.

A broadcaster supports the Little Theater or Civic Theater movement, which often is a workshop for his own studios.

In all these groups he and his staff find the people whose desires and habits he must know — and who also learn to know him, which is equally important.

AMERICAN LEGION AWARD for cooperation presented to eastern station manager.

CITATION FOR CIVIC SERVICE presented to station by metropolitan Automobile Club.







ELKS LODGE in New England stages "mortgage burning" broadcast on 40th Anniversary.



CIVIC CLUBS OF SOUTHERN CITY broadcast interesting joint meeting program.



LITTLE THEATER GROUP OF THE AIR, directed by Gulf Coast station Program Director.





ADVERTISING CLUB of northern metropolis entertained at station studios.



BOY SCOUT HIKE broadcast from rugged spot in western mountains.



Y. M. C. A. 100th ANNIVERSARY Banquet includes recognition of west coast station cooperation.





COMMUNITY THEATRE numbers station staff members as active participants.



YWCA-YMCA "learn-to-swim" classes broadcast water safety techniques in New England.



YMCA "RED TRIANGLE RANCH" membership round-up given broadcast "punch" in southwest city.





CHAMBER OF COMMERCE meeting regular Friday broadcast feature in mountain capital.

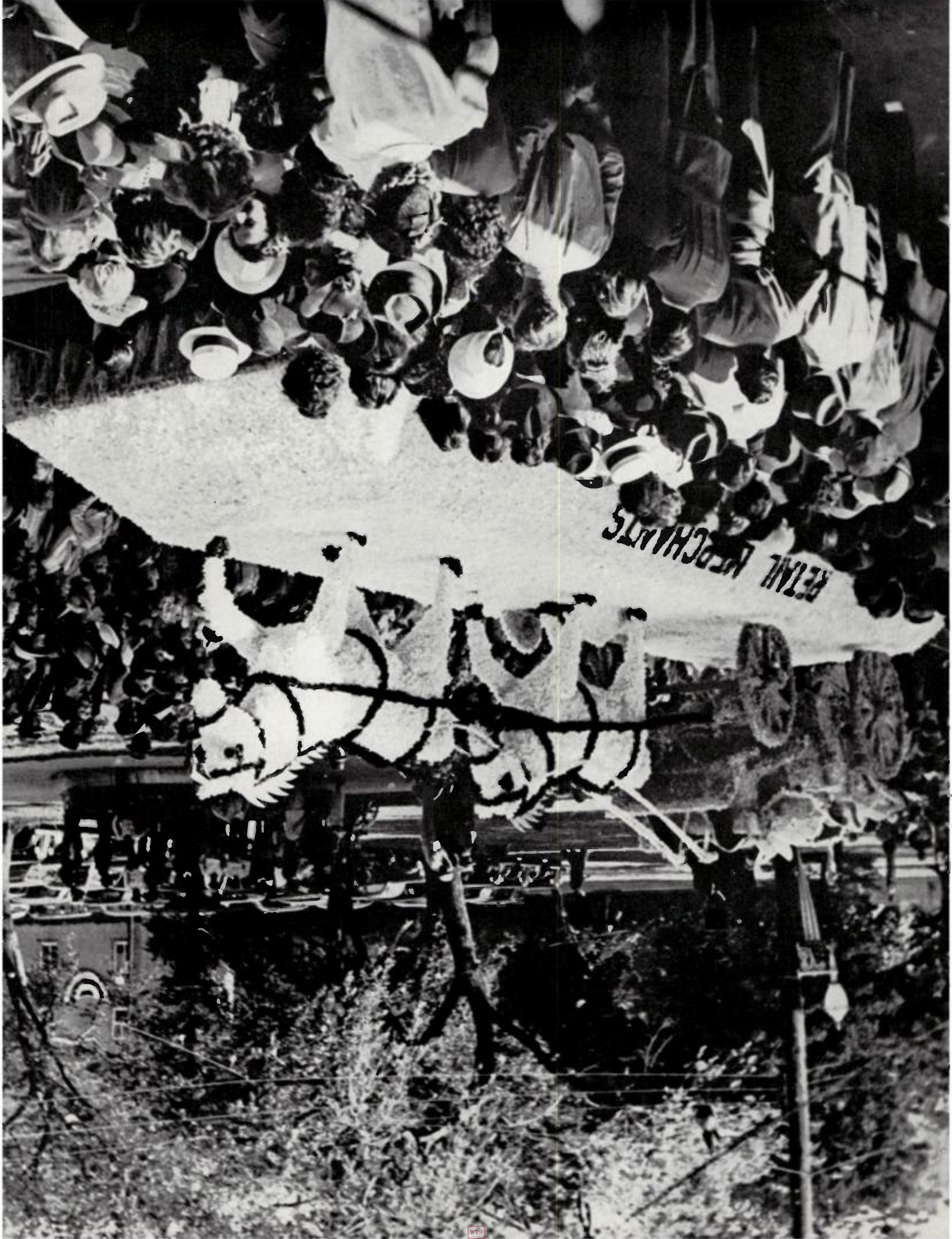


JUNIOR CHAMBER OF COMMERCE broadcasts "Out-standing Citizen" plaque award.



BOY SCOUTS receive awards from manager in station-conducted scrap drive.







# TRADE RELATIONS

A broadcaster is part of the commercial life of his community.

He is sensitive to the retail, wholesale and manufacturing interests of the market in which he renders broadcast service, together with its farming and stock raising activities and the development of its natural resources.

Community-wide or area-wide trade projects receive his personal cooperation.

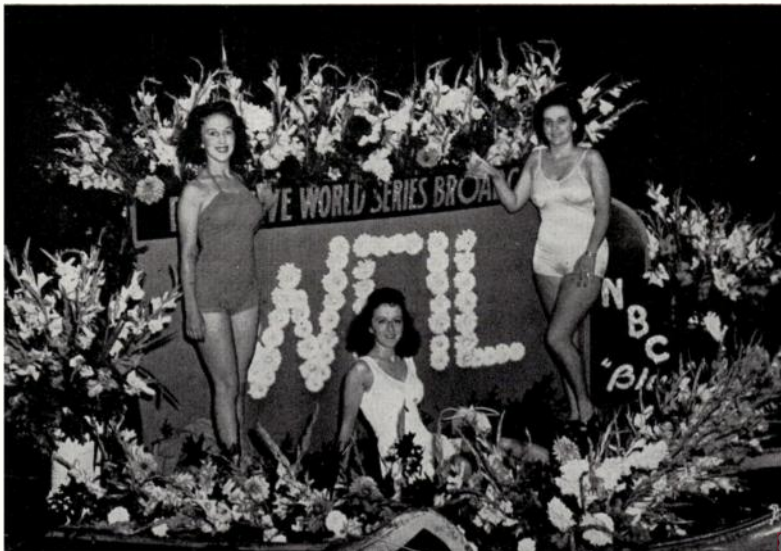
Group retailing projects designed to benefit the community as a whole; rural improvement programs; manufacturing and natural resource demonstrations of general interest are given broadcast time and thorough handling as a public service.

A broadcaster's personal initiative is often responsible for the creation of beneficial trade projects wherein radio plays an important part.

NIGHTTIME WATER CARNIVAL attracts more than quarter million eastern observers.

PEONY FESTIVAL in Ohio community ranks among finest of its type in world.

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ACHIEVEMENT AWARDS given by station, among first to recognize superior farming, cattle raising, home economics.



"CATCH-IT-CALF" provided by station in National Western Stock Show.



4-H CLUBBER interviewed during stock judging contest in mid-west.



FARM SERVICE NETWORK PROGRAM mixes squeals with information on hog raising.



SERVICE FARM owned and operated by station near "Heart of America."





DAIRYLAND NETWORK station operators discuss special trade interests.



CONTOUR PLOWING CONTEST staged by station with Dept. of Agr. aid.



WINNER, NATIONAL CORN HUSKING CONTEST, broadcasts how to do it.



"ON THE FARM" broadcasts take microphone to field and barn lot.



STATION EXPERIMENTAL FARM furnishes authentic information background in New England.



TOBACCO AUCTION broadcast from southern warehouse full of color and action.





AQUATENNIAL PARADE float features sponsor, station and program.



PAN-AMERICAN DAY parade climaxes big "good neighbor" celebration



PORTLAND ROSE FESTIVAL, world famous, draws 30,000 to stadium.



MARDI GRAS, immortal New Orleans celebration, great radio event.



FUTURE FARMERS OF AMERICA meeting broadcast to many rural homes.





Broadcast before open hearth furnace of great steel producing plant.



CITRUS GROVE OWNER interviewed in drive for young harvesters in emergency.



EASTERN COAL MINE broadcast from depth of 2,000 feet below earth's surface.



INTERNATIONAL LIVESTOCK Exposition popular broadcast feature.



RADIO CORN FESTIVAL sponsored by station farm department gets big response.





"HOLLYWOOD DIGEST" guest in New York is motion picture star Betty Grable.

PUBLIC SERVICE DIRECTOR, NBC Central Division, (right) Judith Waller.



# WOMEN DIRECTORS

Radio's vast realm of women listeners, with their varied interests, by day and by night, calls for special attention on the part of every broadcaster.

Most stations have experienced women in charge of women's programs, who maintain contacts with women's groups, local and national, and study feminine interests of every kind.

Often there is a staff of women whose broadcast activities cover the field of home economics, education, children's programs, public welfare work and related endeavors.

The Association of Women Directors, a division of the National Association of Broadcasters, numbers more than six hundred members, who share experiences, exchange ideas and promote general good objectives in women's listening.

DOROTHY LEWIS, NAB Coordinator of Listener Activity, with Betty Wells.

HOME FORUM SEWING CONTEST in west attracts hundreds of participants.







MODERN HOME FORUM studio crowded for Fifth Birthday Party.



STYLE SHOW staged in spacious, attractive station studios.



NELLIE TAYLOE ROSS, Dir. of Mint, (right) with Helen Sioussat, CBS.





DUNCAN HINES, authority on good eating, featured in "Round Robin Interview."



"HAPPY KITCHEN" hostess also heard as station "Food Scout."



"CONSUMER TIME" and other features produced by network woman director.





"SISTER KAY READS THE COMICS" to an admiring circle of little tots.



MRS. JAMES H. DOOLITTLE, wife of General (right), with Peggy Cave.



"HOMEMAKER'S CLUB OF THE AIR," presents attractive guest homemaker.



"THE MODERN KITCHEN" expert also presents popular "Afternoon Journal."



"GOOD NEIGHBOR PROGRAM" compares neighbors' problems, joys and troubles.





UNIVERSITY OF CINCINNATI WOMEN honor Miss Olive Kackley (seated), station "good will ambassador."



"NEWS IN THE WOMEN'S WORLD" is a popular station production.



WOMEN'S DIRECTOR and woman announcer in station's new FM studios.



"FOOD SCOUT" visits "Commission Row" and reports day's best food buys.



ANICE IVES, women's director, founded "Everywoman's Club of the Air."





# PRESS RELATIONS

A broadcaster knows that sight and hearing are the two senses which enable mass communication. Each has limitations which are relieved by the other.

A broadcaster respects the function and power of the printed or illustrated word, as well as the freedom of the press. He receives in return recognition of radio's wide range of public service, supported by freedom of speech.

Mutual understanding, use of each other's facilities and cooperation for the most public good should characterize the relations of broadcasters and publishers in every community.

Station-sponsored western state Press-Radio Club is unique and salutary.

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EDITORS OF FIVE ROCKY MOUNTAIN NEWSPAPERS, with station M.C. (left) participate in special broadcast.



"MILE O' DIMES" campaign unites station and metropolitan newspaper in fight against polio.





NEWSPAPER opening saluted in special broadcast from press room.



NEWSPAPER MEN interviewed for opinions on current news headlines.



A COMMON CAUSE wins combined support of press and radio.





W J W



◀ Rival manager broadcasts  
welcome to city's new station.

# FRIENDLY COMPETITORS

Broadcasters are friendly competitors.

Under their code they are dedicated to public cooperation so that the full measure of their combined facilities may be devoted to the public good.

They confer openly with public groups and readily accede to advantages which one may possess over another in providing better time or a greater audience for messages of common concern. Simultaneous hook-ups are provided quickly for occasions of great significance or disaster.

With broadcasters, "radio" is a collective term binding them closely together, strengthening their resolve and increasing their service to community, state and nation.

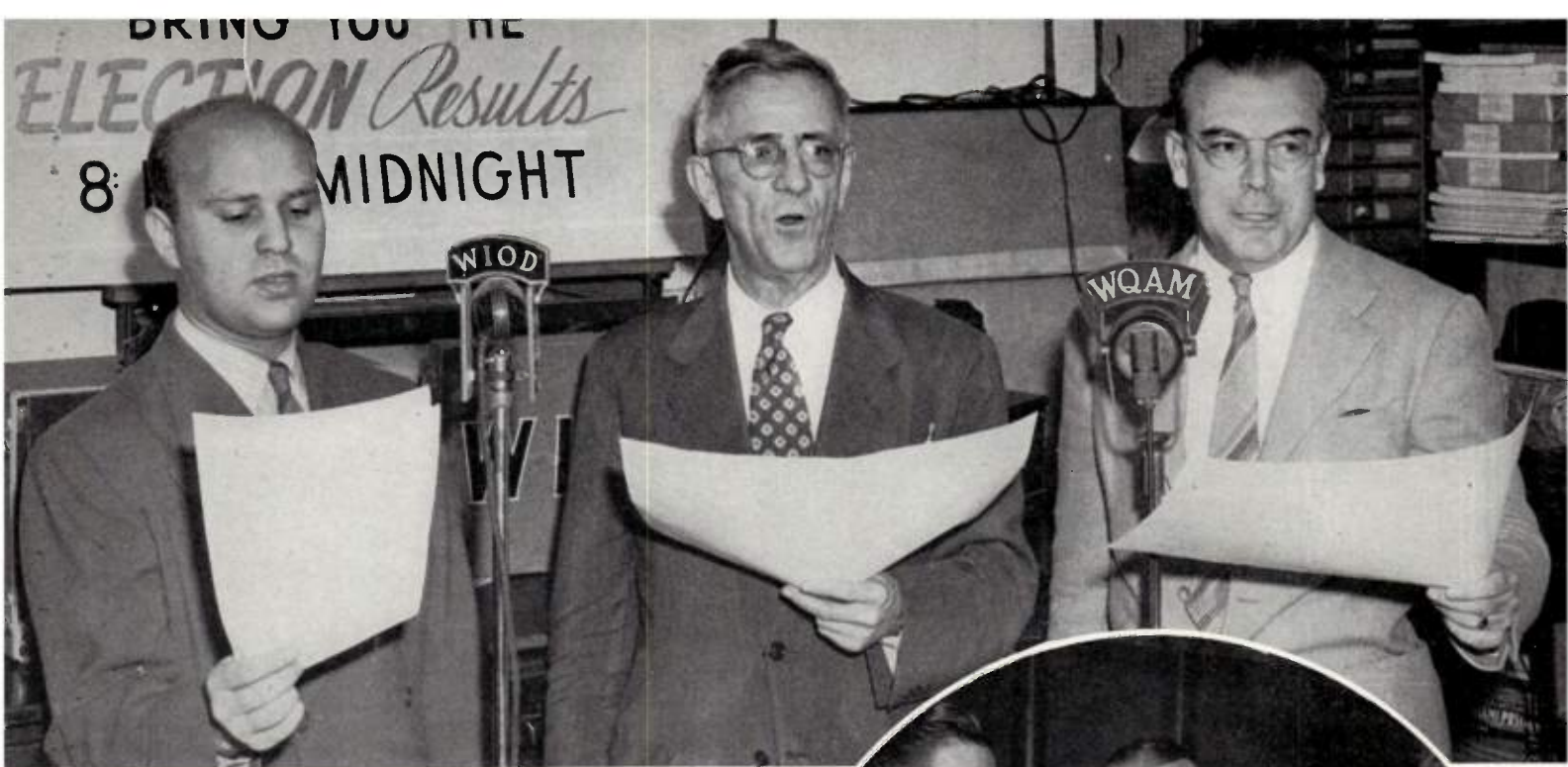
Station executives enjoy Ad Club horseplay at luncheon  
in southwestern city.

Station congratulates competitor in its daily column in  
home town papers.

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Stations furnish combined public address and broadcast facilities on election night.

Stations badger "merger" idea for entertainment of NAB executive. ▶



Complete staff of station broadcasts thirty minute program welcoming new competitor.







Network affiliated stations hold three day meeting.



◀ Stations combine facilities to put polio fund campaign over the top.

"Mikerobes" is name of friendly employee organization embracing staffs of three stations in southwestern city.







◀ J. Harold Ryan, President of the National Association of Broadcasters, receives from Brig. Gen'l. Jerry V. Matejka, Signal Corps, A. U. S., Certificate of Appreciation for radio industry's war service.

# TELLING RADIO'S STORY OVER THE RADIO

A broadcaster does not engage in broadcast braggadocio.

The instrument of radio is a friend in the home which takes on the character of an actual person. When stories of radio's accomplishments can be told modestly, like one's personal experiences, careful attention and broadcast time are given to them.

Stories about individuals in radio and what they have accomplished over the air are related fully, in proper homage. Individuals who wish to praise the medium of radio are given the same latitude of expression that they would employ in praising another person.

Much that resembles praise must be considered as pure statements of fact about this remarkable and rapidly developing medium of mass communication.

## WHEN RADIO MAKES NEWS

When radio makes news, which happens frequently, it is broadcast along with other news of an advancing world.

A broadcaster knows that there is public interest in the progress of this great vehicle of free speech, the names of the men who serve it, the character of their service and the recognition accorded them by others.



