

BROADCASTING

Public Affairs

BROADCASTING



Public Affairs

IN FOUR VOLUMES

VOL. IV

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ● WASHINGTON ● CHICAGO ● SAN FRANCISCO

1935

COPYRIGHT 1935, BY NATIONAL BROADCASTING COMPANY, INC.

PRINTED IN THE UNITED STATES OF AMERICA

Public Affairs and Education

IN coming to the broadcasting of public affairs, we approach the most important phase of American radio education.

Plato in his book on "The Laws" said:

"We call one man educated and another uneducated, although the uneducated man may sometimes be very well educated indeed in the calling of a sea captain or of a trader or the like. But we are not speaking of education in that narrow sense. We are speaking of that other education which makes a man eagerly pursue the ideal perfection of citizenship."

Plato pursued education through discussion and debate. It is precisely through discussion and debate that modern democracy hopes to bring its citizens to "the ideal perfection of citizenship." Radio, as the most modern vehicle of discussion and debate has accordingly a crucial role in the modern democratic process. To some aspects of that role this volume is devoted.

THE treatment of public affairs by radio can be divided into two main parts. One is broadcasts of news. The other is broadcasts of discussion and debate.

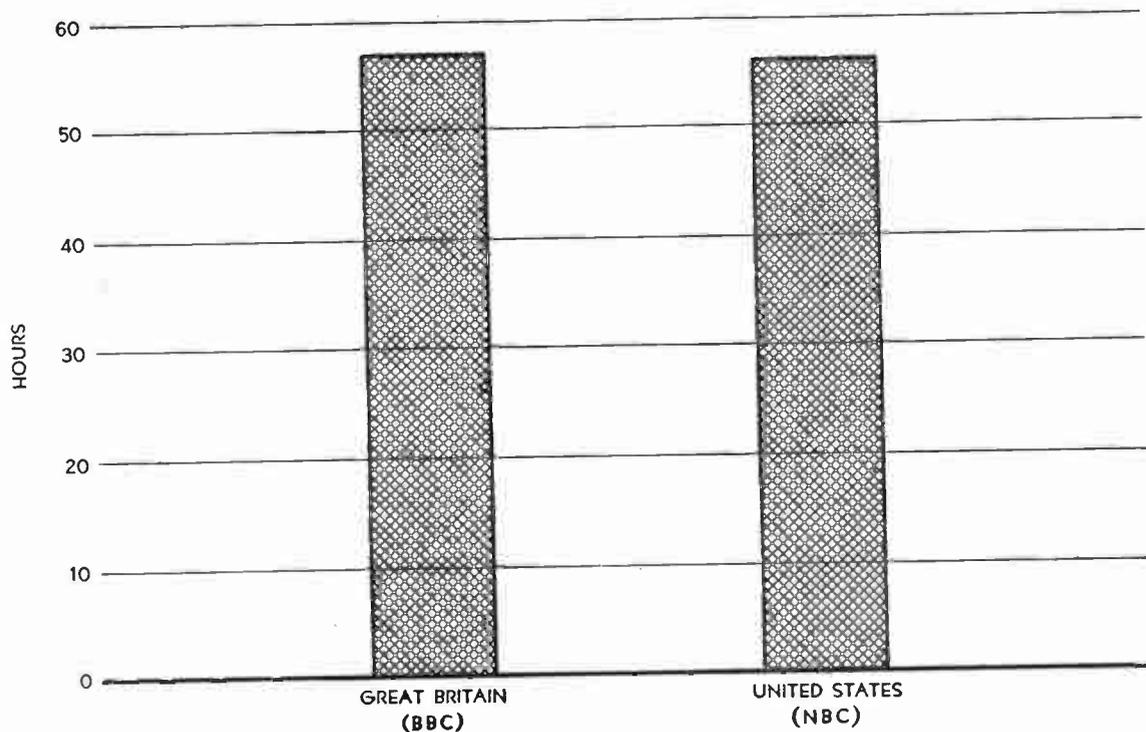
The radio systems of the advanced countries of the world do not differ greatly in respect of volume of broadcasts of news.

The chart on the opposite page shows the number of hours given to news broadcasts in January of this year by the two principal stations of the British Broadcasting Corporation in England and by the two key stations of the National Broadcasting Company in the United States.

It will be noted that the amounts of time given to news broadcasts in the two countries are virtually identical.

NUMBER OF HOURS DEVOTED TO NEWS BROADCASTS UNITED STATES AND GREAT BRITAIN

JANUARY 1935



IT is in public affairs broadcasts of discussion and debate that the American radio system is pre-eminent. In no other country in the world are such broadcasts so voluminously produced.

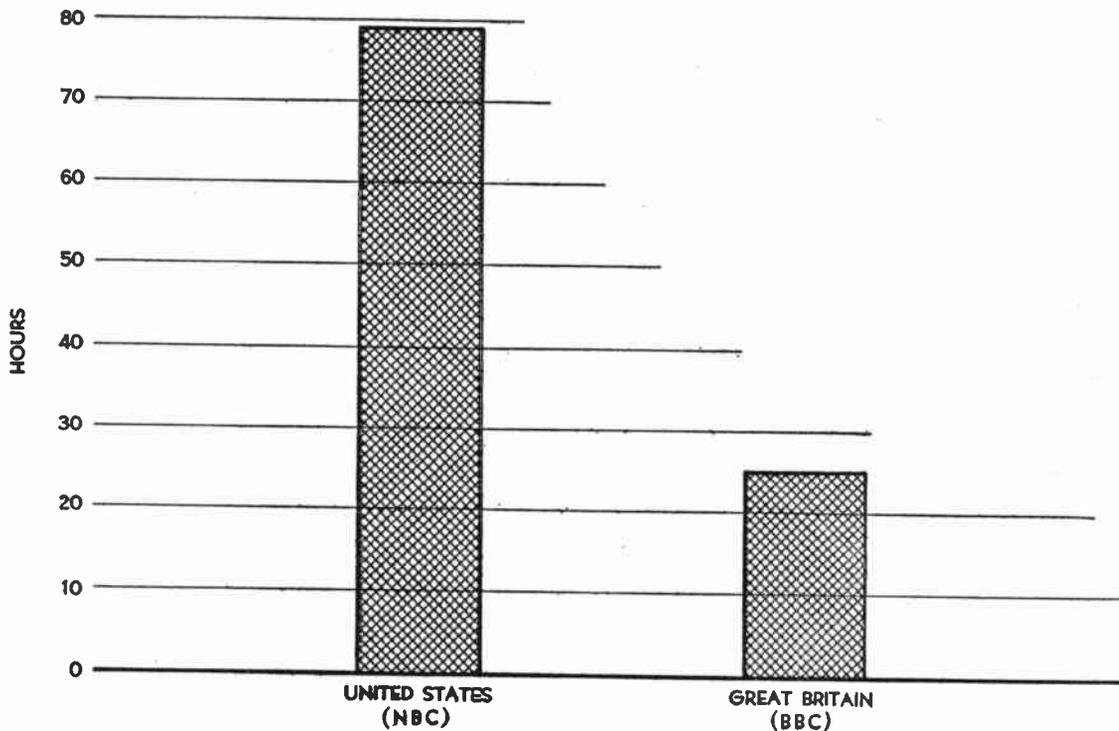
The chart on the opposite page shows the number of hours given to discussion-and-debate broadcasts on public affairs in January of this year by the two principal stations of the British Broadcasting Corporation in England and by the two key stations of the National Broadcasting Company in the United States.

It will be noted that the amount of time given to "public problems" broadcasts is approximately three times as great in the United States as in England.

This contrast is caused not by any difference in radio managerial skill but by a difference in national radio objectives.

NUMBER OF HOURS DEVOTED TO DISCUSSIONS OF PUBLIC PROBLEMS UNITED STATES AND GREAT BRITAIN

JANUARY 1935



Broadcasting "The Administration"

THE "Opposition Party" in Washington is always inclined to claim that "The Administration" gets too large a proportion of Washington radio time. It then gets that same proportion when it itself becomes the next "Administration." The reason is that radio listeners demand to know what "The Administration" is doing.

"The Administration" occupies not only the White House and not only all the cabinet posts but also virtually all of the immediately *sub*-cabinet posts in the "executive" departments and virtually all of the chairmanships of the so-called "independent" boards and commissions. It is the one source of news regarding new administrative developments.

The broadcasting companies of the United States thereupon supply their listeners with an immense volume of talk from Administration leaders.

(On the ensuing pages the phrase "last year of record" means the year from September 1, 1933, to August 31, 1934, inclusive, as reported by the National Broadcasting Company last fall to the Federal Communications Commission.)

President, Vice President, Cabinet

IN the last year of record, on NBC networks, the President made 25 broadcasts, totaling 11 hours and 5 minutes of time.

In that same year the Vice President, Mr. John Nance Garner, made 1 broadcast, totaling 5 minutes of time.

In the same year the members of the Cabinet made 93 broadcasts, totaling 39 hours and 59 minutes of time.

The total of time for the President and the Vice President and the Cabinet in the year of record, on NBC networks, was thus 51 hours and 9 minutes.

Even more time—as will be noted on the succeeding page—was consumed in total by subordinate members of the Administration.

Sub-Secretaries, Administrators, Diplomats

EIGHTEEN Undersecretaries and Assistant Secretaries of Departments in Washington, in the last year of record, on NBC networks, made 31 broadcasts, totaling 16 hours and 10 minutes of time.

Seventy-three administrators of "bureaus" and "divisions" and "commissions" and "boards" and "authorities" and "public corporations" and other "agencies" of the Federal Government made 190 broadcasts, totaling 59 hours and 40 minutes of time.

Among them General Hugh S. Johnson, as head of the National Recovery Administration, made 20 broadcasts, totaling 9 hours and 37 minutes of time.

And eleven United States Ambassadors and Ministers, in representation of the Department of State, made 14 broadcasts, totaling 2 hours and 47 minutes of time.

The total time thus used by sub-secretaries, administrators, and diplomats in the year of record was 78 hours and 37 minutes.

Agricultural Federal Spokesmen

IN Volume III of this series it was stated that 68 representatives of the Department of Agriculture made talks on NBC facilities in the Farm and Home Hour during the last year of record.

During that year eighty-eight other federal officials also made talks in the Farm and Home Hour. They represented principally such federal agricultural agencies as the Farm Credit Administration and the Agricultural Adjustment Administration.

In total, on NBC facilities, in the Farm and Home Hour, in the last year of record, 156 federal officials occupied 56 hours and 57 minutes of time.

From the Forest Service

THE utility of radio broadcasts in spreading an understanding of federal governmental activities is established by the testimony of great numbers of federal officials. Among them is, for instance, the Chief Forester of the United States, Mr. F. A. Silcox. In the records of the Federal Communications Commission the following statement from Mr. Silcox appears:

“The co-operation of the National Broadcasting Company was especially valuable this year in connection with the emergency conservation activities of the Forest Service. The Service was faced with an enormous task in the emergency conservation work program. The extension of broadcasting facilities to Forest Service speakers enabled them to bring to the public useful information that was helpful to the rapid and effective carrying out of this gigantic project. Broadcasts directed to the young men of the Civilian Conservation Corps undoubtedly contributed to the high morale in the camps. The co-operation of the National Broadcasting Company in the cause of conservation is a notable public service.”

Administration vs. Opposition

IN the early stages of any Administration at Washington the Opposition on Capitol Hill is quiet. It observes the so-called "political honeymoon." During that period nothing will persuade the leading Senators and Representatives of the Opposition to take to the newspapers or to take to the radio for expressions of criticism of the Administration. They meanwhile, however, are extremely critical of the newspapers and of the radio for not themselves "exposing" the "errors" of the Administration.

It is only later, when the Administration has inevitably caused not only pleasure but also displeasure among citizens, that the leaders of the Opposition rush to the newspapers and to the radio and demand "free speech." Then they get it—in copious quantities.

Whereupon the followers of the Administration throughout the country denounce the newspapers and the radio for harboring "snipers" and "destructionists."

Radio is involved throughout *every* four-year period in these recurrent phases of the democratic process and of its ultimate vital perpetuation of free speech.

Senators on the Air

THERE are 96 United States Senators. In the year from September 1, 1933, to August 31, 1934, there were 55 Senators who made talks on NBC networks from Washington. They together consumed 40 hours and 57 minutes of time.

Forty of them were Democrats. Fifteen were Republicans. This meant that the proportion of Democratic radio talkers to Republican radio talkers was somewhat higher than the proportion of total Democrats to total Republicans in the Senate.

There were two reasons.

First. The Democrats held all the chairmanships of committees and were introducing all the new bills and had much more to tell and wanted to tell it.

Second. The Republicans were mostly quite naturally reluctant to take positions until the Democrats, being in office, had fully taken theirs.

A few notable Republicans who did not follow this policy will be mentioned on a subsequent page. They talked on the air as freely as the spokesmen of the Administration.

Representatives on the Air

TH**ERE** are 435 members of the Federal House of Representatives. In the year from September 1, 1933, to August 31, 1934, there were 85 Representatives who made talks on NBC networks from Washington. They consumed 30 hours and 58 minutes of time.

Sixty-one of them were Democrats. Twenty-one were Republicans. Three were Farmer-Laborites.

It happened that the proportion of Democratic radio talkers to Republican radio talkers was almost precisely the same as the proportion of total Democrats to total Republicans in the House.

No discrimination was evident against the little sub-minority of Farmer-Laborites. Their total number in the House was five. Three of them expressed their views on NBC facilities.

Explaining the "New Deal"

ON April 18, 1934, reviewing a year's programs on NBC networks, Mr. William Green, President of the American Federation of Labor, said:

"The National Recovery Act created a profound and widespread interest among all classes of people. . . . Requests for information came to the administrators of the Act from all sections of the country.

"The National Broadcasting Company placed its facilities at the disposal of the Government. Through the use of radio a real campaign of economic education was carried on. It might be termed a course in economics, presented by a staff of economic educators to millions of radio listeners, who might be properly classified as students seeking knowledge of the nation's economic, social, and industrial problems.

"For obvious reasons the masses of the people are the greatest beneficiaries of this excellent and praiseworthy service."

Opposition to the “New Deal”

THE first outright attacks upon the “New Deal” and especially upon the National Recovery Administration from Capitol Hill were made by Senator Borah of Idaho, Senator Nye of North Dakota, and Senator Reed of Pennsylvania.

In the year from September 1, 1933, to August 31, 1934, Senator Borah spoke on NBC facilities 4 times. Senator Nye spoke 4 times. Senator Reed spoke 5 times.

The National Broadcasting Company welcomed these Senators to its facilities as neutrally and impartially as it welcomed the National Recovery Administration’s senatorial defenders.

Mr. Green Again

ON April 18, 1934, Mr. Green further said:

“The masses of the people are happy over the fact that the management of the National Broadcasting Company has steadfastly maintained the great democratic principle of free speech. No one can successfully charge that the Company’s administrators have curtailed or abridged the exercise of the right of free speech. During political campaigns the representatives of all political parties have been accorded the privilege of transmitting political messages and in the few difficult situations which arose great tolerance and fairness was shown by those in charge. It is clearly evident that the extension of the use of the radio under the management of the National Broadcasting Company will be made to speakers on all appropriate subjects, regardless of their differing opinions or points of view.”

From Harold L. Ickes

MR. ICKES, Secretary of the Interior and Public Works Administrator, in an address to the National Advisory Council on Radio in Education in 1934, put the public-affairs function of radio into memorable language. He said:

“Not only have the President and other members of the government taken their case to the people by means of the radio on many occasions since March 4, 1933, but those who are opposed to and criticise the policies of the Administration have done likewise. And this is entirely proper. It is as it ought to be.

“We believe in freedom of speech by means of the radio as implicitly as we do in freedom of the press. We believe in real freedom, and we want our opponents to have the same freedom of expression by means of the radio or of the press that we ask for ourselves. We affirm that the radio would be sinning against the light if it should permit itself to be controlled for partisan purposes.”

Problems of Free Speech

THE maintenance of free speech on the air is not a simple matter. It involves the problem of slander and of viciously exaggerated attacks upon the personal characters of public men.

It involves the problem of the attempted promotion of "propaganda" through use of money in the purchase of radio time.

It involves the problem of the attempted inter-twining of "propaganda" with the entertainment features of commercial programs.

Recent declarations of policy by the National Broadcasting Company on these problems are stated on the three following pages.

Personal Attacks in Broadcasts

THE National Broadcasting Company, in its report of this year to its Advisory Council of distinguished independent citizens, said:

“In our efforts to maintain complete freedom of speech on the air we may not at times have gone as far as we should in setting up adequate safeguards against personal attacks. Some of these personal attacks have undoubtedly been unwarranted—possibly unfair, but we have felt it more important to take this risk—and, incidentally, in doing so we laid ourselves and our associated stations open to possible suits for libel or slander—rather than to request that all speeches be submitted in advance and thus subject ourselves to the possible charge of trying to exercise censorship of some sort. Perhaps the National Broadcasting Company should set up more adequate safeguards to eliminate personal attacks and the unauthorized use of the names of private individuals from speeches on the air.”

Sale of Time for "Propaganda"

I^N its report of this year to its Advisory Council, the National Broadcasting Company further said:

"Another interesting problem was presented by the requests we have received to sell time for propaganda purposes. These requests came from both individuals and organizations. In each case those who have approached us wanted to buy time for a series of programs for talks regarding pending or threatened legislation or regarding the policies of the Administration. Regardless of whether the purposes of the propaganda were good or bad, which is, after all, largely a matter of individual viewpoint, we ruled against the sale of time for propaganda.

"If that tendency were encouraged our time would soon be filled with talks for political propaganda. It has always been the policy of NBC to provide *free of charge* time on the air for the free discussion of important public questions by the best qualified to represent opposing views. This policy has been maintained."

“Propaganda” in Advertising

SHOULD advertising programs include political propagandist argumentation? On this problem the National Broadcasting Company, in its current report to its Advisory Council, said:

“The problem of propaganda has presented itself in another way. Certain advertisers have wanted to introduce discussions of pending legislation or government policies during their regular entertainment programs. For the reasons just given, we felt this was unsound. In all these cases we succeeded in persuading the advertisers that the procedure was unsound, not only from our standpoint, but also from theirs, because it would detract from the advertising value of their entertainment programs.”

Radio "Spot" Reporting of Public Events

WHOLLY removed from propagandist problems is the radio reporting of public events of high consequence from the very scene of their occurrence. Such broadcasts are called "special events." They allow the listener to hear the public man not from a radio studio but, for instance, from the House of Representatives itself. Or they allow the listener to hear a description of a great public ceremony from instant observers of it or even from participants in it.

In the last year of record the National Broadcasting Company presented to its listeners a very large number of "special events" having to do with the activities of the Federal Government. It is confidently believed that this type of broadcast is especially powerful in arousing general popular interest in governmental proceedings. Some instances of it in connection with those proceedings both in Washington and out of it are mentioned on the following pages.

“Special Events” in Washington

SOME instances of radio “spot” reporting of events in Washington by the National Broadcasting Company, during the last year of record are these:

Ceremonies attending the reception in Washington of Harmodio Arias, President of Panama, by Cordell Hull, Secretary of State. October 9, 1933. Fifteen minutes.

Arrival in Washington of Maxim Litvinoff, Soviet Commissar for Foreign Affairs. November 7, 1933. Six minutes.

Two-way radio conversation between Maxim Litvinoff in Washington and his wife and son in Moscow. November 17, 1933. Thirteen minutes.

Opening of the Second Session of the Seventy-Third Congress. Microphones were installed on the rostrum of the Speaker of the House of Representatives. The actual business of the House was transmitted. January 3, 1934. Four hours and fifteen minutes.

Other "Specials" in Washington

FURTHER instances of radio "spot" reporting in Washington by the National Broadcasting Company during the last year of record are the following:

Testimony of witnesses before the Senate Judiciary Committee on the Anti-Lynching Bill. February 20, 1934. Three hours and forty-five minutes.

Conference of National Recovery Administration Code Authorities. Microphones were installed in hotel lobbies and in the auditorium of the Commerce Department Building. Numerous leaders of American business conferring upon recovery problems were heard. February 27, 1934. One hour.

Air-Mail hearing in the Caucus Room of the Senate Building. Questions by Senator McKellar and answers by Col. Charles A. Lindbergh were heard. March 16, 1934. One hour and thirty-two minutes.

Investigation into the charges of "communism" brought against the "brain trust" by Dr. William A. Wirt of Gary. New House Office Building. Three hours and ten minutes.

Adjournment of the Second Session of the Seventy-Third Congress. Senators and members of the House of Representatives were heard in summaries of legislative happenings. Forty-seven minutes.

National "Specials" Outside Washington

THE following are instances of radio "spot" reporting of events of national interest outside Washington by the National Broadcasting Company during the last year of record:

The NRA parade in New York City. Portable microphones accompanied the parade throughout its progress, both for the transmitting of descriptions and for the transmitting of talks by participants. September 13, 1933. Three hours and twenty-three minutes.

The Presidential Review of the Fleet of the United States. Microphones were installed on the U.S.S. Saratoga, the U.S.S. California, the U.S.S. Indianapolis, and the blimp Resolute. May 31, 1934. Five hours and ten minutes.

Seven broadcasts following the President in his 1934 summer vacation trip. From Annapolis; from Cartagena, Colombia; from the Hawaiian Islands; from Portland, Oregon; from Glacier National Park; from Green Bay, Wisconsin; from Rochester, Minnesota. Four hours and forty-four minutes.

Total of Time for Federal Government

ON preceding pages the statistics have been given of time used on NBC networks during the last year of record by various groups of administrative officers and of legislative officers of the Federal Government.

The grand total of that time may now be given. It is 258 hours and 38 minutes.

To it may be added the time used in the "special events," of which instances have been cited on the three immediately preceding pages. That time totaled 28 hours and 20 minutes.

The complete grand total of time given by the National Broadcasting Company in the last year of record to talks by Federal officers and to "specials" of Federal occurrences may therefore be put at 286 hours and 58 minutes.

It could hardly be thought that listeners desire a larger volume of such public civic education. In fact some listeners desire less. A conspicuous case of that sort is noted on the following page.

From Henry L. Mencken

MR. MENCKEN last year sent to the Federal Communications Commission the following remarks:

“What we need on the air is not more propaganda—but less.

“The proposal to turn over a quarter of all the broadcasting stations to educational agencies is one that points to a dubious conclusion.

“The people tire of being bombarded by arguments. The radio can best serve them by making them happy. It might achieve that business better. It might show them that there are nobler ways of being happy.

“But such attempts must be made with great care, lest the listeners be scared off.”

Radio is obliged to try to strike some sort of time-balance between listeners who enjoy being “bombarded with arguments” and listeners who, like Mr. Mencken, do not. Is it not likely that this time-balance can be better struck by radio managers who are simply professional broadcasters than by radio managers who are themselves professional arguers?

Political Information From Abroad

AMERICAN political information via radio does not come only from domestic sources. It comes also—and quite voluminously—in broadcasts from foreign countries.

In the last year of record the National Broadcasting Company transmitted to its American listeners more than one hundred authoritative talks from public personages and from journalistic commentators in foreign countries in both the Eastern and Western hemispheres.

Instances of such talks from Europe are recorded on the two following pages.

Foreign Rulers on the NBC Air

IN the last year of record the following royal or administrative heads of European governments spoke on NBC networks from their European capitals:

King George of Great Britain

King Leopold of Belgium

King Gustav of Sweden

King Christian of Denmark

President Albert Kviesis of Latvia

President Mikail Kalinin of Russia

President Wilhelm Miklas of Austria

President Ignatz Moscicki of Poland

President Paul von Hindenburg of Germany

Fuehrer Adolph Hitler of Germany

Chancellor Kurt Schuschnigg of Austria

Prime Minister Thorvald Stauning of Denmark

Prime Minister Ramsay MacDonald of Great Britain

And the Heir Apparent to the British Throne, the Prince of Wales.

Broadcasts from the British "Administration"

BROADCASTS from Great Britain to the United States, because of the common language possessed by the two countries, have been especially promoted and developed by American broadcasters. In the last year of record, besides the British King and the British Prime Minister, the following members of the British Government—or of what we call the British "Administration"—were heard on NBC networks in this country:

Stanley Baldwin, Lord President of the Council.

Sir John Simon, Secretary of State for Foreign Affairs.

Anthony Eden, Parliamentary Under-Secretary for Foreign Affairs.

Walter Elliott, Minister of Agriculture.

Viscount Hailsham, Secretary of State for War.

Lord Londonderry, Secretary of State for Air.

Walter Runciman, President of the Board of Trade.

James Henry Thomas, Secretary of State for the Dominions.

No similarly comprehensive presentation of the governments of foreign countries is ever attempted by any governmentally operated broadcasting system.

From the Department of State

THE United States Department of State, in a recent review of American information regarding world problems of importance to the United States, said:

“The radio also did much to further the interest in foreign affairs. Practically all weekly radio programs contained at least one address or speech on the subject, delivered by some person of established position. With such influences and forces in motion, a people whose interest in public questions has been mainly in those which involved internal or domestic affairs began to develop rapidly a marked interest in international affairs and in the foreign policies of their country.

“This interest was manifested to the Department of State by the great increase in the number of requests for publications and printed matter describing the work of the Department, its organization, and the problems before it.”

Broadcasts to Europe

CERTAIN broadcasts of music in the United States are beginning to receive a hospitable reception in Europe. Sometimes these broadcasts are especially designed here for European as well as American audition. With their artistic and emotional message, they can perhaps spread international good will in a manner not so readily reached by broadcasts on political topics.

An instance of an effectively organized music broadcast from the United States to Europe is recounted in the letter quoted on the following page.

From North Dakota to Scandinavia

THE National Broadcasting Company last fall received the following letter from the Norwegian Singers Association of America:

"This is to thank your company for the wonderful service rendered us in broadcasting a part of our sangerfest from Fargo, North Dakota.

"It was not more than an hour after the broadcast was completed when we began to receive cablegrams from Europe, especially from the Scandinavian countries, congratulating us and thanking us for the program rendered. It is certain that the program came in very clearly over there.

"For instance, a letter to a Fargo resident from an elderly couple far away in one of the innermost mountain regions of Norway tells about the clearness with which the program reached even that remote place. The people had gathered at the church, and the radio installed for the occasion brought the program in so loudly that even those who could not get in heard the program outside.

"I wish to thank you for your contribution to our festival."

State and Local Public Officials

BESIDES the large number of federal governmental officials already listed, the National Broadcasting Company in the last year of record presented to its listeners a considerable number of officials of state and local governments.

Allusion is not here made to the state and local officials who talked on local stations for local reception only. Such talks in any one year in the United States amount to thousands upon thousands. One of the outstanding and distinguishing characteristics of the American broadcasting system is its multitude of local stations and its hospitality thereupon to local talent in all fields—artistic, economic and political. In no other country in the world is there such a wealth of local radio ownership and of local radio initiative and achievement.

What is recorded on the following page, however, is not local presentations by local NBC-owned or NBC-affiliated stations but network presentations to nation-wide audiences.

Local Government Tells the Nation

IN the last year of record the National Broadcasting Company presented to its listeners the governors of 27 states and the mayors of 32 cities.

NBC listeners throughout the country heard the chief executives of the states of Maine, New Hampshire, Vermont, Massachusetts, New York, New Jersey, Pennsylvania and Delaware; of Maryland, Kentucky, Virginia, Georgia, and Florida; of Ohio, Michigan, Indiana, Illinois, Missouri, Iowa, Nebraska, Wisconsin, Minnesota and North Dakota; of Colorado, Utah, Oregon, and California.

They also heard the chief executives of many of the country's important cities in broadcasts which gave them the significant lessons of the local problems of—for instance—Boston, Massachusetts; Jacksonville, Florida; Chicago, Illinois; Denver, Colorado; Honolulu, Hawaii.

Many subordinate state and local administrators were similarly presented to the NBC national audience. The total of such presentations was 100.

Broadcasts from Social Groups

ANOTHER distinguishing characteristic of American broadcasting is its service to social groups, political, economic, charitable, patriotic, reformatory, "reactionary," "radical," nationalistic, internationalistic, propagandist, or anti-propagandist.

The American nation is well known to be a nation of "j'iners." It requires a large number of radio stations and a considerable number of radio networks to supply a sufficiency of outlets for their views. Only a de-centralized and competitive non-governmental radio system like the one now prevailing in the United States could adventurously and successfully do it.

In the last year of record the National Broadcasting Company produced more than 1,000 broadcasts under the auspices of groups of farmers, industrialists, financiers, trade unionists, veterans, reformers, friends of the constitution, critics of the constitution, health specialists, free speech specialists, philanthropists, prosperity promoters, and other joiners of organizations for group action.

Illustrative Social Groups

THE variety of social groups utilizing NBC facilities for their messages to the general American public may be illustrated by the following:

The Rotary International

The Kiwanis

The American Federation of Labor

The Boy Scouts of America

The Publishers of Foreign Language Newspapers

The National Negro Health Movement

The United States Chamber of Commerce

The National Child Labor Committee

The National Tuberculosis Association

The World Narcotic Defense Association

The Federal Grand Jury Association

The Crusaders

The New York Herald Tribune Women's Conference

And the reader is asked then to note the character of the additional social groups classified on the following pages. No understanding of American broadcasting is possible without an insight into this element in it.

Further Groups for Philanthropy

AMONG the philanthropic organizations welcomed to NBC facilities in the last year of record were additionally—for example—the following:

- The American Red Cross
- The American Society for Prevention of Cruelty to Animals
- The Child Welfare League of America
- The Citizens' Family Welfare Committee
- The "Mobilization for Human Needs"
- The National Catholic Charities
- The Near East Foundation
- The Salvation Army
- The State Relief Fund
- The Marine Library Association
- The National Committee on Prison Labor

All such groups are surely entitled to radio time. They now get it. Could the Government give it to them by arbitrary allocations of radio-channels or of radio-periods except at the cost of favoritism for politically stronger and ultimate exclusion for the politically weaker?

Military Service Groups

THE groups mentioned on this page are in some quarters called "Right Wing." The groups mentioned on the next page are in some quarters called "Left Wing." The National Broadcasting Company cannot deal in such classifications. If a group is substantial and responsible, and if its utterances are within the American constitutional right of free speech, then that group, for the National Broadcasting Company, is simply one more American group.

Among the American military service groups on NBC networks during the last year of record were the following:

- The United States Flag Association
- The Women's Overseas Service League
- The Daughters of the American Revolution
- The American Legion
- The Veterans of Foreign Wars
- The Navy Day League
- The Legion of Valor
- The American Coalition Patriotic Society

Groups Promoting New Causes

AMONG the groups promoting new views and new social objectives, during the last year of record, on NBC networks, were the following:

- The League for Industrial Democracy
- The American Association for Social Security
- The People's Lobby
- The League for Independent Political Action
- The National Committee on the Cause and Cure of War
- The Women's International League for Peace and Freedom
- The Friends of the Soviet Union
- The Socialist Party

In some of these organizations there are many enemies of the principle of private operation of broadcasting. Private operation of broadcasting admits them to its microphones. No governmental radio organization extends the same hospitality to its critics.

Profusion of Radio Outlets

REFERENCE has been made on previous pages to the voluminousness of broadcasts by local officials and by private social groups on the American air.

This voluminousness, it has been remarked, is a peculiarity of the American broadcasting system.

It is forwarded by another peculiarity of that system.

Foreign governmental operation of broadcasting tends toward a concentration of it in a small number of stations.

American private ownership and operation of broadcasting tends toward a wide diffusion of local broadcasting opportunity.

It nevertheless permits the formation of effective networks for nation-wide distribution of messages of national significance.

American radio is at the same time centralized for national utility and de-centralized for local utility.

Its pre-eminent profusion of outlets is indicated on the following pages.

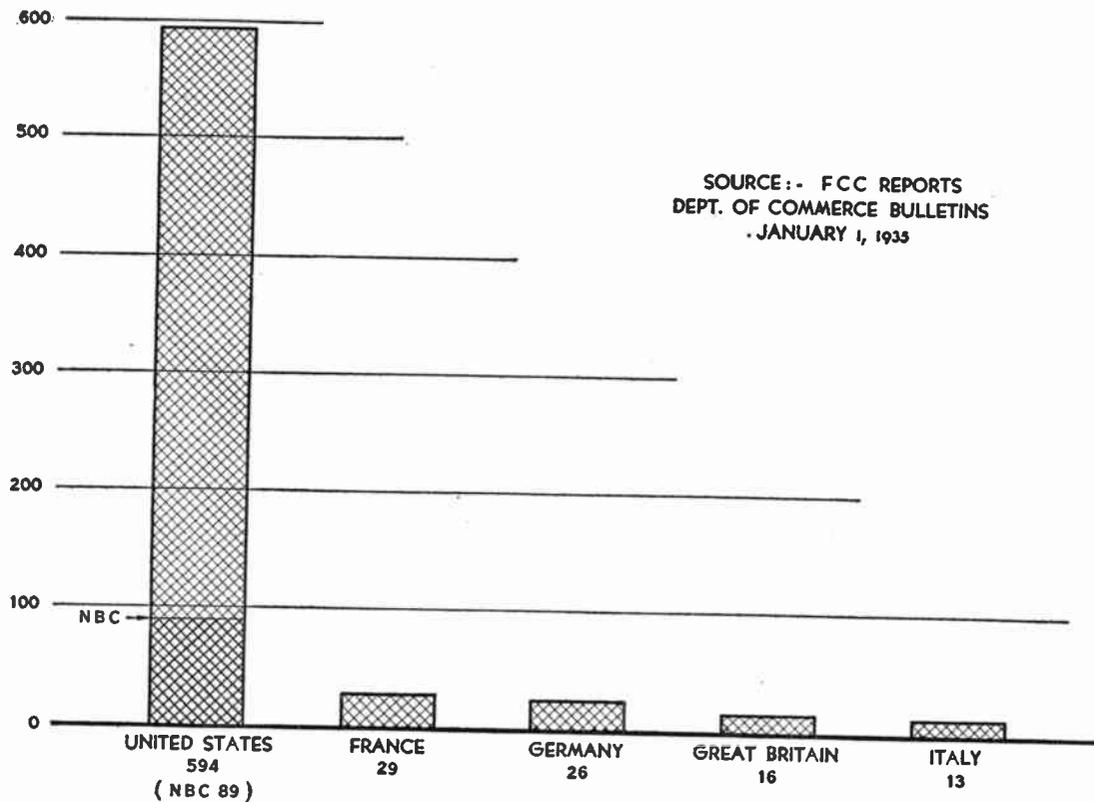
THE chart on the opposite page displays the number of radio stations in the United States and in the principal Western European countries.

It notes that in the United States there are 89 NBC stations. Those stations take NBC programs. Only relatively few of them are NBC-owned. The others are simply "affiliated" for program-taking purposes.

The total number of radio stations in the United States, as will be observed from the chart, is almost 600. The total number of radio stations in France, Germany, Great Britain and Italy, combined, is below 100.

In the United States it is an uningenious social "cause" which cannot find *some* radio outlet *somewhere*.

NUMBER OF BROADCASTING STATIONS BY COUNTRIES



SOURCE: - FCC REPORTS
DEPT. OF COMMERCE BULLETINS
JANUARY 1, 1935

Testimony from Citizens

ON the succeeding pages there are many quotations from letters to the National Broadcasting Company.

They constitute irrefutable testimony from citizens and groups of citizens regarding the broadcasting service rendered to them by the National Broadcasting Company.

Such testimony could be protracted almost interminably. It gains new volume every day.

The specimens of it presented herewith will suffice, however, to indicate that the service rendered by the National Broadcasting Company has been indeed "without discrimination" and "without censorship."

The ultimate judge of American broadcasting is the citizen himself. The pages following are by him.

From the Y.M.C.A.

MR. E. A. HUNGERFORD of the Young Men's Christian Association of New York says:

"I am taking occasion to express my appreciation of the splendid co-operation received from the National Broadcasting Company. This appreciation is shared by leaders in the national Y.M.C.A. movement.

"It seems to me that your attitude is especially to be commended in that you are always receptive to ideas concerning educational programs and apparently eager to secure the co-operation of such agencies as the Y.M.C.A., which are able to furnish material up to the standard of your programs. This has been true also of the co-operation you have given in connection with the monthly nation-wide broadcasts of the Greater New York Forum on Character Building.

"I have been especially impressed with the freedom you have allowed in connection with the educational material which has composed our programs."

From the Boy Scouts of America

MR. JAMES E. WEST, Chief Scout Executive, says:

“I take great pleasure in transmitting to you the following resolution passed at the Twenty-third Annual Meeting of the National Council of the Boy Scouts of America:

“ ‘RESOLVED, that the National Council wish to express their hearty appreciation to radio broadcasting stations throughout the country for their many and unfailing courtesies. They particularly wish to acknowledge the splendid service rendered in connection with the inauguration of the Ten Year Program of Growth of the Boy Scouts of America.’

“May I add this personal word of appreciation for the very effective co-operation of your organization with the Boy Scouts of America. It is largely due to such co-operation that we are able to attract to volunteer service the high-grade men of character in the community and thus render the greatest service possible to boys in our country through Scouting.”

From an Emergency Relief Committee

MRS. AUGUST BELMONT of the Women's Division of the Emergency Unemployment Relief Committee of New York, says:

"I cannot let this effort end without expressing our appreciation for the assistance given us by the National Broadcasting System.

"I do not know what we would have done these last three years without such a friend as you.

"I know the demands that are made upon you, so I am more than grateful for the time on the air which you were able to give us."

From the National Safety Council

M^{R.} W. H. CAMERON, Managing Director of the National Safety Council, says:

“During the past two weeks I have written some thirty NBC stations throughout the country thanking them for their splendid co-operation in sponsoring, as individual stations, our ‘OLD OBSERVER’ programs, which concluded a thirteen-week series just last week.

“I do not feel that my task is complete, however, without writing you to thank you for the fine interest of the National Broadcasting Company and your consistent co-operation during the past three years.

“The National Safety Council is deeply appreciative of your efforts to further safety educational work. As you know, some three years ago we inaugurated our ‘Universal Safety Series,’ handled as a network program by NBC, in which some thirty of your leading stations participated. This was followed shortly thereafter by a second and also a third 13-week schedule, averaging more than thirty stations for each broadcast.

“I cannot overestimate the value of your continued and willing co-operation to help the National Safety Council save lives and prevent injuries.”

From the National Council of Women

MRS. LENA MADESIN PHILLIPS, President of the National Council of Women, says:

“The National Council of Women is indebted to the National Broadcasting Company for many opportunities to broadcast its message to the women of this country. You have been generous in the time which you have given us and your representatives have been uniformly courteous and cooperative.

“We feel that in this way you have performed a public service of value and have thus permitted us to expand our educational work. This is especially true because you have permitted us to give our message in our own way without any restriction upon your part.”

From the American Chemical Society

MR. CHARLES L. PARSONS, Secretary of the American Chemical Society, says:

"I take pleasure in expressing to the National Broadcasting Company our appreciation of the service they have always rendered to this organization in transmitting to the public, through their broadcasting facilities, educational matter enabling us to place before the public the developments of chemistry, both pure and applied, as it affects the welfare of the American people.

"We have always carefully scrutinized the material sent out from our organization with an eye to its accuracy and to free it from bombast. But the National Broadcasting Company itself has in no wise ever attempted to restrict the utterances of our authorized broadcasters or the speeches which have gone out from our general conventions."

From the Rotary International

MR. PHILIP LOVEJOY, First Assistant Secretary of the Rotary International, says:

“It was my privilege two years ago under the direction of Secretary Perry and Clinton P. Anderson, then President of Rotary International, to co-operate with the representatives of the National Broadcasting Company in transmitting an anniversary program by means of the radio to members of our more than twenty-five hundred clubs in North America.

“On other occasions, especially at convention time, NBC has been most helpful in transmitting special program features to Rotarians and non-Rotarians alike.

“In no way has our message to listeners been restricted by NBC, and we feel that their services have been of considerable value in disseminating to the general public special information relating to the activities of Rotary International.”

From the American Bar Association

MR. WILL SHAFROTH, Assistant to the President of the American Bar Association, says:

"I desire to record the appreciation of the American Bar Association for the co-operation of the National Broadcasting Company in putting on the air last year a series of four addresses on the subject of 'Coping with Crime.' The Bar Association is endeavoring to do some effective work on criminal law, and these efforts can only result fruitfully if they have the support of the public. Therefore we have considered it vital to explain to the radio public this program and the work we are doing.

"The large audience which can be reached through your facilities makes your organization a very important factor in communicating to the public the work of the lawyers for the improvement of the administration of justice, and it was particularly pleasing to us that there was no censorship of any kind nor any changes suggested in the content of the speeches."

From the Disabled American Veterans

MR. MILLARD W. RICE, Assistant National Adjutant of the Disabled American Veterans of the World War, says:

“As the first officer of our organization to suggest the possibility of a nation-wide broadcast over the splendid network of the NBC, I made the first contact in response to which a splendid sustaining time over your network was very generously extended to us; and since which time your company has on several additional occasions extended its facilities to National Officers of our organization.

“It was my pleasure last Tuesday evening to listen in to the nation-wide radio broadcast given by our National Commander, Volney P. Mooney, over the Blue Network of the National Broadcasting Company, and again to verify the fact that the contents of his talk had not in any manner been censored or his remarks in any way restricted by reason of any limiting policy on the part of the National Broadcasting Company.”

From the Federation of Women's Clubs

MRS. GRACE MORRISON POOLE, of the General Federation of Women's Clubs, says:

"The General Federation of Women's Clubs is very glad to express its appreciation of the many courtesies given our organization by the National Broadcasting Company for regional and national broadcasts which have given us the opportunity to present our work to the listening audience. No request of ours to the National Broadcasting Company for time has ever been refused."

From the Herald Tribune Conference

MRS. WILLIAM BROWN MELONY, initiator and manager of the New York Herald Tribune's annual Women's Conference on Current Problems, says:

"Now for four years the National Broadcasting System has given us time on the air and we have not paid for any time.

"The general theme of this year's conference was 'Changing Standards,' and the Conference at one of its sessions engaged in a discussion of 'Changing Standards in Crime Control.'

"Mayor La Guardia, Mrs. Roosevelt, Dr. Glenn Frank, Austin McCormick, Commissioner of Correction of New York, the President of the United States, the Attorney-General of the United States, the Attorney-General for Ontario, Frances Perkins, Governor McNutt and President Chase of New York University spoke at that session.

"That certainly could not be considered flippant material. The National Broadcasting Company broadcast it for a period of six hours."

“Minorities” on the Air

THE organizations from which quotations have been made on the immediately preceding pages represent sentiments which, on the whole, can be regarded as “majority” sentiments.

It is not so with most of the organizations from which quotations will be made on the pages immediately following. They are mainly protagonists of ideas which have only a “minority” following in most parts of the country.

The essence of free speech is that it should be permitted to “minorities.” The National Broadcasting Company has striven to maintain that American principle on its networks.

From the People's Lobby

THE People's Lobby is headed by Dr. John Dewey. Its executive secretary in Washington is Mr. Benjamin C. Marsh. Its slogan is: "To balance consumption and production by eliminating profit." It labors largely toward the promotion of government ownership.

Mr. Marsh testified before the Federal Communications Commission as to four broadcasts put on NBC networks by the People's Lobby.

He then said:

"We have never been censored in any way whatsoever in what we want to say over the radio. Of course, all of our speakers have kept themselves within the proprieties and have discussed measures and policies; but we have never had the slightest criticism or interference or attempt to censor what our speakers were going to say."

From the National Woman's Party

THE National Women's Party has for many years promoted extremely "advanced" views on national and international legal "equality" for women. Its vice chairman, Miss Anita Pollitzer, has stated:

"It has been of greatest assistance in our work to know that certain occasions and the talks of certain of our speakers could be made available to our members throughout the country because of the co-operation of the National Broadcasting Company.

"I might mention that it has been of great help, too, to realize that no attempts were being made to censor or restrict the message of speakers."

The League for Industrial Democracy

THE League for Industrial Democracy is one of the most notable American groups for the promotion of discussion of collectivist measures by government. Its executive director, Dr. Harry W. Laidler, discussing the access of such groups to the American air, says:

"I take this opportunity to express to the National Broadcasting Company the appreciation of the League for Industrial Democracy for its co-operation in carrying the programs of the League to the listening public throughout the country.

"For several years past the N.B.C. has extended to us the courtesy of its wires for our Saturday luncheon meetings at about a two weeks' interval for a four or five months' period in the Winter and early Spring. During the last two years the Economics Committee of the National Advisory Council on Radio in Education has asked the co-operation of the League for Industrial Democracy in preparing its economics programs.

"The Company has given generously of its facilities in broadcasting these programs on various phases of economic thought."

Dr. Laidler on NBC Free Speech

DR. LAIDLER, on the point of "control" by the National Broadcasting Company over the transmission of programs from the League for Industrial Democracy, says:

"Neither in the case of the luncheons nor in that of the economics series has the National Broadcasting Company sought in any way to censor the addresses presented or to dictate the material to be presented. The League, without interference from the N.B.C., has selected the subjects for the programs as well as the speakers to present these programs, and the speakers have treated the subjects selected in the way they deemed most fitting.

"Such treatment, we feel, deserves our hearty commendation."

For "Peace and Freedom"

THE Woman's International League for Peace and Freedom, founded largely through the efforts of Miss Jane Addams, has been a storm-center of the controversy regarding "pacifism." American radio's fixed policy toward controversy is to broadcast both sides of it, including the extremes. The former Executive Secretary of the Women's League for International Peace and Freedom, Anthy Matheson Gorton, says:

"During the three and a half years of my connection with the League, I had many occasions to seek the co-operation of the N.B.C.; and I want to say that in every instance I found the officers most courteous and eager to work with me in presenting our programmes, not only in New York but in the whole United States. I have spoken, myself, over your network from coast to coast and I have presented many other speakers. There was never a word cut from any of the material submitted; the programmes were received, and delivered, entirely without censorship."

From Norman Thomas

MR. THOMAS, head of the Socialist Party and twice its candidate for the Presidency, says:

"I want to testify that in my relations with the National Broadcasting Company since approximately 1927 there has never been any hint of censoring anything that I said over the radio. This is true whether I have been speaking on time presented to me or on time for which the Socialist Party paid. I have been asked for advance copies of the speeches that I expected to give over the air but only for the purpose of publicity. Once or twice someone on the staff of the N.B.C. has made a helpful suggestion, not in the least in a spirit of censoring what I proposed to say but simply from the standpoint of radio technique. This I have welcomed. On various occasions I have delivered speeches which for one reason or another the broadcasting studio never saw in advance. I suppose that I have spoken in the period to which I referred some fifteen to twenty times over N.B.C. stations."

From a Champion of Free Speech

THE premier American group in the promotion of free speech to the uttermost is the American Civil Liberties Union. One of its most ardent and active members is the well-known lawyer, Mr. Arthur Garfield Hays. Mr. Hays says:

“I wish to state that at no time has any speech of mine over the National Broadcasting Company system been censored, nor have I been asked at any time to present a manuscript in advance.”

Mr. Hays then relates the circumstances attending a very famous broadcast of his on the California Vigilantes. This story from him appears on the pages immediately following.

Free Speech for "Radicals"?

MR. ARTHUR GARFIELD HAYS, on the point of his California Vigilantes broadcast, says:

"A committee was formed called the Joint Committee for Workers' Rights, which was made up of the following organizations:

American Civil Liberties Union
International Labor Defense
National Committee for the Defense of Political Prisoners
League for Industrial Democracy
Provisional Committee for Non-Partisan Labor Defense
International Workers of the World

"Of these, as I understand it, the International Labor Defense is largely dominated by Communists; the League for Industrial Democracy is largely a Socialist organization.

"In view of this it seemed to me very gratifying that when those in charge of the Joint Committee suggested that speeches be broadcast by persons interested in the work of the Committee, an immediate favorable response was forthcoming."

The result of the response is recorded on the next page.

The Cause of "The Workers"

MR. HAYS continues:

"There was first a talk by Norman Thomas on Friday, August 3rd, 1934, dealing with the present labor situation in America. There was a talk by myself on the subject of California Vigilantes on August 15th over the National Broadcasting System. And there was a third broadcast over the Columbia Broadcasting system on August 21st, where the speakers were Theodore Dreiser, Heywood Broun and A. L. Wirin.

"The last broadcast lasted a half hour and was under the auspices of the American Civil Liberties Union. The first two broadcasts occupied a period of fifteen minutes and were under the auspices of the Joint Committee for Workers' Rights.

"It seems to me that this is a fair indication of a desire on the part of the radio companies concerned to present the point of view of the workers."

The Combat Against Communism

MR. IVAN POUSCHINE, Secretary of the Russian-American Anti-Communist League, says:

“I should like to commend the National Broadcasting Company in the name of the members of the Russian American Anti-Communist League for the patriotic attitude the Company is taking in placing its facilities at the disposal of the American Alliance in their fight against Communism in this country.

“We see a lot of *pro*-Communist propoganda in the newspapers, and we hear a lot of it in the air, and that makes it all the more praiseworthy that you are presenting the other side of the question. We sincerely hope that these talks will be of advantage to your company, as they will certainly be to your audience.”

The National Broadcasting Company hopes and believes that the speakers on its networks in the last year of record presented—between them—“the other side” of almost everything.

Summary

COUNTING federal officials, and counting state and local officials, and counting representatives of social groups, and counting individuals representing only themselves, the National Broadcasting Company, in the field of the discussion of public affairs, presented to its listeners in the last year of record a total of more than 2,500 citizen-talkers.

The National Broadcasting Company is convinced that their talks covered almost all approaches to almost all public problems of instant interest.

It knows for a fact that the primacy of American radio in the world for both *amplitude* and *liberty* of public debate is indisputable.

It comes then to certain conclusions which will be stated on the remaining pages of this volume.

Conclusion One

RADIO is a public-service medium operating on radio channels which in every country in the world are allocated and supervised by Government.

This supervision already exists in the United States in complete legal vigor.

Every radio channel in the United States is to-day occupied on condition of service to the "public convenience, interest, or necessity." That is the controlling phrase of the law.

The present chairman of the Federal Communications Commission, Mr. Anning S. Prall, has said:

"What we *can* do is to maintain a general surveillance over radio stations and networks under our broad authority in the public interest, convenience and necessity. We can take into account the public interest as a whole, or in part, of the general program structures of radio stations. If they are consistent violators, we can refuse to renew their licenses."

In other words, public general control is already with us, and nobody disputes it. The question is only: How shall it be exercised?

Conclusion Two

RADIO requires—as has been amply illustrated in these volumes—an immense variety of program effort. This variety is bound together nevertheless under the principle of engagingness, attractiveness, entertainingness. Radio listening is voluntary. To induce it into action at the receiving set is a special art, a special technique.

It follows that radio should in general principle be operated by organizations whose pre-occupation is primarily with that technique.

A pre-occupation of government officials—if one looks at realities and not at wishful dreams—is likely to be the retention of public office.

The pre-occupation of any special educational or propagandist group is pedagogy and the promotion of specialized social schemes.

Radio is wrenched from its mission when it is operated by persons with purposes ulterior to radio—ulterior, that is, to the neutral mass service of the listener.

It follows unavoidably that radio should in general be operated by non-governmental non-propagandist organizations.

Conclusion Three

RADIO has two educational missions. One is cultural. The other is civic.

Radio's cultural mission can undoubtedly be more emphasized by governmental or educational radio operators, who are subsidized by taxes or by endowments, than by commercial operators whose revenue depends upon pleasing the listeners and upon voluntary public response to "sponsored" programs.

The British Broadcasting Corporation, for instance, which is a tax-supported monopoly, can and does go very far toward giving the listeners what it believes they culturally *should* hear.

The National Broadcasting Company freely admits this point. If radio is to be a method for the coercive propagation of culture, there is much to be said for the possibilities of radio operation by tax-supported or otherwise subsidized proponents of the sciences and the arts.

The problem here is only whether the public should be culturized in directions dictated by superior edict or in directions determined by democratic choice.

Conclusion Four

THE second part of radio's educational mission is civic.

The National Broadcasting Company would be glad to see the Congress appoint a Commission to study the civic programs of all the radio organizations of the whole world. The outcome could show only that the United States leads the world not simply decisively but spectacularly in radio civic education.

This is possible only when radio operation is dominantly conducted by organizations with no interest in the rivalry of contending political groups or in the perpetuation of the lives of political parties.

The reader should remember that the civic programs detailed in this volume are those of just one American radio organization. If there were added to them the civic programs of other network companies and combinations and the local civic programs of individual stations for local civic educational purposes, the showing would be of almost appalling magnitude.

In practice, it is evident in the world to-day that privately operated radio lends itself more readily than governmentally operated radio to the education of the citizen for civic action.

Conclusions Three and Four Together

THE National Broadcasting Company, in its last report to its Advisory Council, quoted with approval the following words of a recent writer on radio:

“The thesis, then is simple. I will concede that European governmental broadcasting generally exceeds American private broadcasting in the potential cultivation of good taste—by a graceful margin. I will contend that American private broadcasting exceeds European governmental broadcasting, in any European country, in the potential cultivation of free citizenship—by a vital margin.

“It is for everybody according to his own nature, to decide which margin he prefers.”

The problem narrows down to a final choice then between institutions of coercion and institutions of freedom.

Conclusion Five

THE arbitrary allocation of radio channels or of radio times to specially selected sorts of private groups is inconsistent with truly free radio operation.

When Government commits radio operation to radio organizations interested primarily in the development and expansion of radio itself, then radio can be free; because Government then does not determine what shall go on the air.

When, however, Government commits radio channels or radio times to certain educational or propagandist groups and thereupon *not* to certain other educational or propagandist groups, it *does* determine what shall go on the air.

The very process of governmental selection of such groups—groups with special preaching purposes—is a governmental selection and dictation of programs.

(Continued on page 76)

Conclusion Five (Continued)

TH**ERE** are thousands of groups in this country who desire to harangue the people.

Shall they reach the people through the democratic process of competition among themselves in the developing of programs and of competition between 600 radio stations and numerous national and regional networks in the producing of programs of popular appeal? Or shall they reach the people through governmental edict?

The answer to this question depends ultimately upon the value which each individual answering it attaches to democratic liberty.

Dr. Robert A. Millikan, whose scientific researches won him the Nobel Prize and whose public utterances have won him a high place as a national counselor, stated the dilemma pointedly in a few paragraphs—which are quoted on the following page—in his last year's address to the National Advisory Council on Radio in Education.

From Robert A. Millikan

DR. MILLIKAN last year said:

“The arguments regarding government operation are practically the same for the radio and the newspaper. People will align themselves according to the political philosophy they hold.

“The man who holds the philosophy which to-day dominates countries like Russia and Germany and Italy will believe that government operation is an unmixed blessing and he will be followed by others who do not admit that they hold that philosophy but who have too little insight to see where they are being led.

“On the other hand, the man who recoils from the loss of freedom of speech all over the world to-day and who believes that progress dies when freedom goes, will feel that any and all advantages urged by government ownership advocates are bought at too high a price because of the danger to freedom of speech, to freedom of thought, and to freedom of action.”

Radio Americanism to Date

MR. ANNING S. PRALL, chairman of the Federal Communications Commission, has not hesitated publicly to condemn unworthy and inadvisable American radio programs.

His attitude toward radio is that of a vigilant supervisor and that of a determined eradicator of abuses.

His verdict on American radio in general can therefore be regarded as thoroughly independent. On March 30 of this year he said:

“There is full freedom of speech on the air in America. That is not the case in other countries where the government, and of course the party in power, controls the radio. My feeling is that we have made more definite progress under our peculiarly American system of private competitive radio programs than has any other country in the world.”

NBC Ultimate Policy

IN its report of this year to its Advisory Council, the National Broadcasting Company said:

“While it is true that we are policed by a Federal Commission, the record of the National Broadcasting Company conclusively proves the freedom of the air in religion, public affairs and education. We believe there is as much freedom of expression in radio as in the press or any other medium of public expression. Those who guide the destinies of the National Broadcasting Company, the world’s greatest broadcasting system, act independently and without fear of political or religious pressure or control.

“Every controversial question of great importance has been argued over the radio with equal opportunity to all. American radio broadcasting is not Republican, Democratic or Socialist; Protestant, Catholic or Jew. The National Broadcasting Company has no editorial policy or opinion except to grant within the limitation of time available the right of the representative of every important issue to be heard in the homes of the American people.”

The Future

THE National Broadcasting Company, in its report of this year to its Advisory Council, expressed the following view of the American radio future:

“The greatest service that the Advisory Council can render is to aid us in our work in the ranks of American radio broadcasting to maintain complete freedom of radio for the American people without religious or political prejudice or control.

“We think that there need be no fear or timidity on the part of those who guide the policies and the operation of Broadcasting Companies and Radio Stations in the United States if we continue to act intelligently and fearlessly in rendering the greatest public service to the greatest number of people.

“After all, the American people control the Government and they control the radio. The service of radio broadcasting is an essential service to American home life and our people will never permit it to be coerced, manipulated or destroyed.”

BROADCASTING

•
Music Literature
Drama Art

BROADCASTING



Music—Literature Drama—Art

IN FOUR VOLUMES

VOL. II

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ● WASHINGTON ● CHICAGO ● SAN FRANCISCO

1935

COPYRIGHT 1935, BY NATIONAL BROADCASTING COMPANY, INC.

PRINTED IN THE UNITED STATES OF AMERICA

The Radio Music Approach

IN music, as in every other element of radio program construction, the broadcaster has to remember two educational principles.

The first one has been expressed by Sir B. Brodie, in a sentence quoted into the article on education in the New English Dictionary. It is this:

“Hours of relaxation truly are as necessary a part of education as hours of study.”

The second principle has been extremely aptly stated by Mr. T. Percy Nunn, Professor of Education in the University of London, England. Mr. Nunn says:

“Education must be relative in every way to the state of development of the society in which it is given.”

“Light” Music

RADIO found jazz music and hill-billy dance music existing in great volume in the United States. It has re-produced such music in great volume on the air. It has no regret for having done so.

In the preceding volume in this series it was shown that 64.8% of the National Broadcasting Company's music performance in 1934 was “light entertainment.” That was a large percentage. The National Broadcasting Company does not apologize for it.

There are two reasons. To each of them the National Broadcasting Company respectfully invites the reader's attention.

Does "Light" Mean Poor and Bad?

IN some quarters all musical compositions that are recent and that are entertaining are thought to be below par educationally. Contrariwise, all musical compositions by deceased masters of music are thought to be of educational value. But is this view correct?

Is Richard Wagner's "Centennial March" truly uplifting? Or is it merely pretentious? And bombastic?

And is Jerome Kern's recent "Old Man River" merely "popular"? Or is it in fact a musical masterpiece, fully worthy of being rendered in the same program with Schubert's "Erlkoenig"?

The National Broadcasting Company believes that the wide diffusion of music over the radio will help to break down some of the narrow exclusive acceptance of all "classical" music as "great"; and it equally believes that radio hospitality to new "light" music will reveal some of it—and even much of it—as not only pleasing but genuinely meritorious.

That is one reason why the National Broadcasting Company does not shrink from musical "light entertainment."

From Jazz to Symphony

THE National Broadcasting Company's second reason for devoting a large proportion of its music time to "light entertainment" is that only thus can it attract the audience which subsequently can be brought to listen to music of a finer and more developed type.

Its musical programs during recent years have fully kept pace with the development of that audience.

In confirmation the Company is glad to quote (on the following page) the conclusion reached by a most outstanding music authority.

From James Francis Cooke

MR. COOKE is editor of "The Etude." He is president of the Presser Foundation of Philadelphia. He is the author of many books on music subjects. He has said:

"The National Broadcasting Company has performed a remarkable service by the skillful regulation of the numbers appearing in programs, the selection of the finest broadcasting material for educational programs and the very intelligent designation and employment of the best musicians for this purpose.

"Those familiar with national conditions in music and education must, after a study of the programs, realize that the proportion of high-class material sent over the air has been in advance of the national demand and one might also say, the national power of assimilation. General musical knowledge, in my opinion, has leaped further ahead through the radio in the past twenty years than it had in the previous twenty centuries."

The Damrosch Hour

FOR years the world's greatest radio music program for direct reception and instruction in schoolrooms has been the Damrosch Music Appreciation Hour. This program is broadcast every Friday morning during the school year on NBC network stations.

The number of stations taking and transmitting the program during the last school year was seventy-two. The estimated number of listeners in schoolrooms was six million.

Each year the popularity of the program increases. This is shown by the sales of "instructor's manuals" (intended for the guidance of teachers) and of "student note-books" (intended for the self-help of the children). Last year the sales of "instructor's manuals" advanced twenty per cent and the sales of "student note-books" thirty per cent.

This program has profoundly helped to indicate both the values and the limits of radio music education.

Popular Effect of the Damrosch Hour

THAT the Damrosch Hour has stimulated a wider general interest in better and better music is universally acknowledged by all competent observers of public sentiment. Congressmen observe that sentiment professionally.

Congressman Herman P. Kopplemann, of Connecticut, has said:

“There is decided evidence of a more appreciative understanding of the works written by the world’s outstanding composers. This is attributable to the fact that people are hearing them more frequently because of radio programs. In this connection I consider the music courses that Professor Damrosch has been conducting of outstanding value.” And Congressman Sterling P. Strong, of Texas, has said:

“The National Broadcasting Company is to be congratulated most heartily upon its Damrosch Music Appreciation Hour. The student notebooks and instructor’s manuals show with what detail and precision the entire project has been organized and constitute illuminating proof of the educational value of radio at its best.”

Appreciation From Abroad

AND the Damrosch Hour has influenced not only domestic but also foreign music education methods. Dr. Damrosch's mail brings him expressions of understanding and approval from all over the world.

For instance:

The school called the Liceo de Aplicacion in Santiago, Chile, South America, writes as follows:

"Your concerts are heard in Santiago very well. Please send a copy of the instructor's manual. It will be very much appreciated; because I think that the teaching of music in the States is being carried on now in a new and very clear way."

But does it follow that radio in music can supplant the personal teacher of music? Does it follow that a demand should be made upon radio to try to be a *substitute* for classroom music instruction?

Nobody should be able to answer such questions better than Dr. Damrosch himself. The National Broadcasting Company regards his statement on the following page as a decisive utterance.

Limits of Radio Education

DR. DAMROSCH says:

“I do not believe that education over the radio can ever take the place successfully of the teacher in the classroom.

“In music the radio can bring orchestral concerts to young people. . . . These young people can have instilled in them such a love and enthusiasm for music as to make the task of the local teacher comparatively easy.

“But it is the local teachers who must teach the notations in music and how to sing correctly and with an unforced, pure quality of tone. It is the local teachers who must give the students a knowledge of playing on the musical instruments and of proper practicing to develop their technique. . . . No radio instruction can act as a substitute for this important part of the child's education.

“And I am sure that similar conditions obtain in the sciences.”

Radio's Central Music Task

THE central task of radio in music is not direct technical instruction. It is the awakening of cultural appreciation.

As that appreciation grows, it becomes in itself a new demand for more music requiring a further and higher appreciation.

This accelerating process was well described last year to the Federal Communications Commission by Mrs. Edgar S. Kelley, speaking on behalf of Mrs. Frank A. Jardine, President of the National Federation of Music Clubs.

From Organized Music Lovers

OFFICIALLY representing the National Federation of Music Clubs, Mrs. Edgar S. Kelley last year testified in Washington as follows:

“We have been among the most severe critics of radio. At the same time we have always been happy to praise radio for its praiseworthy contributions to music culture. And it is because of the actual accomplishments of radio in this direction that I am happy to stand here on behalf of the National Federation of Music Clubs and express my approval and commendation of the network broadcasting of the great operas, the great symphonies, chamber music and other noble music literature.

“We are at the beginning of a great musical awakening in this country. The demand will grow and the sponsors will be increasingly satisfied. Of necessity, such programs will automatically increase in number because what the public demands radio will give.”

NBC Symphonic Music in 1934

IN 1934 the National Broadcasting Company presented 48 programs by its own "Damrosch Orchestra."

It presented 27 programs by its own "Symphony Orchestra."

It presented 10 programs by its own "Frank Black String Symphony Orchestra."

It presented 197 programs by other American orchestras playing symphonic compositions.

It presented 20 programs from European symphony orchestras.

The total number of symphonic programs on NBC networks in 1934 was 302.

Guest Orchestras, NBC Networks, 1934

IN 1934 the National Broadcasting Company presented to its listeners the following first-rank American symphony orchestras from the Eastern part of the country:

- Boston Symphony Orchestra
- Eastman School of Music Orchestra
- Philadelphia City Symphony Orchestra
- Pittsburgh Symphony Orchestra
- Radio City Music Hall Symphony Orchestra
- Rochester Civic Orchestra
- Rochester Philharmonic Orchestra

Guest Orchestras, NBC Networks, 1934

IN 1934 the National Broadcasting Company presented to its listeners the following first-rank American symphony orchestras from the Western part of the country:

Chicago Symphony Orchestra
Cleveland Symphony Orchestra
Duluth Symphony Orchestra
Milwaukee Philharmonic Orchestra
Minneapolis Symphony Orchestra
St. Louis Symphony Orchestra
San Francisco Symphony Orchestra

Guest Orchestras, NBC Networks, 1934

IN 1934 the National Broadcasting Company presented to its listeners—in trans-Atlantic transmissions—the following first-rank symphony orchestras from Britain, The Netherlands, and Germany:

From Britain:

British Broadcasting Corporation Symphony Orchestra
London Philharmonic Orchestra

From The Netherlands:

Concertgebouw Orchestra of Amsterdam
Residente Orchestra of The Hague

From Germany:

Berlin Philharmonic Orchestra
Berlin Radio Orchestra
Gewandhaus Orchestra of Leipzig

Guest Orchestras, NBC Networks, 1934

IN 1934 the National Broadcasting Company presented to its listeners—in trans-Atlantic transmissions—the following first-rank symphony orchestras from seven additional European countries:

From Austria:	Vienna Philharmonic Orchestra
From Czechoslovakia:	Prague Philharmonic Orchestra
From Denmark:	Copenhagen Radio Orchestra
From Finland:	Finnish National Orchestra Helsingfors Symphony Orchestra
From Italy:	Venice Symphonic Orchestra
From Poland:	Warsaw Symphony Orchestra
From Russia:	Moscow Radio Orchestra Russian Public Orchestra

Guest Conductors, NBC Networks, 1934

IN 1934 the National Broadcasting Company presented to its listeners the following eminent symphony orchestra conductors in broadcasts from the United States:

Arturo Bodanzky
Ossip Gabrilowitsch
Vladimir Golschmann
Eugene Goossens
Howard Hanson
Sir Hamilton Harty
Otto Klemperer
Serge Koussevitzky

Eugene Ormandy
Erno Rapee
Fritz Reiner
Artur Rodzinski
Arnold Schoenberg
Frederick Stock
Leopold Stokowski
Sir Henry Wood

And many others

Guest Conductors, NBC Networks, 1934

IN 1934 the National Broadcasting Company presented to its listeners the following eminent symphony orchestra conductors in broadcasts from Europe:

Nikolai Anassov

Sir Thomas Beecham

Karl Elmendorff

Otto Friskhoefer

Werner Janssen

Franz Lehár

Hans Pfitzner

Sir Landon Ronald

Georg Schnevoight

Tullio Serafin

Richard Strauss

Arturo Toscanini

Bruno Walter

Frieder Weissman

And many others

“Exposure to the Best”

EDUCATION has been accurately said to require “exposure to the best.”

The preceding pages have indicated that NBC listeners in 1934 were undoubtedly “exposed to the best”—the best in the United States—the best in Europe—the best in the world—in the whole field of symphonic orchestral performance.

The immediately succeeding pages will indicate the same fact in the field of individual performance by the world’s best vocalists and instrumentalists.

Guest Singers, NBC Networks, 1934

THE following women singers of world-wide fame were heard by NBC listeners in 1934:

Rose Bampton
Lucrezia Bori
Editha Fleischer
Helen Jepson
Gertrude Kappel
Lotte Lehmann
Frieda Leider
Goeta Ljungberg
Queena Mario

Margaret Matzenauer
Grace Moore
Maria Müller
Eide Norena
Rosa Ponselle
Lily Pons
Elisabeth Rethberg
Ernestine Schumann-Heink
Gladys Swarthout

And many others

Guest Singers, NBC Networks, 1934

THE following men singers of the highest professional reputation—national and international—were heard by NBC listeners in 1934:

Paul Althouse
Armando Borgioli
Richard Crooks
Giuseppe De Luca
Nelson Eddy
Beniamino Gigli
Ludwig Hofmann
Virgilio Lazzari
Giovanni Martinelli

Nino Martini
John McCormack
Lauritz Melchior
Ezio Pinza
Leon Rothier
Tito Schipa
Richard Tauber
Lawrence Tibbett
John Charles Thomas

And many others

Guest Instrumentalists, NBC, 1934

THE following pianists, violinists and violincellists—world-leaders in their respective arts—were heard by NBC listeners in 1934:

Harold Bauer
Henri Deering
Mischa Elman
Ossip Gabrilowitsch
Walter Gieseking
Jascha Heifetz
Josef Hofmann
Vladimir Horowitz
Marcel Hubert
Jose Iturbi
Josef Lhevinne
Maier and Pattison

Oswaldo Mazucchi
Yehudi Menuhin
Poldi Mildner
Egon Petri
Isidor Philipp
John Powell
Ruggiero Ricci
Marie Roemaet Rosanoff
Felix Salmond
Josef Schuster
Albert Spalding
Efrem Zimbalist

Stokowski on Radio

MR. Leopold Stokowski, conductor of the Philadelphia Symphony Orchestra, says:

“Years ago, before there was radio, the orchestra was in the main a local institution, and the problems of administering it were local.

“But now a great orchestra like the Philadelphia Orchestra is not merely an artistic institution designed for the community. It is also, and it has to be, a great social instrument in the tremendous task of making music available to people all over the country, and over the world.

“Our horizons have been vastly extended by (1) the increased social interest in music over the country and over the world; and (2) the rapid development of scientific means of making music available to a wide public, and not merely to music lovers so fortunately situated that they can attend the concerts in person. These two situations call for the use of our highest imagination and our most competent practical planning.”

Philipp on Radio

MR. Isidor Philipp is the foremost pianist of France. He is head of the piano department of the Paris Conservatory. Last year he made an American radio tour. In the course of it he said:

“I was quite amazed to find how much progress in music culture has already taken place in the United States.

“I made my American debut with the NBC Symphony Orchestra, playing the Bach Brandenburg Concerto. Immediately after that performance I began to receive telegrams and letters from all over the United States in overwhelming quantities.

“The fact that the American public would so express its enjoyment of a work like the Brandenburg Concerto convinces me that radio has accomplished tremendous strides in promoting intelligent understanding of good music.”

Learning From Europe

THE founders of modern Occidental music were, of course, Europeans. Europe has remained for American music-lovers the "classical" continent of music composition and of music performance. The National Broadcasting Company is at pains to present its listeners with renditions of all important recent European music works and also to transmit from Europe in international broadcasts all outstanding varieties of European music performance events.

Some illustrations of this policy have already been given. Others now follow.

Significant Music Events From Europe

IN 1934 the National Broadcasting Company presented to its listeners—in trans-Atlantic transmissions—the following European music events:

The Salzburg Music Festival, from Austria

The Bayreuth Music Festival, from Germany

Music of Transcaucasian Asiatic composers, from Russia

Slavic folk-songs, from Yugoslavia

Nordic folk-songs, from Sweden

Dance Music from the "Graf Zeppelin," cruising over the Baltic Sea

Bands of the Grenadier Guards, the Scots Guards, the Irish Guards, the Welsh Guards, the Coldstream Guards, from Britain

Moravian choral music, from Czechoslovakia

And many other characteristic features of contemporary European music life.

Opera From Europe

AMONG the operatic performances transmitted by the National Broadcasting Company in 1934 from Europe were the following:

- From Austria: Franz Lehar's "Guidetta"
- From Italy: Donizetti's "La Favorita"
- From Germany: Franz Schubert's "Der Spiegelritter"
- From Sweden: Atterberg's "Fanal"
- From Britain: "Puritan Lullaby"
- From Norway: Rossini's "Barber of Seville"
- From Russia: Borodin's "Prince Igor"

European "Modernistic" Music

LAST year the National Broadcasting Company—with Frank Black as conductor—presented the first American performance of the new famous Russian ballet "The Red Poppy," by Gliere. The performance consumed two hours.

The public response was enthusiastic. Listeners differed among themselves, however, on a certain point.

Some thought this new Russian work very "modernistic." Others thought it "old-fashioned" and even "reactionary."

Americans no longer accept European music verdicts without question. The opportunities in the United States to-day for the development of music taste are unexcelled. This is true of those opportunities as offered by the older mediums such as the concert stage. It is equally true of those opportunities as offered by radio.

Radio, European and American

MR. JAMES FRANCIS COOKE, editor of that outstanding music publication, the "Etude," says:

"I have been a close observer of the broadcasting situation in many European countries, particularly of the countries where broadcasting is nationalized or run by the government and financed by taxation and the rental of receiving sets. The number of fine broadcasts in Europe is ridiculously small in comparison with the number of really excellent musical and cultural programs heard in America. The public in Europe pays directly a high price for their operation. In America these programs are given free. *American broadcasting of fine works far and away leads the world*"

Outcome of the Democratic Method

THE National Broadcasting Company has frankly stated that it has been its policy to maintain the *lower* as well as the *higher* rungs in the musical cultural ladder.

Commentary on this policy has been made by Mr. Pierre V. R. Key, experienced analyst of the music world and editor of "Musical Digest." Mr. Key has said:

"There will always be complaint from the 'higher classes' that they hear too many programs below their level of appreciation. Yet unless radio provides entertainment for the 'lower strata' it would not fulfil its complete cultural obligation to the masses—for *it is only through entertaining that radio can hope to stimulate culture.*

"It has been my observation that most of the severest critics base their opinions on a superficial consideration. *A comparison of our programs with those of any other country one might mention will show ours to be overwhelmingly superior in every important way.*"

The Farthest in Music

A FEW years ago it would not have been believed that chamber music would ever be presented on the air except as an occasional curiosity.

It is now presented regularly on NBC networks.

This is especially noteworthy in view of the declining support of chamber music on the concert stage in most countries.

The following pages will give the reader a picture of the chamber music situation as met by American radio.

Chamber Music Rescued by Radio

MR. PITTS SANBORN, besides being a well-known and influential music critic, is Director of the Radio Institute of the Audible Arts—an organization wholly independent of the broadcasting industry. Mr. Sanborn recently said:

“Amid the difficulties in which the world of music finds itself not enough has been said about the perilous position of chamber music. Yet it is brought home to anyone who realizes that the London String Quartet is about to go out of existence for ‘economic reasons.’

“But if in the matter of chamber music our concert rooms now provide us with such restricted fare, it is interesting to know that radio is taking a broad view of that section of tonal art. . . .

“There is abundant good cheer to be got from a glance at the programs of the National Broadcasting Company Music Guild, which every Monday, Tuesday and Friday afternoon is putting noteworthy groups of string quartets on the air.”

More from Mr. Sanborn

MR. SANBORN continued:

“The sort of programs now going out can be conceived from an inspection of the record of the NBC Music Guild.

“On the list of unusual works presented over the air by this active group we find, in the field of chamber music, a quartet by Boccherini, Beethoven’s septet for strings and wind, Mendelssohn’s piano octet in E flat, and Schubert’s octet in F for clarinet, bassoon, horn and strings.

“The Guild has also given us interesting antiquities using the old lute and works from such forgotten ancients as Hans Newseidler of the Sixteenth Century. The roster of soloists with the Guild on the air is just as interesting. We find such virtuosi as Carl Dolmetsch, Egon Petri, Harold Samuel, Florence Easton, and Suzanne Bloch.

“Isn’t that an amazing step forward from the days when a little—just a little—Victor Herbert was timidly introduced into a broadcast?”

Chamber Music Achievements

I^N 1934 the National Broadcasting Company presented programs from the following eminent chamber-music ensembles:

London String Quartet	Kroll String Sextet
Roth String Quartet	Barrere Wood Ensemble
Budapest String Quartet	Manhattan String Quartet
Gordon String Quartet	Compinsky Trio
Musical Art String Quartet	Renaissance Quintet of Ancient Instruments
Perole String Quartet	NBC String Quartet
Stradivarius String Quartet	
Elshuco Trio	

And From the Library of Congress

M^{R.} CARL ENGEL, formerly of the Library of Congress, says: "It has been perhaps the greatest satisfaction I derived from my duties as Chief of the Music Division, in charge of the activities of the Elizabeth Sprague Coolidge Foundation, to watch the growing demand of the radio audiences for chamber music—the highest and severest type of music. This quickened response was materially aided by the broadcasts of chamber music instituted and carried on for the last five years by the Library of Congress in Washington. They were made possible by the generous and sympathetic cooperation of the leading broadcasting companies. The example of the Library has been followed; it is beginning to bear rich fruit."

Is Chamber Music "Entertaining"?

LAST winter Mr. A. Walter Kramer, Editor of "Musical America," was introducing an NBC Music Guild program on the air. He took occasion to say:

"I ask you to seek not so much to *appreciate* music as to *enjoy* it. Enjoyment is the desirable end. Chamber music is music that brings great enjoyment. This series of concerts by the NBC Music Guild has already demonstrated that thousands of radio listeners are getting the keenest enjoyment from this type of music and that they are not—as so many music lovers have been in the past—cool or indifferent to its charms."

It has been repeatedly stated in these pages that radio *begins* with entertainment. Its true educational success is in making even its highest educational achievements *also* entertaining. This can be accomplished only under genuinely professional program direction.

Improvement—and More Improvement

MR. HARTWELL CABELL, of the Beethoven Association, says: "As Vice-President and Director of the Beethoven Association, I have been in close touch with the artists, both home and foreign, who are heard from our concert platforms and many of whom have been heard over the various broadcast networks; and I have had the advantage of hearing their intimate reactions to the work being done by the National Broadcasting Company.

"As time has gone by I have become thoroughly convinced that much has been and is being accomplished directly by the broadcasting companies toward raising the standard of musical taste in this country. The quality of their offerings has steadily improved and, what is equally to be remarked, the influence of the 'sustaining hours' is showing itself in the improved character of the musical offerings to be heard during the 'commercial hours.' "

“Commercial” Music

SOME of the very best music on the air is “sponsored” by advertisers.

Many of the greatest artists mentioned on previous pages in this booklet have been presented to NBC listeners in “commercial” programs.

Some observations on such programs will be found on the pages following.

“Sponsored” Opera

THE following operas were presented to NBC listeners in 1934 in “sponsored” programs from the stage of the Metropolitan Opera House:

Tristan und Isolde
L’Africana
Don Giovanni
Aida
Die Walküre
Merry Mount
Faust

Tannhäuser
Lucia de Lammermoor
I Pagliacci
Lohengrin
Manon
Peter Ibbetson
Pelléas et Mélisande

From the Late Mr. Herbert Witherspoon

M^{R.} WITHERSPOON, as General Director of the Metropolitan Opera, a short time before his lamented death, said:

“Radio is a tremendous contribution to the real love of opera in the United States. Indeed, I do not believe that broadcasting keeps people away from the ticket windows. Radio excites a curiosity to see the performers in real life. It is of enormous importance that broadcasting reaches many people who could not hear opera in any other way. Broadcasting from the Metropolitan builds up an out-of-town audience. When these people come to New York, I believe one thing on their program is to go to the opera.

“I do not believe in taxing listeners; there should be no tax on radio.

“Broadcasting will become more and more important in its tremendous effect on music.”

“Sponsored” Opera in English

IN 1934 grand opera began to be “sponsored” on the NBC air in English translation.

Among the operas thus presented have been:

Rigoletto

Aida

Madame Butterfly

Hänsel und Gretel

I Pagliacci

Tales of Hoffman

Faust

Il Trovatore

Cavalleria Rusticana

Manon

Tosca

La Boheme

Samson and Delilah

Martha

Carmen

The Bartered Bride

“Sponsored” Symphony

SYMPHONIC music was in 1934 the main radio offering of a leading advertiser on the NBC air. This series of programs was awarded the prize of the Women’s National Radio Committee for “the best musical advertising program.” In accepting the prize a representative of the advertiser expressed a view which the National Broadcasting Company believes to be more and more characteristic of American business. He said:

“Our advertising policy is based upon the feeling that no great organization can survive and prosper except in so far as it is able to render a useful service to the public. We believe that to give people good music and maintain a high standard in the artistic quality of the entertainment is a way to win the good will without which we cannot hope successfully to carry on.”

A "Commercial" Direct to Schools

On the Pacific Coast the National Broadcasting Company, through a "sponsored" program, sends demonstrations of symphonic music direct to schools.

This program, devoid of "sales talk," has earned public expressions of approval from the California Conference of Music Supervisors, the California Congress of Parents and Teachers, the California Federation of Women's Clubs, the Oregon Federation of Women's Clubs, the Washington Federation of Women's Clubs, and many other Pacific Coast responsible organizations, totaling approximately 350,000 members.

Performers of "Commercial" Music

AMERICAN "commercial" radio programs can challenge the "non-commercial" programs of any country for artistic worth of performers.

Consider the following names:

Ansermet, Bodanzky, Damrosch, Dobrowen, Gabrilowitsch, Goossens, Harrison, Hasselmans, Janssen, Klemperer, Krueger, MacMillan, Ormandy, Reiner, Rodzinski, Serafin, Skoloff, Stokowski, Toscanini, van Hoogstraten, Wood, Walter:—Conductors.

Althouse, Bampton, Bori, Case, Crooks, Dragonette, Eastman, Farrar, Fleisher, Jagel, Jepson, Kappel, Lehmann, Mario, Martinelli, Martini, McCormack, Melchior, Moore, Pinza, Pons, Ponselle, Rethberg, Schipa, Schorr, Swarthout, Talley, Thomas, Tibbett, Van Gordon:—Singers.

Bauer, Brodsky, Elman, Heifetz, Hofmann, Horowitz, Iturbi, Lhevinne, Menuhin, Ricci, Spalding, Triggs, Zimbalist:—Instrumentalists.

All these outstanding personalities—and many others—appeared in "commercial" "sponsored" programs in 1934 on NBC networks.

Comment by a British Composer

MR. FRANK BRIDGE, British composer of many distinguished orchestral works, was recently a visitor to the United States. He observed:

"I am quite amazed to find, after an absence of four years, such tremendous growth of public interest in the music of all kinds that radio is broadcasting—not only in the larger centres but especially in out-of-the-way places.

"It is rather clever of the American business man to discover that the broadcasting of serious orchestra music is a good advertisement and I foresee very soon concerts of chamber music being sponsored in the same way.

"Obviously the great volume of music being broadcast is slowly but surely developing discrimination and taste, especially on the part of those who heretofore heard so little music."

Mr. Cooke on "Commercials"

MR. JAMES FRANCIS COOKE, editor of "Etude," has put the development of "sponsored" music programs into the following summary:

"In my editorial contact with musical people and educators in all parts of the country I noted at first a growing suspicion of what was feared might become the commercialization of music over the air.

"It has therefore been of the very keenest interest to me to watch the very generous proportion of music of the highest possible class and the educational features of almost priceless value, much of which has been sponsored by so-called commercial interests.

"It has now certainly become evident to a vast number of people in the United States that if these commercial interests did not pay the fabulous cost of some of the national broadcasts, it would have to be defrayed by someone, and that someone would be Mr. and Mrs. Public, already groaning under vastly increased taxation."

Choruses

THE following choral ensembles—among others—were presented by the National Broadcasting Company in “sustaining” programs in 1934:

The Chicago A Cappella Choir
The Westminster Choir
The Don Cossack Male Chorus
The English Singers
The Hall Johnson Negro Choir
The London Choir Boys
The Russian Symphonic Choir
The Vienna Saengerknaben

Additionally the Company presented many programs by choral ensembles of its own and many programs by choral organizations of schools and colleges and churches.

Amateurs

AMERICAN radio has always striven to give large expression on the air to the cultivation of music performance by amateurs, especially in organized groups.

Dr. Howard Hanson, Composer and Director of the Eastman School of Music, has commented:

“Such broadcasts as the broadcasts of the National High School Orchestra from its summer camp at Interlachen, Michigan, have offered both an encouragement to the development of youthful musicianship and an evidence to the parents of the importance of music study in the public schools. The series of programs over the National Broadcasting Company’s network of music by high school students from various cities is another important educational project.”

Roads to Radio Education

DR. HANSON has also clearly expressed his view of the educational value of the present American broadcasting system and of the proposal for the arbitrary allocations of radio channels to educational institutional groups. He has said:

“The practical question must arise as to how radio channels, were they allocated for purely educational purposes, could be used. The proper use of such channels would entail huge subsidies, both for the building of stations and the engagement of artists. Even with such subsidies it is questionable whether facilities could be developed which would compare in any way with the present extensive broadcasting chains.”

“Testimonial Letter”

OUT of “fan mail” the National Broadcasting Company could fill many thousands of pages with commendatory “testimonial letters.” It herewith presents one such letter for a special reason. Even in the discussion of the arts—and just as much indeed as in the discussion of public political and economic problems—the National Broadcasting Company strives to maintain a free forum on the air. The letter is as follows:

“It gives me great pleasure to express to you the courteous treatment I have always received from the National Broadcasting Company in the preparation of programs, in advance announcements, and upon several occasions in a national hookup. At no time during the broadcasting of addresses in behalf of musical enterprises have I ever been curtailed or advised with regard to the message I desired to put on the air. I have had free rein.

“Emma R. Fisher, President, American Choral and Festival Alliance.”

Radio a Pillar of All Music

IT was sometimes feared that radio would weaken the support given to other mediums for the dissemination of music. It now becomes apparent that radio in the end may even strengthen those other mediums. For illustration:

On September 1, 1934, the Literary Digest reported:

“Music-hungry radio listeners-in, rushing at the opportunity, have contributed \$65,390 to the guaranty fund for the New York Philharmonic-Symphony Society, or 13 per cent, of the \$503,000 required to maintain the Society’s concerts through three more seasons. Under no compulsion to pay a cent in support of the Society, listeners-in from all parts of the country sent in the \$1 or more required for a Radio Membership Certificate. This astonishing response has caused the Society to lay out the programs so that the concerts will take place on Sunday afternoons and the radio public will get its share of musical dividends.”

From Music to the Other Arts

THE first basic element in broadcasting—historically as well as logically—was music. From music the next developmental step in popular appeal was toward the other arts, and particularly drama.

The ensuing pages will note the stage now reached in that field of radio progress on NBC networks.

Story of Radio Drama

1. Radio drama has brought great actors and actresses from the stage to the microphone.

2. It has brought great plays to the microphone with casts sometimes from the stage and sometimes from radio's own studios.

3. It has moved toward developing actors and actresses specifically trained in radio studio methods.

4. It has moved also toward developing plays written specifically to fit the needs of radio studio technique.

5. It developed these plays, first, out of great stories written by the great authors of the world of books.

6. It now begins to develop them out of wholly original material.

The story of radio drama is a growth from using the microphone to reproduce the theater's best on toward using the microphone also for originating a new radio dramatic art.

Maude Adams and Mary Pickford

MISS ADAMS has recently been presented to NBC listeners in (for instance):

“Peter Pan”

“The Little Minister”

“Rosemary”

Miss Pickford has been presented in (for instance):

“Saturday’s Children”

“Little Old New York”

“The Girl of the Golden West”

Both Miss Adams and Miss Pickford appeared in “commercials.” Their programs were “sponsored” by advertisers. The National Broadcasting Company ventures to maintain that the utmost of radio progress can be reached through co-operation and competition between the programs “sponsored” by advertisers and the “sustaining” programs produced by the broadcasters themselves.

More "Sponsored" Players

ONE advertiser on the National Broadcasting Company air has within recent months presented the following actors and actresses in radio versions of important modern plays:

Tallulah Bankhead

Ethel Barrymore

John Boles

Ruth Chatterton

Jane Cowl

Walter Connolly

Lillian Gish

Helen Hayes

Miriam Hopkins

Leslie Howard

Walter Huston

Bert Lytell

Paul Muni

Ernest Truex

These names are instances—and instances only—of the efforts of radio to present its listeners with famous stage and screen Personalities in plays. Radio has also sought to present its listeners with such celebrities in readings and in talks.

Dramatic Celebrities Talking

THE National Broadcasting Company in recent months has transmitted to its listeners the voices and the views of (for example):

Margaret Anglin

Blanche Bates

Noel Coward

Charles E. Dillingham

John Drinkwater

Daniel Frohman

Carl Laemmle

Eugene O'Neill

Brock Pemberton

Channing Pollock

George Bernard Shaw

Cornelia Otis Skinner

And Eva Le Gallienne in readings of plays and stories for children.

But radio develops also (as will be noted on the following pages) its own specialized dramatic organizations and programs.

NBC's "Radio Guild" in 1934

FOR years now the National Broadcasting Company has maintained the dramatic organization called the "Radio Guild." In 1934 the "Radio Guild" enacted radio versions of (for instance) the following famous plays:

"Saturday's Children"

"The Blue Bird"

"Dear Brutus"

"Midsummer Night's Dream"

"Macbeth"

"Camille"

"A Bill of Divorcement"

"The Merchant Gentleman"

"Justice"

"The Wild Duck"

by Maxwell Anderson

by Maurice Maeterlinck

by Sir James M. Barrie

by William Shakespeare

by William Shakespeare

by Alexandre Dumas

by Clemence Dane

by Molière

by John Galsworthy

by Henrik Ibsen

More "Radio Guild" "Classics"

THE National Broadcasting Company's "Radio Guild" has additionally presented outstanding plays by the following authors:

Aeschylus	Victor Hugo
Dion Boucicault	Christopher Marlowe
Edward Bulwer-Lytton	William Vaughn Moody
Karel Capek	Sir Arthur Wing Pinero
George Du Maurier	Edmond Rostand
St. John Ervine	Richard Brinsley Sheridan
Euripides	Sophocles
Clyde Fitch	Alfred Lord Tennyson
Nikolai Gogol	Oscar Wilde
Oliver Goldsmith	Israel Zangwill

Listeners to the "Radio Guild" can be sure that the dramatic "classics" of all periods will visit their homes.

And the "Miniature Theater"

THE National Broadcasting Company has also maintained the dramatic organization called the "Miniature Theater." In 1934 the "Miniature Theater" presented—for instance—the following plays:

"The Monkey's Paw"	by W. W. Jacobs
"Nettie"	by George Ade
"Suppressed Desires"	by Susan Glaspell
"Comedy and Tragedy"	by W. S. Gilbert
"Chinese Water Wheel"	by Edna Strohan
"The Grand Chan's Diamond"	by Allan Monkhouse
"The Constant Lover"	by St. John Hankin
"The Drums of Oude"	by Austin Strong
"The Bishop's Candlesticks"	by Norman McKinnel
"The Caretaker"	by Alicia Ramsey

Stage plays on NBC networks have been increasingly supplemented by microphone dramatizations of short stories and novels.

Stories Dramatized for Radio

THE following are illustrations of stories recently dramatized for presentation on NBC networks:

"The Phantom Rickshaw"	by Rudyard Kipling
"Tennessee's Partner"	by Bret Harte
"The Theory and the Hound"	by O. Henry
"Dr. Jekyll and Mr. Hyde"	by Robert Louis Stevenson
"The Gold Bug"	by Edgar Allen Poe
"La Grande Breteche"	by Honoré Balzac
"A Scandal in Bohemia"	by Sir Arthur Conan Doyle
"A Lear of the Steppes"	by Turgenev
"The Canterville Ghost"	by Oscar Wilde
"Gallagher"	by Richard Harding Davis

From dramatizations of existing stories radio has proceeded to the development of dramatized stories of its own, based on historical incidents or on surviving evidences of great historical moments.

“Stones of History”

MANY philosophers have regarded history as the fundamental educational study. Radio's dramatizations of history are able to attract many millions of listeners who are not attracted by historical lectures. In 1934 the National Broadcasting Company decided to dramatize the meanings of some of the great monuments of the past—of the past that lives. It thereupon presented plays drawn from the human struggles represented by:

- The Great Pyramid of Egypt
- The Cathedral at Aix-la-Chapelle
- The Cave of Fingal
- The Tower of London
- The Kremlin of Moscow
- The Rosetta Stone of Egypt
- The Blarney Stone
- Alhambra of the Moors
- Pompeii
- The Bastille of Paris

From the Past to the Present

LITTLE by little radio has enlarged its dramatizations of the past by an increasing number of dramatizations of the present.

In 1934 the plays and sketches on NBC networks—"sustaining" and "sponsored"—ran from the Spain of Don Quixote and the France of d'Artagnan and the United States of Lincoln and Lee and the United States of the Great War to the instant problems—light or serious—amusing or tragic—of this immediate American moment.

Amos 'n Andy were pioneering when they took an appealing phase of that moment to the microphone. Other phases have been attempted by others till now the whole round of American life begins to be the material for original study and representation by the radio dramatist.

The moral for both broadcasters and educators is tentatively formulated on the following page.

Drama and Education

1. On NBC networks to-day there are original dramas dealing—as has been indicated—with the educational lessons of the remotest history.

2. On NBC networks to-day there are original dramas dealing intimately and revealingly with the developments of absolutely contemporary American family life.

Should there be special “educational” networks for dramas of the first sort? And special “commercial” networks for dramas of the second?

The suggestion is obviously grotesque. No such division between so-called “educational” drama and so-called “non-educational” drama is feasible. Radio programming is a unity. That unity should be conducted—as Sir John Reith of the British Broadcasting Corporation has intimated—by radio programming professionals.

The unceasing problem—in Britain as in the United States—is to weld the special contributions of educators into a professional program structure which will increasingly dramatize education itself.

Novelists on the Air

IN the field of literature the National Broadcasting Company has endeavored to familiarize its listeners with the personalities of many outstanding novelists.

It recently on its networks has presented:

Sherwood Anderson

Pearl Buck

James Branch Cabell

Willa Cather

Zona Gale

Rudyard Kipling

Selma Lagerlof

Sinclair Lewis

Thomas Mann

Caroline Miller

The Hon. V. Sackville-West

T. S. Stribling

Hugh Walpole

H. G. Wells

Some of these authors were presented in broadcasts from the United States, others in broadcasts from Europe.

Poets on the Air

THE National Broadcasting Company has equally endeavored to familiarize its listeners with the personalities of many outstanding poets.

It recently on its networks has presented:

Leonie Adams

Joseph Auslander

Rosemary Benet

Stephen Vincent Benet

Padraic Colum

Paul Engle

Robert Frost

Edgar Guest

Roy Helton

Robert Hillyer

Archibald MacLeish

Edwin Markham

Edna St. Vincent Millay

Helen Mullins

Alfred Noyes

Michael Roberts

Carl Sandburg

James Stephens

Note on advantages of "general-audience" radio:

Two thousand letters were received in appreciation of one broadcast by Miss Millay.

Literary Observers on the Air

MILLIONS of people read our literary critics and commentators and historians. Millions are now able to catch their personalities through voice as well as through word. The National Broadcasting Company's microphones have recently presented:

James Truslow Adams

Ernest Boyd

John Chamberlain

William L. Chenery

Gilbert K. Chesterton

Lewis Gannett

Robert Garland

Harry Hansen

Henry Hazlitt

Emil Ludwig

Burns Mantle

André Maurois

Henry L. Mencken

George Jean Nathan

William Lyon Phelps

George Bernard Shaw

William Soskin

H. G. Wells

Fireside Books

MR. NORMAN HAPGOOD, sitting beside an imaginary fire at an NBC microphone, has chatted about books with a large number of American celebrities. Their observations on the meanings and messages of their favorite books have constituted a sort of living library to a great multitude of listeners. Among the well-known citizens of this country thus interviewed by Mr. Hapgood have been the following:

Charles G. Abbott

William E. Borah

Henry Reid Canby

Arthur Capper

Edward Costigan

Raymond Ditmars

Clara Clemens Gabrilowitsch

Ossip Gabrilowitsch

William Green

John Haynes Holmes

Walter Huston

Sir Willmott Lewis

John C. Merriam

Raymond Moley

Robert L. Ripley

Otis Skinner

Gene Tunney

Burton K. Wheeler

“Sponsored” Literary Commentators

AMONG the distinguished literary commentators who have appeared in “sponsored” broadcasts are John Erskine, William Lyon Phelps and Alexander Woollcott.

These gentlemen have been able to realize—from experience—the full requirements of completely professional radio in outrightly “commercial” programs.

All are thoroughly competent to look at the problem from an educational point of view.

Mr. Erskine, besides his associations with the Juilliard School of Music and the Metropolitan Grand Opera management, is Professor of English in Columbia University. Mr. Phelps is Professor of English in Yale University. Mr. Woollcott, before becoming an eminent dramatic critic, pursued post-graduate studies in Columbia University and is thoroughly acquainted with academic techniques.

Observations by Mr. Erskine and Mr. Phelps and Mr. Woollcott on special allocations of radio channels or times to educational groups are recorded on the pages immediately following.

Remarks by Mr. John Erskine

MR. ERSKINE testified before the Federal Communications Commission in October, 1934, as follows:

"I think it is fair to say that it is to the advantage of radio to-day, as it is now controlled, to get on the air any one that the American people enjoy listening to.

"The people who propose this twenty-five per cent allocation of time to education imagine a marvellous opportunity for their sincere purposes. They expect simply to move in. I expect the radio audience to move out.

"The reason why the educator will overlook this possibility is that, though education ought to be an art, it really is not.

"Our education is based not on any lure or charm of the teacher nor on the wish of the student to be educated. It is based on force—compulsion. We have compulsory education in the lower grades and, in another form, we have it in the college grades."

And Mr. Erskine commented on that compulsion in the words reproduced on the succeeding page.

More From Mr. Erskine

MR. ERSKINE continued:

“In the compulsion of the classroom there is no pressure on the teacher to make his doctrine broadly human. He has the student by the back of the neck.

“He imagines that the radio audience would be similarly at his mercy. He assumes always that they will remain listening in until he gets through. I think that any of us who know radio know that they will not.

“I look with horror at the prospect of twenty-five per cent of radio time reserved for education. The American people are not giving one out of every four hours of waking time to education. The reservation would mean that we would lose what we have already gained in true educational work on the radio. It would also mean, in my opinion, that during this twenty-five per cent of radio time the country would enjoy complete silence.”

From Mr. William Lyon Phelps

MR. PHELPS last year addressed the Federal Communications Commission at Washington the following remonstrance:

"Although I am both a university professor and a preacher, I am totally opposed to the plan of giving twenty-five per cent of the radio facilities of the United States to educational and religious institutions.

"It is true that a considerable amount of the material sent out on the air is silly, foolish, and even inane; but I know for a certainty that the situation is improving continually. All those who wish to hear the best music or educational addresses or inspiring talks have plenty of opportunity to do so. Any deliberate attempt to force instruction, either of a religious or educational nature, on the public will not succeed. Such work on the air can be best accomplished only under the direction of companies who, by their experience, training, and resources, are properly equipped for that purpose."

From Mr. Alexander Woollcott

MR. WOOLLCOTT last year made the following statement for presentation to the Federal Communications Commission:

“There is a lot of nonsense talked about the gross commercialism of our air waves. As long as the element of private profit remains a part of American life I think we are unlikely to get as good programs if we jettison the present method. It is the method already long made familiar by our magazines and newspapers.

“As one who has used the microphones both in America and the British Isles, I am deeply anxious to see a time when gradually the radio programs will assemble a more and more adult audience. But I am dismayed at any suggestion that a large part of America’s radio channels should be turned over to the unedited use of schools and colleges. The listener will fare far better with the propagandists and spokesmen of these institutions if they are compelled to jump into the scrimmage of competitive broadcasting.”

“Art”

THE arts which are most narrowly and pointedly called “art”—as, for instance, painting and sculpture—are obviously the most difficult to represent adequately at the microphone. They cannot be brought there themselves. Their transmission via the ether has to await television. Meanwhile radio through microphone-talks about them has endeavored to keep its listeners apprised of their developments.

For example, in recent months, the National Broadcasting Company has conveyed to its listeners numerous programs of news and commentaries regarding important art events such as:

The Roerich Museum World Cultural Unity Convention

The Pre-View of the New York No-Jury Exhibition

The Opening of the Carnegie International Exhibit of
Contemporary Art

The Annual Award of the National Institute of Arts

The National Broadcasting Company has also presented its listeners with observations on art theories and art achievements by distinguished artists and by distinguished art critics.

Artists on the Air

AMONG the painters and etchers and illustrators and sculptors recently presented at the microphone by the National Broadcasting Company are the following:

Herbert Adams	Yasuo Kuniyoski
John Taylor Arms	John La Gatta
Peggy Bacon	Robert Tait McKenzie
Cyrus Le Roy Baldrige	Neysa McMein
McClelland Barclay	Walter Pach
Don Blanding	William C. Palmer
Peter Blume	Russell Patterson
Gutzon Borglum	George Russell
John Stewart Curry	Hans Schuler
Mrs. Henry W. Farnum	John Sloan
James Montgomery Flagg	Penrhyn Stanlaws
Harriet Freshmuth	Albert Sterner
Vernon Grant	Maurice Stern
Michel Jacobs	Levon West
Leon Kroll	William Zorach

Art Critics on the Air

IN recent months the National Broadcasting Company has transmitted programs of talks from art critics such as:

Elizabeth Luther Cary, Art Critic of the New York Times.

James Lane, Art Critic of the New York Sun

Carlyle Burrows, Art Critic of the New York Herald Tribune

Emily Genauer, Art Critic of the New York World Telegram

It has also transmitted programs of talks from Art Gallery Directors such as Erwin S. Barrie and Elizabeth Halpert.

It has also presented to its listeners the eminent painter, Jonas Lie, in his capacity as President of the National Academy of Design.

It has also transmitted two extensive series of programs—detailed on the following pages—on the general and comprehensive subject of “Art in America.”

“Art in America”

THIRTY-FOUR broadcasts on “Art in America”—in two series—were recently presented to NBC listeners.

The first series dealt with Colonial and pre-Civil-War art developments in the United States. The second dealt with art developments in the United States from the end of the Civil War to 1934.

Each series was heard on thirty-seven stations. A wider distribution for art education was never effected.

Listeners were provided, upon request, with a weekly periodical entitled “Art in America News.”

The broadcasts ranged from “Early Settlers and Their Homes” and “The First American Sculptors” to “The Contemporary American World in Painting” and “The Development of the Skyscraper.”

The authenticity of the material presented was guaranteed by the character of the co-operating organizations mentioned on the following page.

Sponsors of "Art in America"

THE series on "Art in America" were sponsored—non-commercially—by the following authoritative organizations:

The Art Institute, of Chicago; the Metropolitan Museum of Art, of New York; the Museum of Modern Art, of New York; the American Federation of Arts, of Washington, D. C.; the General Federation of Women's Clubs; the Carnegie Corporation; the National Advisory Council on Radio in Education.

Educational efforts of this sort, embracing the co-operation of institutions of national prestige and extending themselves to an audience of national scope, require for their full effect a complete national "coverage": that is, a network system "covering" every section and sub-section of the country. The allocation of special radio channels to special local groups has an inevitable tendency toward dividing and diminishing national "coverage" and toward impeding the accomplishment of national education backed by national educational forces.

IN Volume I of this series an effort was made to picture the general nature of radio broadcasting and to summarize the general nature also of the radio performance of the National Broadcasting Company.

In this volume a special phase of the National Broadcasting Company's programs has been delineated: Music and the other arts. It is believed that the reader will have observed that in the field of the arts as presented at NBC microphones there has been no neglect of their educational mission. On the contrary, a recognition of that mission has been pervasively present.

Strictly informational education, however, in sciences (for instance) and in public affairs, remains to be considered. So does the immensely important field of religion. To them—and to the contributions made to them by radio—the remaining two booklets are devoted.

BROADCASTING

To All Homes

BROADCASTING



To All Homes

IN FOUR VOLUMES

VOL. I

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ● WASHINGTON ● CHICAGO ● SAN FRANCISCO

1935

COPYRIGHT 1935, BY NATIONAL BROADCASTING COMPANY, INC.

PRINTED IN THE UNITED STATES OF AMERICA

**THE NATIONAL BROADCASTING COMPANY
DEDICATES THESE PAGES
TO A BETTER UNDERSTANDING OF BROADCASTING
BY BOTH LISTENERS AND BROADCASTERS**

Two Theories of Broadcasting

BROADCASTING to-day is involved in a welter of argument. There is approval; there is condemnation; there is inquiry, private and public; there is suggested legislation. The principal result to date is an immense confusion of thought.

This confusion is caused primarily by a basic conflict between two directly contradictory theories of broadcasting.

One theory is that the Government, either through an agency of its own or through designated groups of citizens, should give to listeners the programs that the Government thinks it is best for them to hear.

The other theory is that private broadcasters, competing freely with one another, will give the listeners the service that the listeners themselves want.

This second theory is native to the United States. The first is imported.

Imitation of Europe

EUROPEAN broadcasting is almost universally operated by governmental corporations. These corporations are necessarily dominated by governmental political policy.

Sometimes the policy is to banish all controversial political discussion from the air. Sometimes the policy is to fill the air with direct positive governmental propaganda. Always the policy is—so far as possible—to give the listeners just exactly what some special group of citizens, in a privileged position of power, thinks that the listeners ought to have.

This policy in its essence is now advocated in certain circles in the United States. It finds expression in demands for arbitrary allocations of special radio channels or of special radio hours to special educational or political or economic or social groups and interests.

Thus the listeners, whether they like it or not, will—it is argued—get exposed to “education” and “culture.”

American Radio Culture

American private competitive radio has probably given the world its freest radio forum of open debate on the great controversial political and economic problems of this age.

American private competitive radio claims further that it is promoting mass education and mass culture more effectively than they could ever be promoted by propagandists of cultural specialties.

Culture is not in the nature of a medicine that can be forcibly injected into the veins of an unwilling patient. It is in the nature of a ladder that has to be climbed from rung to rung by people who are enjoying the climbing.

“No profit grows where is no pleasure ta'en,” said Shakespeare. We arrive at what we *should* like only through what we *do* like. If a cultural ladder contains only the upper rungs, most people will never reach them at all.

Coercively cultural efforts tend always to collapse for the reason illustrated on the following page.

“When They Ain’t There”

MR. LAMBDIN KAY, of the Atlanta (Ga.) Journal, last year narrated the following little incident to the Federal Communications Commission:

“Some years ago a wave of culture engulfed Atlanta and the city council bought a great pipe organ. A highbrow organist was hired, and the public was invited to free concerts.

“Interest ran high for a while but the programs never descended from the loftiest levels of Bach and other classic masters. Crowds dwindled and there was talk of firing the organist.

“Friends of culture rushed to the rescue. A public hearing was had. A plain citizen from our railroad-yard ward suggested that a more popular type of program might help. Culture indignantly retorted that its purpose was to educate the people.

“‘How are you going to educate ‘em when they ain’t there?’ was the plain citizen’s comeback.”

Democratic Culture

American radio—without apology—and with definite educational purpose—provides a cultural ladder with *all* rungs.

This is inherent in any genuinely free competitive democratic broadcasting system.

Rabbi David de Sola Pool of New York City has properly said:

“Nor can a free radio be made to distinguish between man and man. A free radio recognizes neither class nor caste nor creed. It is the authentic voice of democracy.”

But even a governmental broadcasting system is obliged to reckon with the listeners' desires in the matter of culture. The idea that European broadcasters give their listeners deliberate cultural education all day long is just a dying twinge of the old American inferiority complex toward Europe.

The British Broadcasting Corporation is governmental but it is also experienced and professional. The following pages indicate the views of two of its outstanding officials.

From Miss Hilda Matheson

MISS MATHESON was for many years Director of Talks for the British Broadcasting Corporation. She has said:

“I doubt if it is yet realized by the average educated person that the key to successful broadcasting is personality,—and personality as seen not from the point of view of the sophisticated listener but from the point of view of the average man and woman, *who is suspicious of any trace of superiority and of anything that sounds highbrow and of any attempt at uplift or education.*”

From Sir John Reith

SIR JOHN REITH is Director General of the British Broadcasting Corporation. He occupies in Britain a position of the highest distinction both as broadcaster and as public-spirited citizen. He has said:

“The attachment of the objective ‘educational’ to any matter is apt to weigh heavily against its acceptance. People object to any open proposal to educate them. A pontifical attitude—or, still more, the suspicion in ordinary people’s minds that it exists—is perhaps the greatest danger that radio education has to face. It is not normal indifference that has to be overcome, but *definite aversion* in those very educable elements that you wish to reach.”

Radio Begins with Entertainment

THE preceding pages will have indicated amply that radio cannot begin with what Miss Matheson calls "uplift" or with what Sir John Reith calls "the pontifical attitude."

In other words, radio has to begin, frankly, with entertainment.

This is discovered to be true even by specifically "educational" broadcasters.

In the early days of broadcasting in this country a "priority" was given to educational institutions in the issuance of broadcasting licenses by the Government at Washington.

One hundred and sixty-six educational institutions received licenses and started to broadcast. Only fifty-one of them are still broadcasting. *One hundred and fifteen* have ceased broadcasting. Why?

A Governmental Comment

I^N 1929 Dr. Ray Lyman Wilbur, Secretary of the Interior, called a "Radio Education Conference."

It was addressed by (among others) Judge Eugene O. Sykes, a member of the Federal Radio Commission.

Judge Sykes said:

"We have a number of college and university radio stations, fifty or sixty, I believe, that are giving educational programs. A number that tried in the first instance to put on only educational programs found that they could not hold the audience. They had to give them something beside education. They had to amuse them."

Comment from Educators Themselves

SUCCESSFUL entertainment costs money.

An inquiry was recently addressed to every one of the one hundred and fifteen American educational institutions which have broadcast and which have ceased broadcasting.

They were asked why they left the air.

The replies are open to inspection by all responsible accredited students of broadcasting. Overwhelmingly they give two reasons for departure from the air.

One. Lack of money.

Two. Superior service from the so-called "commercial" stations.

Typical replies will be found on the two following pages.

From an Eastern Educator

The Catholic University of America
Washington, D. C.

W^E went off the air when broadcasting grew out of its swaddling clothes. We felt that the local station of the telephone company was educating the public so that it would look more and more for technical excellence. We could not afford either the equipment or the personnel to give something comparable, and we did not want to make it appear that we were not alive to the progress that had been made. We believed that the reputation of the department would suffer, and that we had better leave room in the air for worth-while stations.

Very truly yours,
T. J. MacKavanagh
Professor of Electrical Engineering

From a Western Educator

University of Utah
Salt Lake City, Utah

THE UNIVERSITY OF UTAH discontinued its broadcasting for the simple reason that we were not financially prepared to put and keep up to date a modern broadcasting station. Furthermore, the two stations located here, representing the National Broadcasting Company and Columbia, were glad to take over such programs as we had to offer, without the expense of our keeping the station. In other words, we got splendid co-operation from KDYL and KSL.

Sincerely yours,
George Thomas
President.

Entertainment by Educators

EDUCATIONAL institutions which remain on the air are back-grounding education strongly now with entertainment.

In 1933 the Government of the United States—through its Office of Education—entered into a “joint survey” of the broadcasting done by “land-grant” colleges and state universities.

It found that the radio stations of these educational institutions were giving only 7.7% of their time to “formal instruction.”

It found that they were giving 47.3% of their time to “entertainment.”

And what was the bulk of that “entertainment”? It was music.

These educational institutional stations were giving 39.8% of their time to music.

An Agreement — In Part

W^E have now observed that private broadcasters, governmental broadcasters, and specifically "educational" broadcasters are all obliged to remember the *nature* of radio as well as its potential *mission*.

Its nature necessitates a large amount of entertainment—and particularly musical entertainment; and all efforts by legislation to eradicate that nature are failures in all countries.

Immense quantities of time have been lost trying to make radio what it *cannot* be. Equally immense quantities of time ought now to be spent trying to make radio—within its nature—what it *can* be.

The first point of concentration in that task is to hold its audience. The moment it does not do that, the dial is turned and the remainder of its effort is wasted.

From the Department of Justice

IN August of 1934 the Department of Justice filed a petition in the Court of the Southern District of New York in the matter of the American Society of Composers, Authors and Publishers.

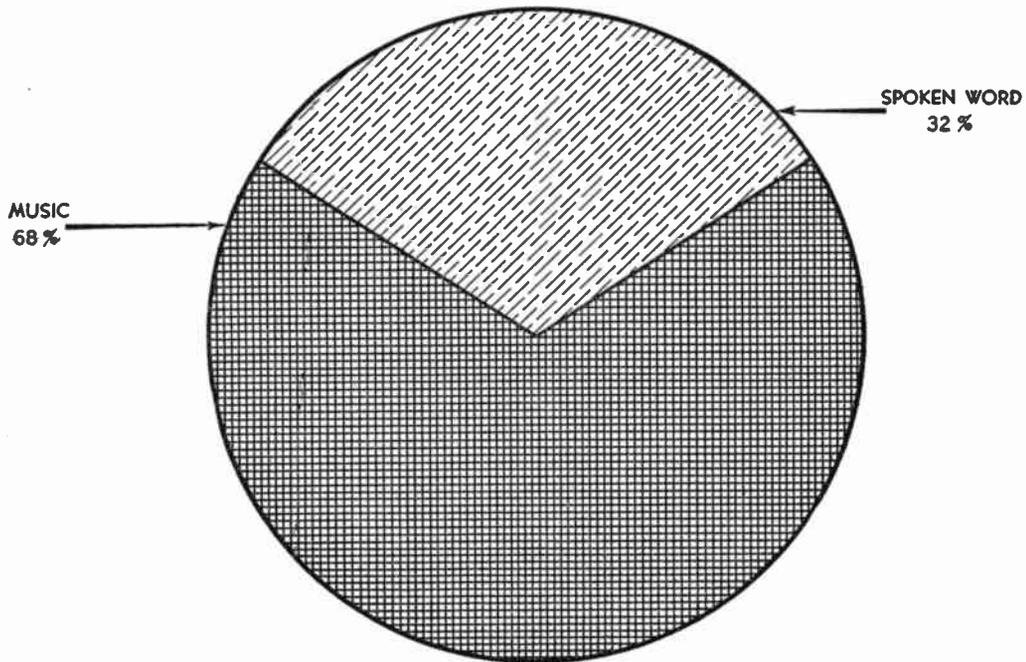
Before doing so, it made a long study of broadcasting. It expressed its principal conclusion as follows:

“The continued existence, success and prosperity of a radio broadcasting station depends entirely upon the entertainment offered by it to the radio listening public. Music is the principal form of entertainment demanded by the listening public and must be offered by a station in order to retain the continuing interest and patronage of the listening public.”

THE chart on the opposite page indicates candidly the proportion of time given to music by the National Broadcasting Company in the year 1934. It is *more than two-thirds*.

ANALYSIS OF NBC TOTAL PROGRAM HOURS

1934



THE chart on the opposite page indicates that European countries join the United States in a considerable demand for music on the air.

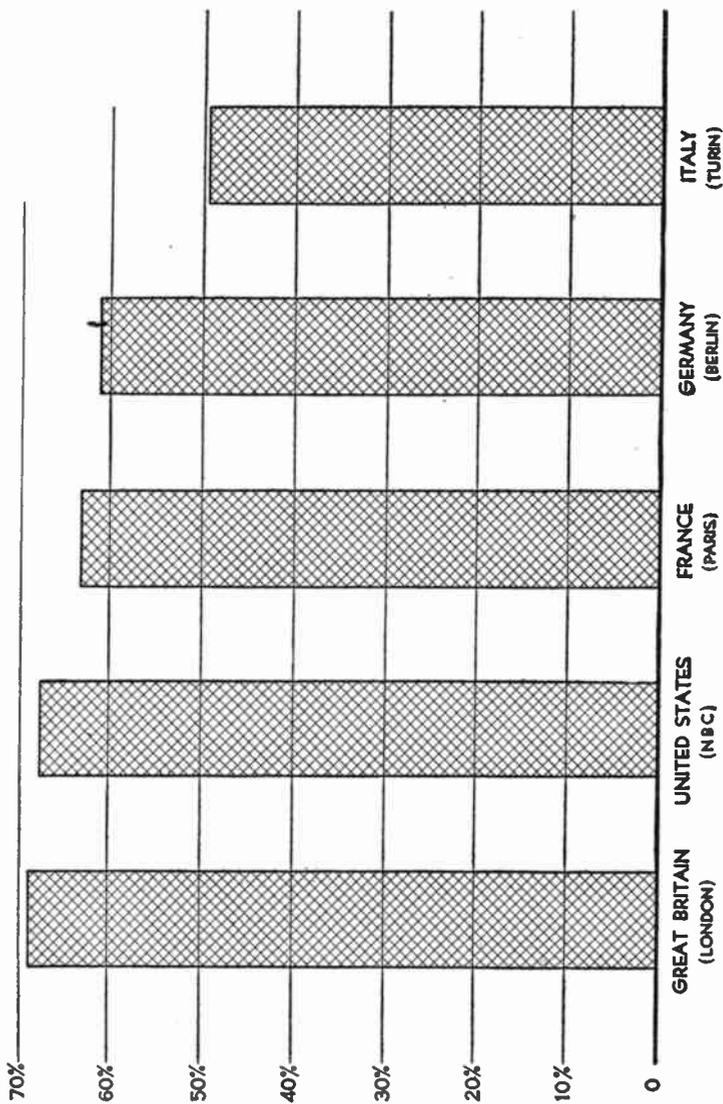
The British Broadcasting Corporation (through its key-station and its regional station serving London) goes even a bit beyond the New York key-stations of the National Broadcasting Company in proportion of time given to music.

Oddly enough, the "music-loving" European continental countries—France, Germany, Italy—get a lower percentage of broadcast music than is supplied to the English-speaking countries, Great Britain and the United States.

The figures are taken from the latest available reports of the International Broadcasting Association (the "Union Internationale de Radiodiffusion") at Geneva, Switzerland.

PERCENT OF TOTAL HOURS DEVOTED TO MUSIC

JANUARY 1 TO APRIL 30, 1934



SOURCE: UIR REPORTS

Quality as Well as Quantity

NOBODY observes the course of music development more closely than the editors of professional music publications.

Mr. A. Walter Kramer, editor of "Musical America," has said:

"I have noted with unusual satisfaction the steady improvement of the quality of programs offered to the listening public during the last few years, so that to-day there is a considerable amount of music of the finest kind available to music lovers everywhere. . . . The future of broadcasting will be a brilliant one, if sustaining and commercial hours continue to improve as they have in recent years."

From an Eminent Newspaper

THE CHRISTIAN SCIENCE MONITOR, notably independent in its comments on the sciences and arts, has observed:

“Where hundreds before the advent of radio were familiar with the great and minor names in the capacious album of good music, tens of thousands now are numbered in that category. . . . The names of Mozart, Haydn, Wagner, Verdi, Leoncavallo, Liszt, Tchaikowsky, Brahms, Bach, Ravel, Schubert, Schumann, Debussy, Beethoven, Chopin, and countless others, are meaningful to many persons to-day who, a few years ago, were disdainful of ‘highbrow’ music simply because they never had heard enough of it to kindle any love or appreciation. . . . It is significant, too, that where lighter music is particularly desirable, the broadcasters are turning again and again to the always beautiful melodies of such composers as Sullivan, Elgar, Luders, De Koven, Herbert, and to such sound modern contrivers of tinkling tunes as Kern, Romberg, and Gershwin.”

From an Eminent Teacher

DR. PETER W. DYKEMA, Professor of Music Education at Teachers College, Columbia University, has recently written a study entitled "Music as Presented by the Radio." In the course of it he says:

"Twenty-five years ago music in its higher forms was heard by only a small portion of our people. To-day there is no type of music which cannot be heard by any one who has access to this marvelous invention of radio.

"When we go to a concert we are bound by what some one else has decided. With the radio, all we have to do is turn the dial until we come to something satisfactory.

"As the tones pour in over the radio with no presence of a conductor to distract us, with no audience coughing or whispering, with none of the distractions of the concert hall, then we are in the presence of music in a pure form."

From a Teacher and Composer

HOWARD HANSON, composer of the grand opera *Merry Mount* for the Metropolitan Opera Company, and director of the Eastman School of Music at Rochester, New York, says:

"I wish to speak warmly of the encouragement which the National Broadcasting Company has given to the development of American music in America. . . . The \$10,000 prize award for orchestral compositions by American composers, given some time ago by the National Broadcasting Company, is an important illustration of this attitude. The interest which has been shown in the presentation of worthwhile music written by Americans has given a decided impetus to the whole development of an American school of composition. . . . In my opinion the progress which has been made in this field through the present agencies in radio over the past decade has been so enormous that I am well satisfied with the results obtained."

From a Master of the “Popular”

PAUL WHITEMAN last year stated his experience on the air to the Federal Communications Commission as follows:

“By entertaining those whose appreciation is limited to the more popular types of music, radio has assisted in making unsophisticated ears more receptive to the higher types of music. . . . Very few unsophisticated listeners will enjoy a Beethoven symphony at first hearing. . . . Had the networks, in the past, broadcast more of the serious types of music than the radio audience was prepared to digest and assimilate, I seriously doubt if we would be hearing as much cultural music as we are hearing to-day. . . . I am firmly convinced that, were it not for radio’s fostering of popular music, it would be quite impossible to-day for the networks to broadcast opera, symphonic music, and chamber music, in such increasing quantities.”

From a Master of the "Classical"

WALTER DAMROSCH, whose "jubilee" as a conductor of classical music has just been nationally celebrated, has put his prolonged observation of broadcasting into this statement:

"Whereas nine years ago the bulk of the music which one heard on the radio consisted of the cheapest forms of jazz and of very tentative efforts of an educational character, we have to-day a formidable demonstration of the higher forms of music including opera broadcasts from the Metropolitan Opera House and the Chicago Opera, choral performances and chamber music, and symphony concerts by all the great orchestras of the country."

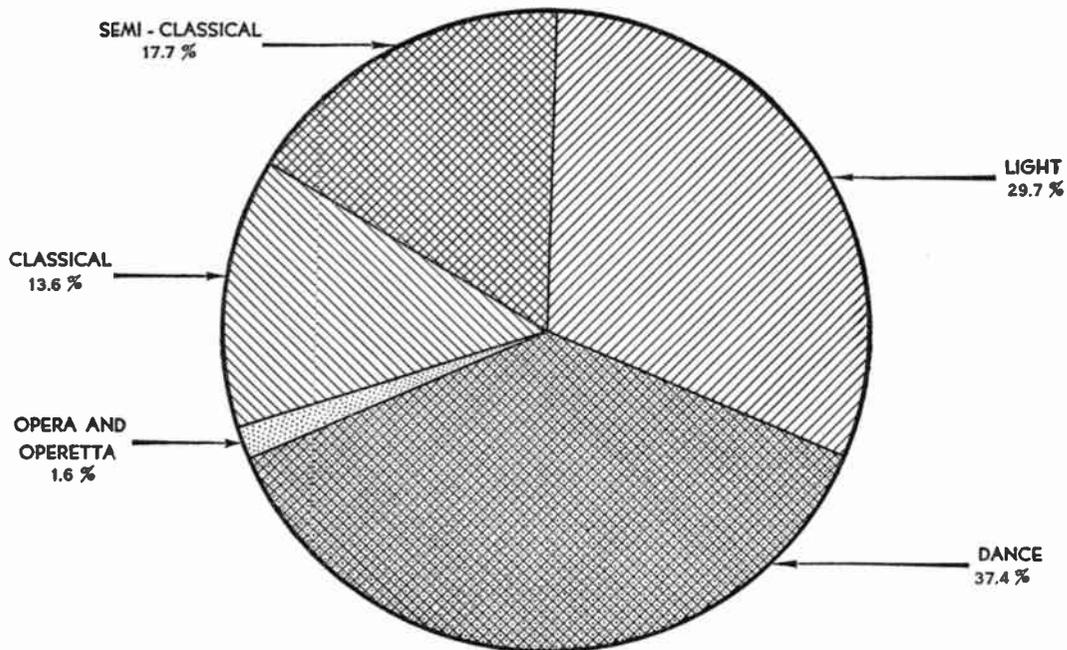
THE chart on the opposite page represents a faithful count—minute by minute—of time given by the National Broadcasting Company in 1934 to the standard categories of music.

It will be noted that dance music and “light” music, together, constituted 67.1% of total musical time.

It will be noted that opera and operetta, “classical” music, and “semi-classical” music, together, constituted 32.9% of total musical time.

Some critics think that this latter percentage is too low for the good of the listeners. Many listeners think that it is far too high; and they insist upon being the judges of their own good.

ANALYSIS OF NBC MUSICAL PROGRAM HOURS
BY TYPES OF MUSIC
1934



“Educational”

THE NATIONAL BROADCASTING COMPANY analyzes every minute of its broadcasting time from the point of view of its “educational” value.

Herbert Spencer said: “To prepare us for complete living is the function which education has to discharge.” On that principle thus enunciated by one of the greatest of modern thinkers a perfect dance-music program is “educational.”

The National Broadcasting Company, however, in deference to scholastic views, discards that principle completely in its program analyses.

“Educational,” for the National Broadcasting Company, in the chart presented on page 35 of this booklet, means “of assistance to formal school-room instruction.”

“Cultural”

“CULTURE” can mean merely the sum of the manners and customs of a people. In that sense radio is “cultural” everywhere. It everywhere reflects the civilization to which it broadcasts.

That is why English college professors at the microphone are more casually conversational than ours. They are English. And that is why most musicians here have a snappier precision than in England. They are influenced by the American scene and atmosphere. No legislation can change such differences.

“Culture” also means, however, an arrival at refinement in the midst of any national or racial circumstances whatsoever.

The National Broadcasting Company, in its program analyses, affixes the terms “cultural” and “educational developmental” to programs which move distinctly toward a raising of the level of taste and thought.

THE chart on the opposite page indicates that more than one-third of the National Broadcasting Company's total music time is given to programs of "educational" or of "cultural and educational developmental" value.

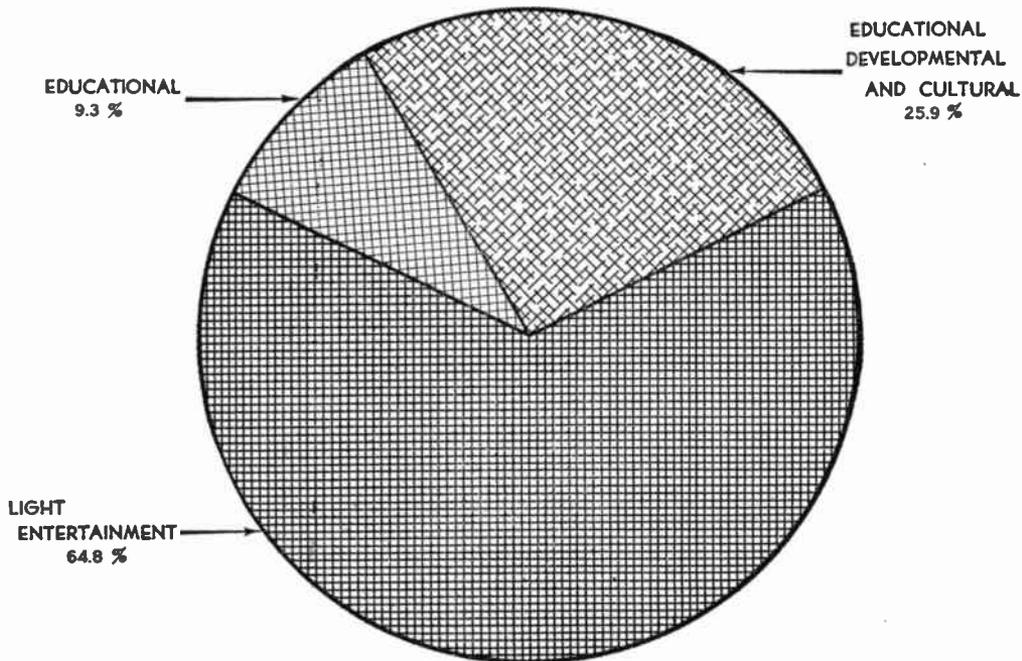
The methods used by the Statistical Department of the National Broadcasting Company in its program analyses are open at all times to responsible students of broadcasting practice and progress.

Detailed data regarding the National Broadcasting Company's music programs will be found in Volume II of this series.

QUALITATIVE ANALYSIS OF NBC NETWORK PROGRAM HOURS

JANUARY AND JULY 1934

MUSIC



From Music to the Spoken Word

WHEN radio passes from music to the spoken word, it at once confronts questions social and economic and political. It thereupon needs assistance from citizens representative of the country's various interests and aspirations.

For this reason the National Broadcasting Company, shortly after its formation, organized a National Advisory Council. It is greatly indebted to the eminent men and women who have served upon it. Their names appear on the pages following.

Members of NBC Advisory Council

- Merlin H. Aylesworth,
President, National Broadcasting Company.
- Newton D. Baker,
Lawyer. Former Secretary of War of the United States.
- Henry Sloane Coffin,
Clergyman. President, Union Theological Seminary.
- Ada Comstock,
Educator. President, Radcliffe College.
- Paul D. Cravath,
Lawyer. Chairman of the Board, Metropolitan Opera Company.
- Walter Damrosch,
Musician. Conductor of Symphonic and Operatic Music.
- John W. Davis,
Lawyer. Democratic Candidate for the Presidency in 1924.
- Francis D. Farrell,
Educator. President, Kansas State College.
- William Green,
Labor Leader. President, American Federation of Labor.

(Continued on the succeeding page.)

Members of NBC Advisory Council

- James G. Harbord,
Army Officer and Industrialist. Chairman of the Board, Radio Corporation of America.
- Robert M. Hutchins,
Educator. President, University of Chicago.
- Morgan J. O'Brien,
Lawyer. Former Judge, Supreme Court of New York.
- Henry S. Pritchett,
Educator. President Emeritus, Carnegie Foundation for the Advancement of Teaching.
- Henry M. Robinson,
President, First National Bank, Los Angeles.
- Elihu Root,
Lawyer. Former Secretary of State of the United States.
- David Sarnoff,
President, Radio Corporation of America.
- Felix M. Warburg,
Banker and Philanthropist. Partner in Kuhn, Loeb and Company.
- Owen D. Young,
Lawyer and Industrialist. Chairman of the Board, General Electric Company.

Former Members of Advisory Council

Edwin A. Alderman,[†]

Educator. President, University of Virginia.

Charles Evans Hughes,*

Lawyer. Chief Justice of the United States Supreme Court.

Charles S. Macfarland,*

Clergyman. General Secretary Emeritus, Federal Council of the Churches of Christ in America.

Dwight W. Morrow,[†]

Lawyer. United States Ambassador and Senator.

Andrew W. Robertson,*

Industrialist. Chairman of the Board, Westinghouse Electric and Manufacturing Company.

Julius Rosenwald,[†]

Merchant and Philanthropist. Chairman of the Board, Sears, Roebuck and Company.

Mrs. John D. Sherman,[†]

Civic Leader. President, General Federation of Women's Clubs.

Melvin A. Traylor,[†]

Banker. President, First National Bank of Chicago.

*Resigned.

[†]Deceased.

NBC Public Policy

AT the first meeting of the National Broadcasting Company's Advisory Council, Mr. Owen D. Young addressed its members as follows:

"I speak of the extent of NBC facilities in order that you may realize the importance of their being properly handled in the public interest. . . . The wise guidance of able men and women of diversified experience, located in different parts of the country, is sought in order that the facilities of the National Broadcasting Company may be put to their best possible use in the public interest, which is the only way to serve the business interests of the founders of the plan. *Nothing could impair the object sought by the National Broadcasting Company so quickly or effectively as misuse of its broadcasting facilities.*"

NBC Educational Policy

THE records of the first meeting of the National Broadcasting Company's Advisory Council show the following entry:

"Mr. Elihu Root mentioned also a great movement which he considered a by-product of the rush for education shown by the crowding of our universities; that is, adult education, the continuance of education beyond the school and college walls. Mr. Root stated that he believed that this desire for the continuance of education should be fostered because in his judgment it was the best way to supply the kind of intellectual and moral discipline that man or woman ought to receive. . . . In all these fields of endeavor Mr. Root believed that the radio could give inestimable aid and that an effort should be made to consult with such organizations who have studied these educational problems and know the obstacles in the way."

NBC Free Speech Policy

FROM its beginning the National Broadcasting Company has striven to give free expression to the thought of the country and to the various civic organizations which develop and formulate that thought.

This policy was laid down by the National Broadcasting Company's Advisory Council at its first meeting in the course of an address by Mr. Owen D. Young, who said:

“The National Broadcasting Company would like to show that it can administer its facilities with the maximum of service and without unfair discrimination between those fairly entitled to use those facilities.”

To-day the National Broadcasting Company is able to prove by abundant testimony that its administration of its facilities is steadily conducted “with the maximum of service and without unfair discrimination.” Detailed data on this point will be found in Volumes III and IV in this series.

Spoken-Word Audiences

THE audiences for spoken-word broadcasts are even more varied than the audiences for music.

Music is a very great “greatest common denominator” for the whole human race.

On the other hand, speech is something which divides people up much more into having conflicting interests and conflicting tastes.

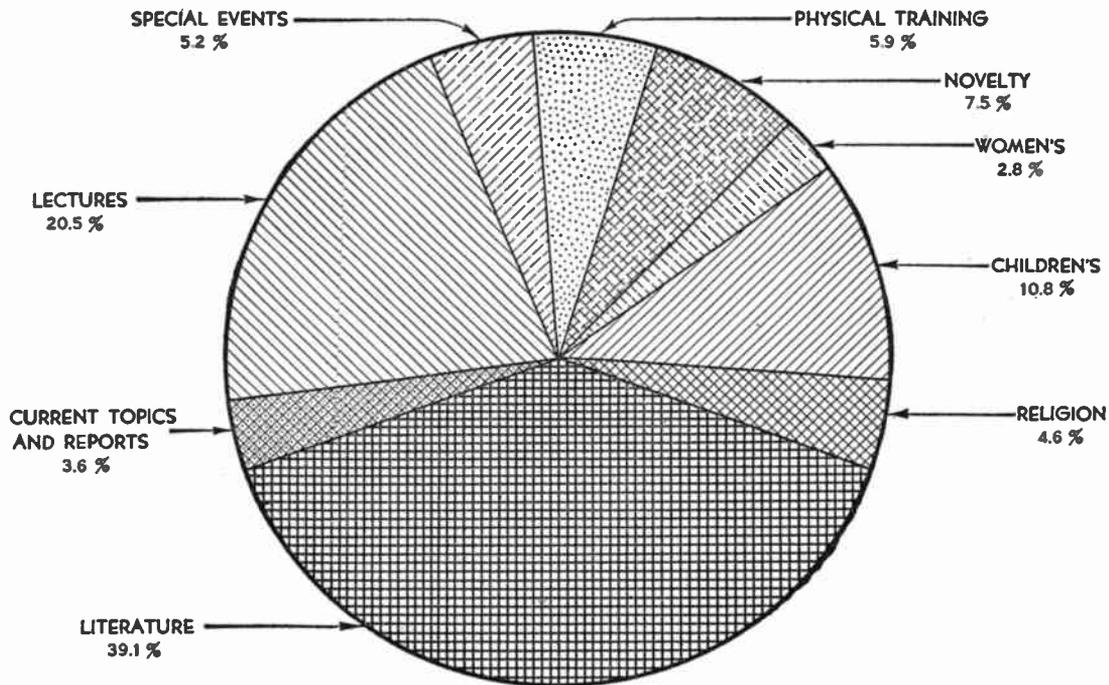
Succeeding pages in this volume—as well as numerous pages in the other volumes in this series—will indicate the large variety of material with which the National Broadcasting Company strives to satisfy all legitimate interests and tastes with impartiality and comprehensiveness.

THE chart on the opposite page displays the categories into which the NBC spoken-word broadcasts of 1934 can properly be classified.

N. B. "Literature" includes drama. "Lectures" includes discussions of public affairs by public men and by prominent private citizens. "Special events" means reports of events by eye-witnesses at the moment of their occurrence. "Novelty" includes popular comedy.

ANALYSIS OF NBC NON - MUSICAL PROGRAM HOURS BY TYPES OF SPOKEN WORD

1934



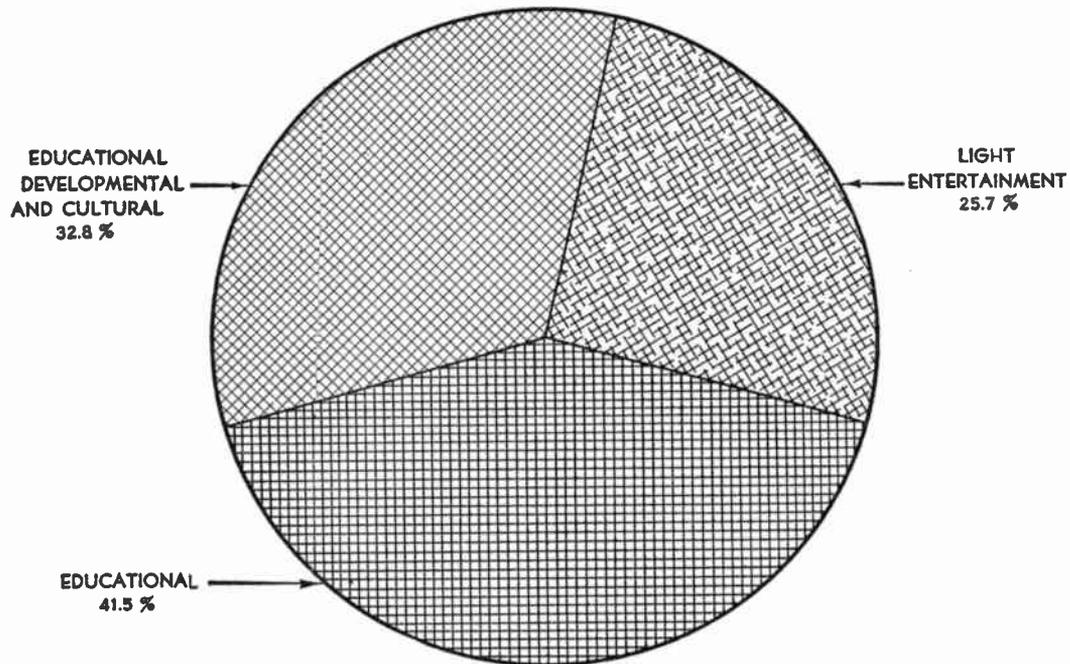
ON page 35 of this volume there was presented a chart which exhibits the character of NBC *music* programs from the educational and cultural point of view.

The chart on the opposite page exhibits the character—from that same point of view—of NBC *spoken-word* programs.

QUALITATIVE ANALYSIS OF NBC NETWORK PROGRAM HOURS

JANUARY AND JULY 1934

SPOKEN WORD



Does NBC Send Out Too Much Talk?

MR. LAMBDIN KAY, of the Atlanta Journal and of radio station WSB, last year said to the Federal Communications Commission:

“We are often hard put to it by the many constructive features offered us through both the Red and Blue NBC networks.

“Our Saturday schedule is an aggravated example. In rapid succession the NBC offers us thirty minutes of ‘Economics in the New Deal,’ fifteen minutes of talk about aviation, thirty minutes of ‘Our American Schools,’ fifteen minutes of the brilliant Dr. Stanley High on ‘Religion in the News,’ thirty minutes of that magnificent dramatic serial portraying modern American Life, ‘One Man’s Family,’ and twenty minutes of ‘Art in America.’

“That much talk, no matter how pertinent, would suffocate any radio audience.”

What Do Listeners Think About It?

IN the fall of 1934 the Psychological Corporation of New York City conducted a survey of listeners in selected areas in Ohio, Iowa, Wisconsin, Oklahoma, Louisiana, and Oregon. These areas were chosen on the basis of their closeness to outstanding educational radio stations, operated by colleges and universities of distinction.

Several thousand listeners were painstakingly and protractedly cross-examined.

More than two thousand of them stated that they would like more music—particularly dance music and barn-dance music.

More than one thousand of them stated that they would like more drama, more comedy, more sports.

Only about five hundred of them expressed any desire for more lectures or speeches.

Such is the outcome—generally speaking—of almost every listener-survey. It poses a challenging problem to both educators and broadcasters.

WEB come now to the financial resources behind all programs, whether music or spoken-word.

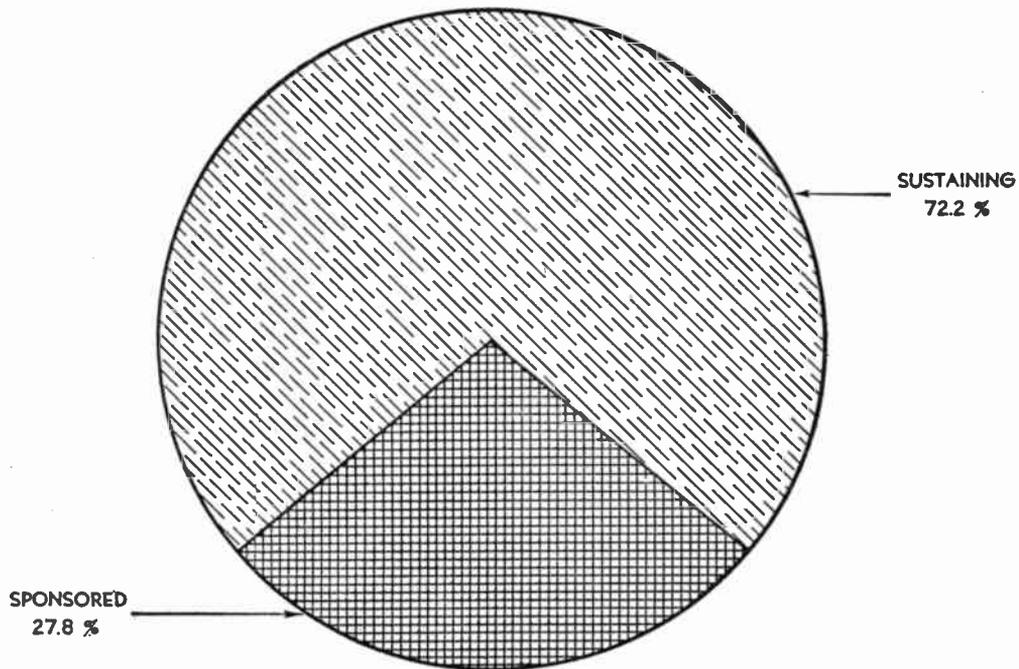
In Europe those resources are provided generally by governments out of taxes on receiving sets.

In the United States they are provided generally by advertisers.

Time bought on the air by advertisers is called "sponsored." Time not bought by advertisers but filled by the broadcasters themselves—with no advertising whatsoever admitted—is called "sustaining."

The chart on the opposite page indicates the proportion of "sponsored" time and the proportion of "sustaining" time in the total program time of the National Broadcasting Company in 1934.

NBC SPONSORED AND SUSTAINING PROGRAM HOURS
SHOWN AS A PERCENT OF TOTAL
1934



It is sometimes assumed that a "sponsored" program is necessarily non-educational or even anti-educational.

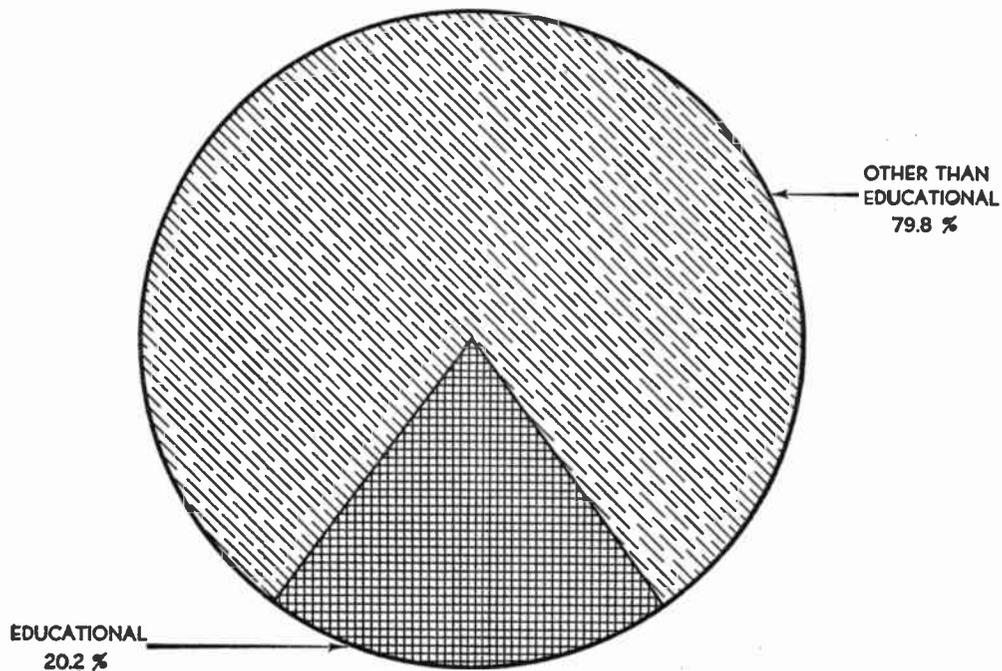
This is a hasty assumption, considerably contrary to fact.

The chart on the opposite page indicates the proportion of "educational" time in the total of "sponsored" time on National Broadcasting Company networks in 1934.

No allowance is made in this chart for "cultural" features in "sponsored" programs. The chart is confined to exhibiting the proportion of "sponsored" time that is absolutely *strictly* "educational"—that is, "of assistance to formal instruction."

ANALYSIS OF N B C SPONSORED PROGRAM HOURS

1 9 3 4



“Sponsorship” and Radio Progress

IT has been noted that the “sponsorship” of programs is not inconsistent with a very considerable percentage of strictly “educational” material in the “sponsored” programs themselves.

It is now to be noted that “sponsorship” enables broadcasters to put large financial resources behind the improvement of non-sponsored “sustaining” programs.

One of the closest existing students of broadcasting is Dr. Herman S. Hettinger of the University of Pennsylvania. In a recent article in the Annals of the American Academy of Political and Social Science Dr. Hettinger has remarked:

“The financing of broadcasting by advertisers has resulted in the development of a wide variety and a high standard of program service, possible only through the expenditure of large sums.”

Costly Programs from Abroad

I^N the year 1934 the National Broadcasting Company presented *three hundred and seven* "international" programs to its listeners in the United States.

These programs came from every main division in the world—from Asia, from Australasia, from Central America, from South America, from Africa, from Europe.

The National Broadcasting Company maintains permanent representatives in Europe—one in Britain and one on the Continent—to pick up the important European programs and also to devise and transmit programs not broadcast in Europe at all.

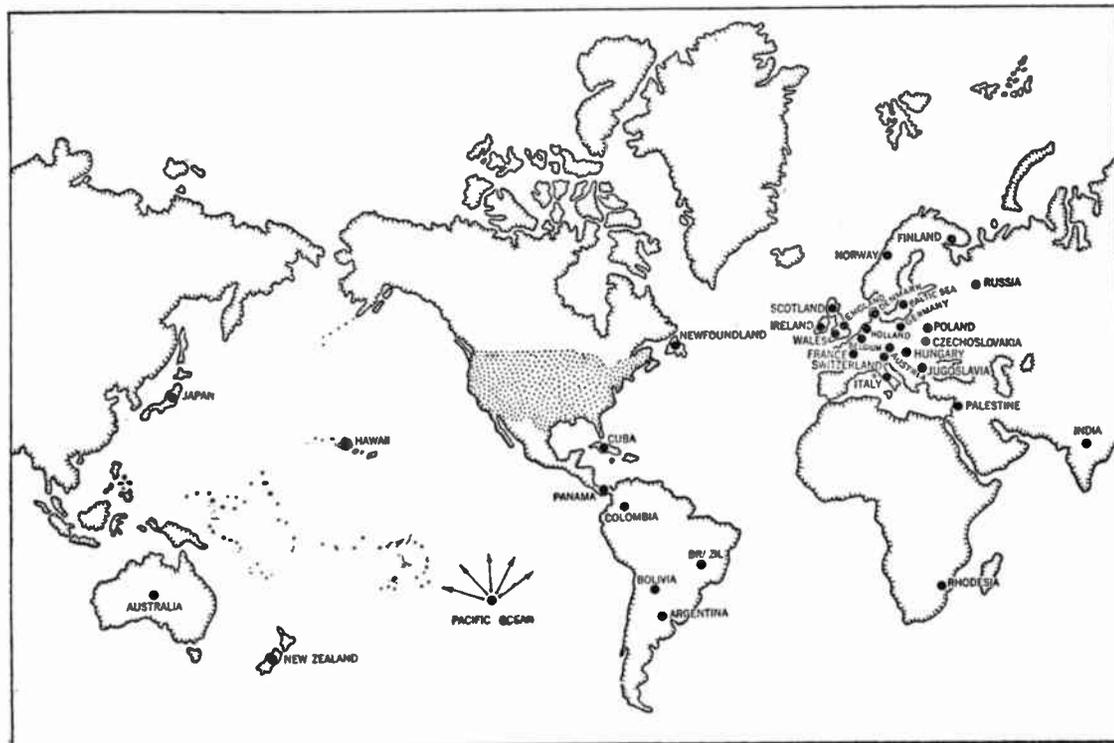
(Broadcasts to and from Canada are now so frequent and so intermixed with "national" broadcasts that they are not considered or counted as "international.")

The map on the opposite page illustrates the world-wide scope of N B C's international program service during 1934.

ORIGIN OF INTERNATIONAL PROGRAMS

BROADCAST OVER NBC NETWORKS

1934



American Leadership in "Internationals"

RADIO reporting of international conferences was originated at the London Naval Arms Conference of 1930. It was originated specifically by the American broadcasting companies.

At that conference—and at the Disarmament Conference at Geneva in 1932—and at the Monetary and Economic Conference at London in 1933—there were more "international" broadcasts to the United States than to all other countries in the world put together.

Every year now the United States is by an immense margin the world's largest "importer" of broadcasts from narrators of foreign events and from spokesmen of foreign peoples.

This dissemination of international knowledge is possible only through the revenue derived from "sponsored" programs. It is possible, further, only through the revenue derived from putting those programs on "networks."

Costly "Specials"

"SPECIALS," like "internationals," are expensive interludes in regular program schedules.

"Specials" are broadcasts of—for instance—national political conventions, sports contests, shipwrecks, fires, congressional debates, fleet manoeuvres, from the very scenes of those events and at the very times while they are happening.

In the course of the year from September, 1933, to September, 1934, as reported to the Federal Communications Commission, the National Broadcasting Company transmitted one hundred and ten hours of eye-witness "special" broadcasts of sports contests, including tennis matches, baseball games, football games, polo matches, golf tournaments, horse races, automobile races, yacht races and track meets.

"Specials" of a more serious nature will be found detailed in Volume IV of this series.

The expense of "specials," like the expense of "internationals," can be sustained only through the revenue from "sponsorship" on nation-wide "networks."

“Free Speech” and “Sponsorship”

THE United States is the world's leading exponent of the principle that broadcasting should be supported not by governmental revenue but by revenue from private “sponsorship.”

It is also thereupon the world's leading radio forum of controversial “free speech” on all civic governmental issues.

In the United States—alone among the world's great countries—the controversial discussion of public questions is not impeded or curtailed by governmental administrative policy.

Detailed data on the untrammelled free speech prevailing on NBC networks will be found in Volume IV of this series.

The preservation of free speech is in the end the basic contribution of privately financed radio to American institutions.

CHARTS on previous pages have exhibited the character of various parts of the National Broadcasting Company's program schedules.

The charts on the two following pages exhibit the character of the totality of NBC broadcasts—music and the spoken-word—"sustaining" and "sponsored"—all put together—from the educational and cultural point of view.

In examining these charts the reader is requested to note:

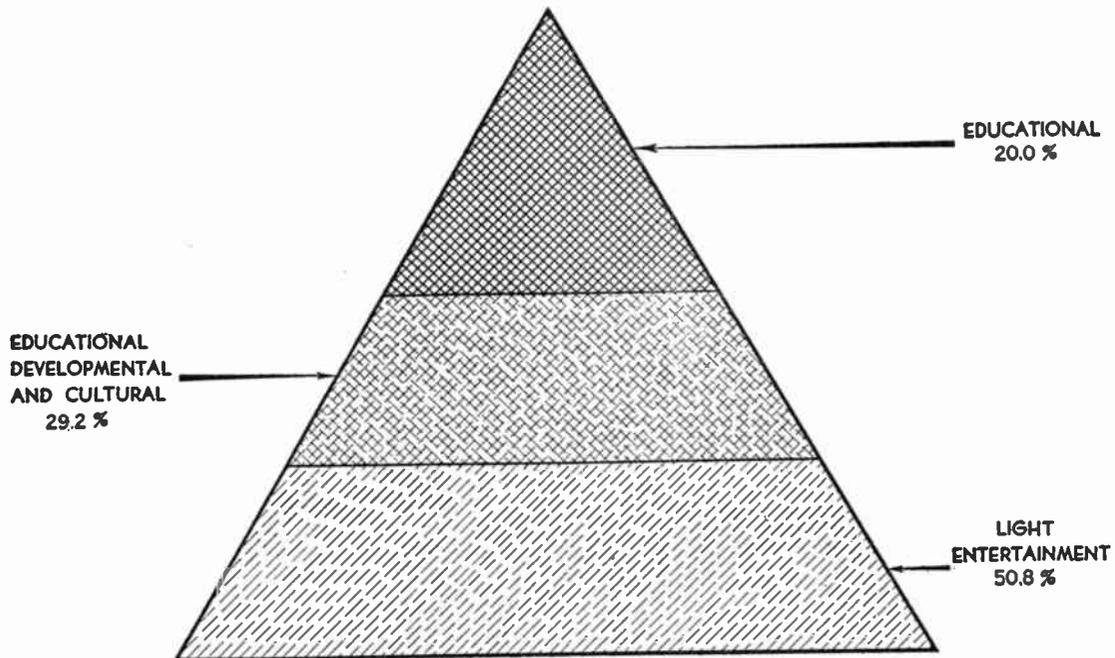
"Light entertainment" programs are designed to attract the maximum audience.

"Cultural and educational developmental" programs are designed to carry that audience to a more advanced appreciative level.

"Educational" programs are designed to provide material of distinctly informational value.

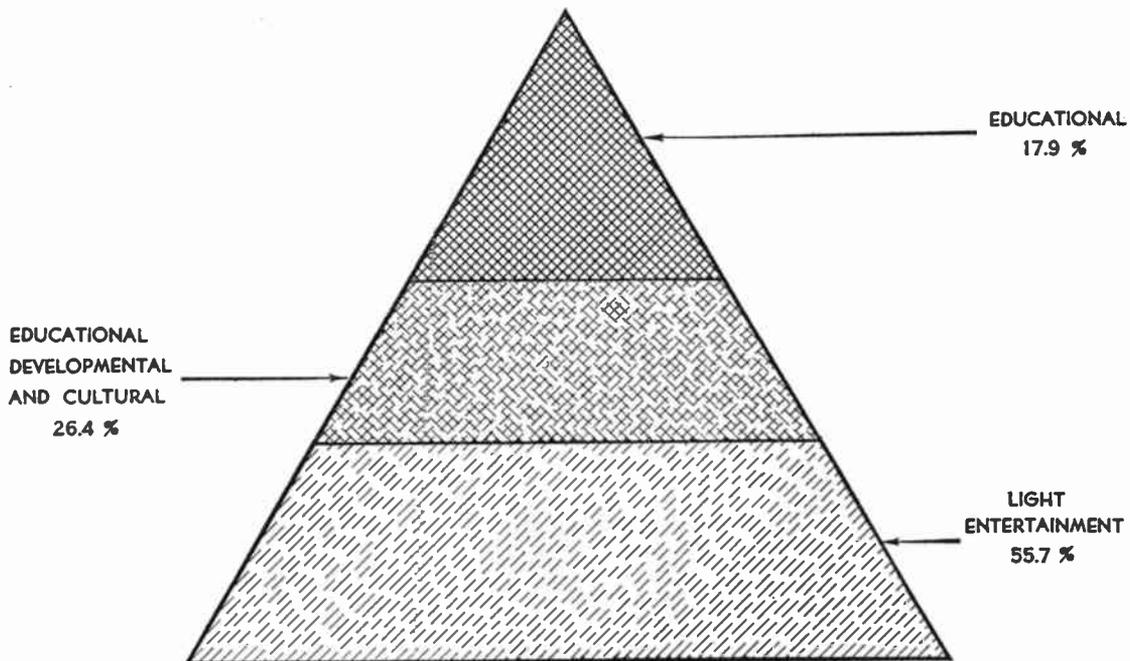
QUALITATIVE ANALYSIS OF NBC TOTAL PROGRAM HOURS

JANUARY 1934



QUALITATIVE ANALYSIS OF NBC TOTAL PROGRAM HOURS

JULY 1934



Improvement

THE charts on the two preceding pages indicate that the "cultural" and "educational" time on NBC networks is now approaching the proportion of one-half of total time.

The National Broadcasting Company thereupon holds fast to two propositions.

One is that the entertainment basis of broadcasting cannot be surrendered.

The other is that on that basis a progressive improvement of programs can be and has been accomplished.

On these points the testimony on the two following pages has large importance.

From "Ben" Darrow

NOBODY has worked longer or harder in educational broadcasting than "Ben" Darrow, of Ohio, and of "The Ohio School of the Air." Mr. Darrow observed last year to the Federal Communications Commission:

"Perhaps we can all agree that radio can provide some entertainment that does not attempt to have a lasting value. Frivolous humor and wisecracking can justify their use on the score of helping people to escape from the humdrum routine and from the problems that lean too heavily on their courage. Recreational broadcasts are the evening corrective. They bring refreshment of body, mind, and spirit. They carry good cheer. They recreate courage. They are education of the spirit and may be far more valuable than any addition to mere knowledge. As a representative of the Ohio State Department of Education, I do not hesitate to say that I am not entirely satisfied but I am in favor of the present broadcast diet."

From Nicholas Murray Butler

DR. NICHOLAS MURRAY BUTLER, President of Columbia University, last year forwarded to the Federal Communications Commission the following statement:

“It will hardly be denied that the radio programs now offered to the public have greatly improved and are steadily improving and that there is a disposition to get away from the more ordinary, indeed vulgar, type of advertising entertainment. Programs have been prepared and offered to the public which have covered a wide range of information and inspiration, and upon which it would not be easy to improve.”

Final Basic Principle

ENTERTAINMENT requires technique.

All broadcasting is predicated upon entertainment.

Therefore all broadcasting requires technique.

That is, broadcasting is a *professional* occupation.

Any attempted reform which takes broadcasting facilities away from *professional* control and hands them over to *non-professional* control is a menace to good broadcasting and to the development and enlargement and educational and cultural advancement of the listening audience.

The following pages present competent comments on this point from eminent authoritative observers.

From Northwestern University

MR. EDWARD H. STROMBERG, Publicity Director of Northwestern University, has said:

“The full personality of the speaker, which usually adds interest to the classroom lecture, is missing over the radio. This means that personality must be expressed over the air in terms of voice quality and voice modulation. It means also that the material to be presented must be made as dramatic and arresting as possible. *This can only be accomplished through the supervision of a professional personnel similar to that employed in regular commercial programs.*”

From the National Education Association

MISS FLORENCE HALE, Director of Radio for the National Education Association, has said:

“I have found that most of our educators who propose carrying on educational broadcasting independently have little realization of the practical problems involved. Nor do many of them seem to realize that the public cannot be coerced into listening to educational programs. Such programs must be perfectly timed, adequate and varied in form, and closely allied to current interest. . . . Therefore those responsible must have the proper facilities, the services of trained people, *and the constant supervision of those who are in a position to understand the whole broad field of radio in addition to the more specialized interest.*”

From John Erskine

JOHN ERSKINE, Professor of English at Columbia University, President of the Juilliard School of Music, author of many literary works, has commented upon radio in these terms:

“If radio is an art, as I believe it is, you have to remember, first of all, that an art must give pleasure.

“There are many books on esthetics. But there are only two problems in esthetics.

“One is to get the audience to *come* in. The other is to get it to *stay* in.

“Radio is the easiest of all arts to walk out on.

“What most people overlook, if they have not tried it, is the extreme difficulty of using radio so that it will be interesting to the listener.

“Every art has its limitations. You cannot practice any art until you recognize its limitations and *master its technique.*”

From Sigmund Spaeth

MR. SIGMUND SPAETH, well-known music critic and author of many books on music subjects, has expressed himself thus:

“Obviously the organizations best equipped for perfecting the technique of radio and for developing its best creative talents are the stations and broadcasting systems that specialize in this one art-form.

“There is no reason why a college or a church or a political organization should command a technique of radio any more than there is why it should command a technique of the theatre or of motion pictures. Such an institution might possess a wealth of important information; yet, if the materials were not presented with a high degree of radio showmanship, they would speedily lose whatever potential audience they possessed, as has been proved again and again by actual experience. . . . If the cultural type of program is permitted to become dull, it will defeat its own purpose and send millions of listeners back to the most obvious and trivial entertainment.”

From Sir John Reith

SIR JOHN REITH, Director General of the British Broadcasting Corporation, has said:

“The unconditional handing over of a specified quantity of channels or of time to people who are not broadcasters may be a sin against the principle of good coverage. Non-broadcasters do not possess, though by close contact they may acquire, that peculiar flair for what constitutes good broadcasting that its possessors so well understand but cannot always explain. Arbitrary allocations to other bodies, of whatever sort they may be, have been tried in other countries, but they are commonly judged unsuccessful.”

There are no arbitrary allocations of channels or of times to educational or religious bodies in Britain.

Are American Listeners Satisfied?

PROBABLY not one listener in the United States is without the feeling that he could improve the radio programs of the United States. This is as it should be in any democracy. Broadcasting organizations regret only that they do not receive *more* constructively critical suggestions.

It is apparent, however, that Americans desire at any rate to *listen* to American radio programs. This is indisputably proved by the records of the sales of receiving-sets.

Surely people do not buy sets simply in order to be annoyed or bored. Receiving-set sales have now turned more than half the population of the United States into "radio listeners."

The statistics of the matter are presented on the immediately following pages.

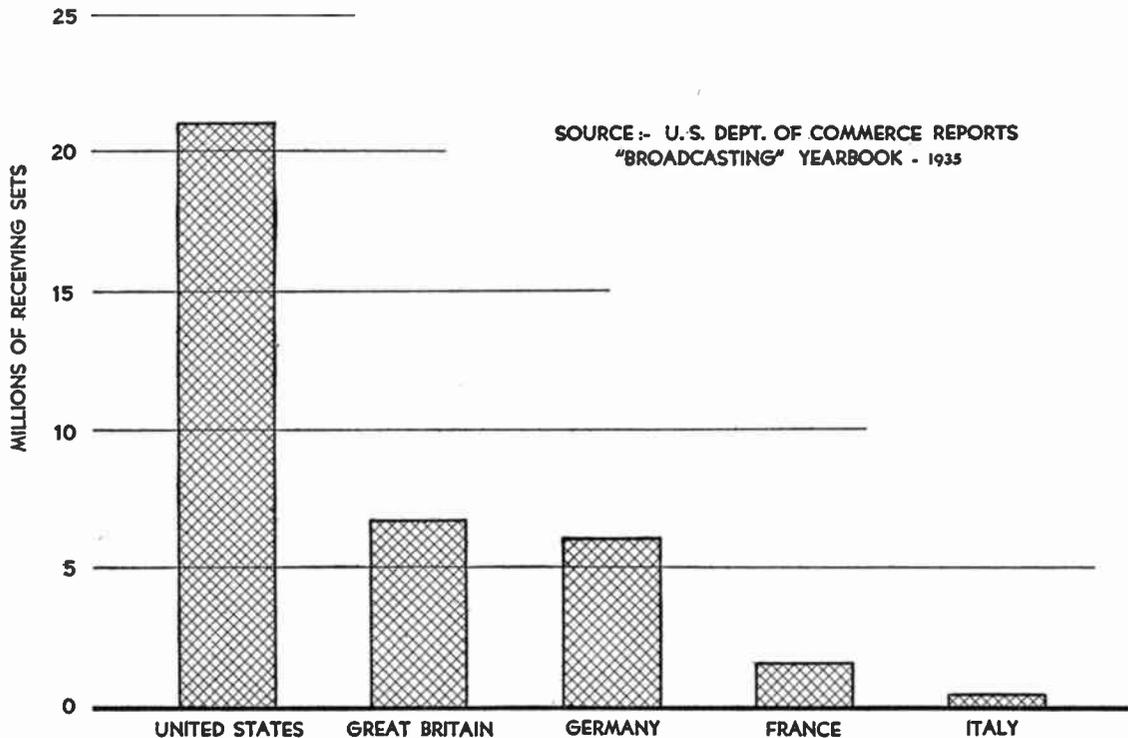
THE chart on the opposite page indicates that American private broadcasting need hardly fear comparison with European governmental broadcasting in the attracting of a "listening audience."

The number of "listeners" is related necessarily to the number of receiving-sets bought and installed.

The number now installed in the United States is patent proof of large "listener interest."

NUMBER OF RECEIVING SETS BY COUNTRIES

DECEMBER 15, 1934



THE population of Europe is more than four times that of the United States.

Europe, generally speaking, has *taxed* receiving-sets. The United States has *tax-free* receiving sets. It is impossible to imagine *tax-free* receiving-sets except under a system of private broadcasting supported by "sponsored" programs.

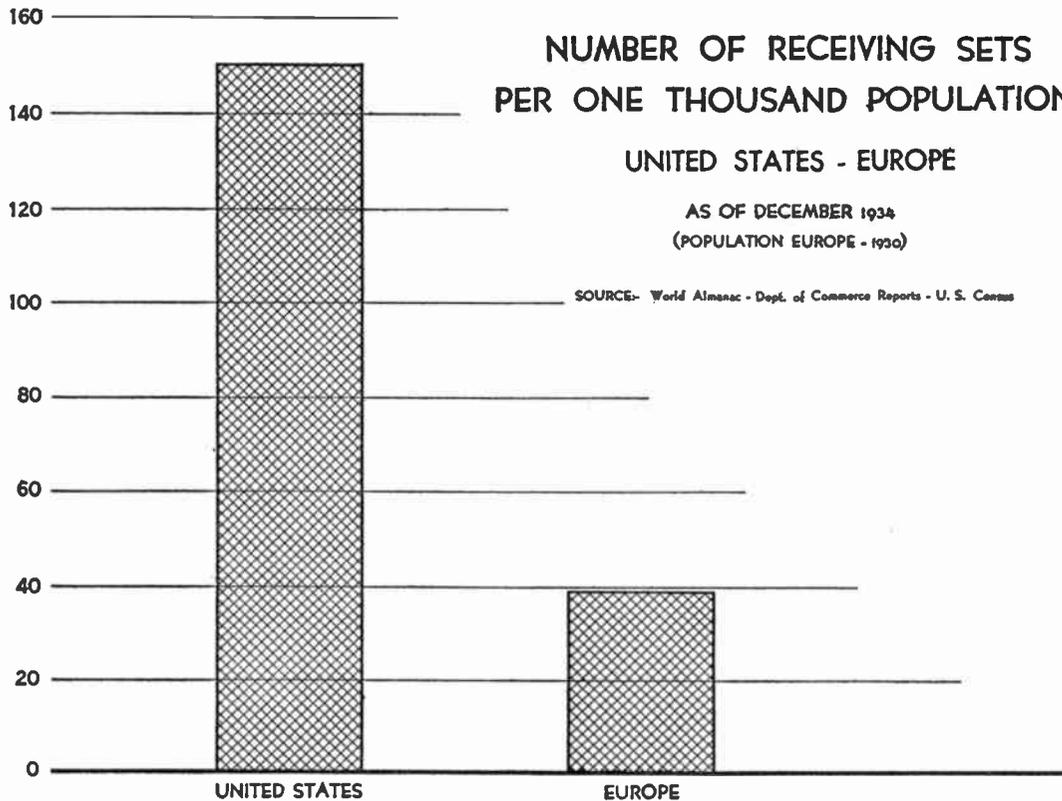
The chart on the opposite page puts graphically the comparison between the European and the American systems from the point of view of the diffusion of receiving-set ownership.

NUMBER OF RECEIVING SETS PER ONE THOUSAND POPULATION

UNITED STATES - EUROPE

AS OF DECEMBER 1934
(POPULATION EUROPE - 1930)

SOURCE- World Almanac - Dept. of Commerce Reports - U. S. Census



THE chart on the opposite page indicates a most remarkable demonstration of American broadcasting success.

In the years from 1929 to 1934, *during the depression*, the number of radio listeners in the United States, in proportion to population, has increased from a bit over 30% to almost 60%.

While the public educational authorities have been curtailing school-terms and diminishing school-facilities, the educational and cultural programs of American radio have been delivered to a wider and wider audience. While informational activities supported by governments have been shrinking, the informational activities supported by a private free radio system have been expanding.

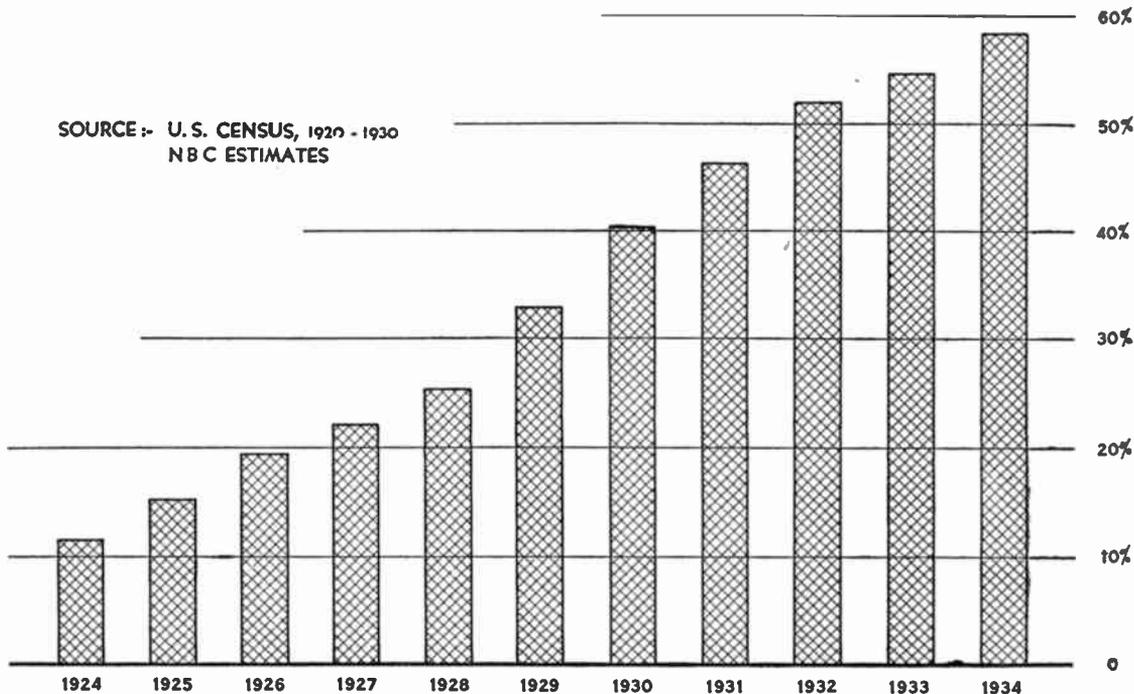
The radio industry is able to escape from making any apology whatsoever for its depression record.

RADIO LISTENERS IN THE UNITED STATES

SHOWN AS A PERCENT OF TOTAL POPULATION

(AS OF JANUARY 1, 1924 TO 1934)

SOURCE :- U. S. CENSUS, 1920 - 1930
NBC ESTIMATES



To All Homes

THIS volume has dealt with the general necessary nature of radio. It has also indicated the character and scope of NBC broadcasts in total.

Specific services designed to go as far as possible toward meeting the varied needs and uses of all important groups of listeners will be found in Volumes II, III, and IV.

Volume II. Music and the Other Arts.

Volume III. Religion, Education, Agriculture.

Volume IV. Public Affairs.

BROADCASTING

•
Religion Education
Agriculture

BROADCASTING

●

Religion—Education
Agriculture

IN FOUR VOLUMES

VOL. III

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ● WASHINGTON ● CHICAGO ● SAN FRANCISCO

1935

COPYRIGHT 1935, BY NATIONAL BROADCASTING COMPANY, INC.

PRINTED IN THE UNITED STATES OF AMERICA

“Informational” Education

AT the beginning of radio there was a wide-spread impression that radio could be used voluminously for direct “informational” education and that it could become in a large degree a substitute for the class-room. This impression in the course of recent years has been profoundly modified. To-day there are educators who openly disparage the direct educational function of radio.

An unusually comprehensive statement of radio was recently made by the distinguished American scientist and winner of the Nobel Prize, Dr. Robert A. Millikan. Dr. Millikan both paid a high tribute to radio and passed a severe stricture upon it. He also analyzed its relation to government. A part of his talk—which was given trans-Atlantically via NBC facilities from London in England to a meeting of the National Advisory Council on Radio in Education in Chicago in October of last year—is reproduced on the two following pages.

From Robert A. Millikan

DR. MILLIKAN said:

“It is because in this twentieth century there have been people of sufficient intelligence to be willing to help in slaying the dragon of ignorance and reaction that in these last twenty-five years the miracle of radio has been wrought.

“The wonder and the inspiration of that accomplishment and the stimulus that it provides for further endeavor to understand and control our surroundings and our destinies is unquestionably the most important gift that radio has laid at the feet of all the future generations of men.

“For does that gift not bring with it the conviction that we may be able to control not only the ether but also ourselves and our social problems if only we go at them with sufficient seriousness and intelligence?”

“Inspirational” Education

THERE have been thousands of educational programs—some of them have been remarkably academic and at the same time, remarkably successful. Witness the enormous interest aroused by Sir Arthur Eddington, when he gave a series of three talks a year or so ago over NBC networks on “The Expanding Universe.” Here was a man with a clearly-defined Oxford accent (or we should say Cambridge, since Sir Arthur is in residence there) with a subject prepared for a Royal Astronomical Society—(in fact the same talks had been delivered at Harvard before he took to the air)—and the response came in torrents of mail from all kinds of folk. You can put Einstein on the air any time on a discussion of the Fourth Dimension and have millions of listeners. Why? Simply because these subjects are universal—and the speakers have something to say.

Educational Subjects

UP to the present, every sort of subject has been discussed on the air which might attract listeners. Politics, government, economics, psychology, philosophy, art, literature, music, vocational training, law, home-economics and countless others. Great effort has been made to properly publicize these programs—extensive lists of organizations have co-operated by bringing them to the attention of their memberships. There has been published a Monthly Bulletin which is distributed without charge to all listeners in groups such as schools, colleges, libraries, as well as individuals. Printed bibliographies and reprints of lectures have been made available. Such material has been given wide distribution.

Attributes of a Good Program

A good radio program for inspirational education possesses (1) continuity of personality, (2) deals with a subject of immediate interest, (3) is expressed in live vital terse English, and is therefore economical of time.

It leads somewhere. Where? To books, to articles, to further study, to the enrichment of life.

Such is the true function of a good educational program and as such it justifies all the effort and time put into it.

Broadcasts of Religion

THE very first aspect of “inspirational” education by radio is the service of religion.

The National Broadcasting Company’s Advisory Council in 1928 enacted a policy as follows:

“The religious message broadcast on the National Broadcasting Company’s facilities should interpret religion at its highest and best, so that, as an educational factor, it will bring the listening individual to a realization of his responsibility to the organized church and to society.”

The Advisory Council also declared:

“The religious message should be broadcast by recognized outstanding leaders of the several faiths.”

And the Council decided:

“The religious message broadcast should be non-sectarian and non-denominational *in appeal*.”

Protestant Broadcasts

NBC networks carry Protestant broadcasts and Catholic broadcasts and Jewish broadcasts. Nevertheless, in willing and unwavering accordance with the policies mentioned on the previous page, all these broadcasts are always "non-sectarian and non-denominational *in appeal*."

All the regular Protestant broadcasts on NBC networks are organized in co-operation with the Joint Religious Radio Commission of the City, County, and State Federations of Churches in the United States and of the Federal Council of the Churches of Christ in America.

Prominent among such broadcasts are the Sunday thirty-minute periods entitled "The Radio Pulpit," "The National Youth Radio Conference," and "National Vespers." These periods have been associated most particularly with the names and personalities of Dr. S. Parkes Cadman, Dr. Daniel A. Poling, and Dr. Harry Emerson Fosdick.

From Dr. John W. Langdale

DR. LANGDALE, as Chairman of the Joint Religious Radio Commission of the Federations of Churches and of the Federal Council of the Churches of Christ, last year testified before the Federal Communications Commission as follows:

“I am here to express our appreciation of the facilities accorded to these agencies of Protestantism by the National Broadcasting Company. The presentation of our programs has been continuous for nearly twelve years. They have been nation-wide in their outreach, being sent over networks including as many as fifty stations.

“Our broadcasting on NBC networks has now developed to the point where it includes twelve different programs each week.

“The extent to which these programs meet a widespread need is shown by our amazing volume of correspondence from every state in the Union. That correspondence runs on the average to about 250,000 letters a year.”

Separate Radio Channels for Religion

DR. LANGDALE, pursuing his testimony before the Federal Communications Commission, discussed the proposal for arbitrary allocations of radio channels to religious denominations and institutions. He said:

“In the Joint Religious Radio Commission we are convinced that we could not have reached so large an audience without such co-operation as we have received under the present arrangements. If, instead of co-operating with the existing stations, we had tried to erect and maintain our own stations, we believe the practical results would have been far less satisfactory. We undoubtedly would have had to be content with a much smaller audience and we would have been confronted with a financial burden far greater. Also, we have no confidence that, if specific wavelengths were assigned to the exclusive use of religious bodies, those facilities would be used to provide programs as widely acceptable and as free from religious controversy as is now the case.”

Catholic Broadcasts

CATHOLIC broadcasts on NBC networks are organized principally in direct co-operation with the National Council of Catholic Men, which is an integral part of the National Catholic Welfare Conference of the Catholic Hierarchy of the United States.

The National Council of Catholic Men produces the thirty-minute Sunday period entitled "The Catholic Hour." This period is associated with the ministrations of many Catholic priests, including now notably the Rev. Monsignor Fulton J. Sheen.

Because of the existence of the Catholic Church in all countries, the National Broadcasting Company has transmitted many Catholic programs from foreign countries to the United States. For example:

Last year in October, in six fifteen-minute periods on six successive days, the National Broadcasting Company transmitted programs of music and of sermons and of descriptive talks from the Eucharistic Congress at Buenos Aires, Argentina.

From Henry L. Caravati

MR. CARAVATI, Business Secretary of the National Council of Catholic Men, last year testified before the Federal Communications Commission as follows:

“The Catholic Hour has now become an established institution and has grown ever more effective. Begun on twenty-two stations, it is now carried by a number varying from fifty to fifty-six.

“The National Broadcasting Company has also endeavored in many other ways to assist us in our task. During the past year we were enabled to present full-hour programs on the outstanding holy days of our Church: Christmas Eve, New Year’s, Good Friday, and Easter. We were also enabled to arrange during this very month for a special broadcast of His Holiness Pope Pius the Eleventh from Rome.

“The bishops of the United States in 1931 authorized the Episcopal Chairman of our organization, His Excellency the Most Reverend Joseph Schrembs, to express their thanks to the National Broadcasting Company.”

Jewish Broadcasts

JEWISH broadcasts on NBC networks are developed largely in co-operation with the United Jewish Laymen's Committee, a representative group of lay leaders of the Jewish faith under the executive direction of a distinguished Rabbi, Dr. Jonah B. Wise of the Central Synagogue of New York City.

Through this Committee the National Broadcasting Company presents each Saturday the thirty-minute period entitled "The Jewish Hour." The services during that period have been conducted recently by Rabbi Louis Mann of the Sinai Synagogue of Chicago. They have been featured also by the devotional music of the famous composer Ernest Bloch.

The National Broadcasting Company has also transmitted many programs of the services accompanying Jewish festivals such as Yom Kippur and Rosh Hashana.

It also has recently transmitted an international broadcast from Jerusalem describing the dedication of the new Hadassah University Hospital and including a message from the Chancellor of the Hebrew University, Dr. Judah L. Magnes.

From Rabbi Jonah B. Wise

DR. WISE, as Executive Director of the United Jewish Laymen's Committee, last year testified before the Federal Communications Commission as follows:

"The facilities offered us at present by the radio companies, both national and local, are adequate, so far as the Jewish group is concerned. As a matter of fact, we find some difficulty in using what they so generously offer. I can think of no arrangement which would better the present one.

"A short time ago the Commissioner of the League of Nations, Mr. James G. McDonald, at the instance of a committee of Christian ministers, both Catholic and Protestant, broadcast to every part of the country a message which had to do with the problem of Jewish refugees and the persecution of them in various countries of Europe. From that message we received such an enormous number of responses that we are convinced that for such purposes the radio is invaluable."

Other Religious Features

“**M**ORNING DEVOTIONS.” (Daily.) Music. Scripture reading. Officiating clergymen selected through the Joint Religious Radio Commission.

“Mid-Week Hymn Sing.” (Weekly.) Mixed quartette.

“Homespun.” (Weekly.) Religious experiences.

“The Gospel Singer.” (Three times weekly.) Soloist.

“Religion in the News.” (Weekly.) Talk on news developments in all religions throughout the world.

Broadcasts (on occasion) of religious music from abroad, as, for instance:

The chant of the Benedictine monks from Beuron, Germany.

The chimes of Winchester Cathedral from England.

The bells of the Church of the Nativity from Bethlehem.

Broadcasts (on occasion) of sermons from abroad, as, for example, by:

The Very Rev. Hewlett Johnson, Dean of Canterbury.

The Very Rev. William Inge, Dean of St. Paul's.

The Very Rev. Walter Mathews, Dean of Exeter.

Union of Religions in Radio

THE National Broadcasting Company has had the pleasure of being the medium of transmission for a weekly broadcast of a religious character under the general title "Forum on Character Building."

These broadcasts have had an inter-faith support and have brought to the microphone a long series of eminent spokesmen of Protestant, Catholic, and Jewish churches.

The religious message of the air in the United States has had two main qualities. One is that it has helped toward the promotion of inter-denominational tolerance and good feeling. The other is that it has reached vast multitudes of listeners affiliated to no denomination whatsoever and often described as "the unchurched."

Commentary on this latter point will be found on the following page.

Radio and "The Unchurched"

THE last annual report of the Joint Religious Radio Commission of the City, County, and State Federations of Churches in the United States and of the Federal Council of Churches of Christ in America began with these words:

"In the year 1933 we broadcast 579 services over nationwide facilities. In an uplifting setting of beautiful sacred music, these religious radio programs brought the clergymen who presided over them into contact with a new type of congregation: the congregation of the unchurched. The numerous letters that came in daily from men and women proved this; for many of them were from persons who have never attended church. Their introduction to religion has been through the ether waves."

Religious Broadcasting by Law?

DR. SAMUEL K. KEEN, of Buffalo, New York, District Superintendent of the Methodist Episcopal Church, last year addressed to the Federal Communications Commission the following remarks:

“In my judgment the proposed movement to secure action by Congress whereby twenty-five per cent of radio facilities shall be allocated to educational and religious purposes will create more problems than it can possibly solve. If such a law were enacted, it seems to me quite evident that the portion of radio facilities thus set aside would be crowded with propaganda more or less uninteresting and unprofitable to the general public. The more substantial religious groups would not rush into the competition thus started for radio publicity. The Government would be plunged into numerous dilemmas as to which religious agency or group should utilize the radio facilities thus opened up. There would be endless charges of favoritism and endless political intrigue.”

“Sponsored” Religious Radio Programs

ALMOST all religious radio programs are, of course, “sustaining” and are put on the air at the general expense of the radio station managements. Nevertheless certain advertisers have undertaken successfully to sponsor programs of a religious appeal.

One such advertiser has broadcast the singing of hymns. Another has broadcast a series of bible stories, dramatized.

They have shown that it is possible to supplement religious messages broadcast under church auspices with religious messages broadcast under business auspices. Religion on the air thus gains additional time and an increasingly expanded audience.

Secular Education on the Air

IN passing now from broadcasts of religious education to broadcasts of secular education, it is necessary to emphasize again the *indirect inspirational* function of radio in contrast with its extremely limited capacity as a vehicle for *direct informational scholastic* instruction.

Radio could not go very far, for instance, with any great success, toward teaching young men how to construct airships. It can nevertheless inspire them with an interest in the magic of aviation and thereupon perhaps with an ambition to take part some day in the forwarding of aviation technique. The aviation programs of the National Broadcasting Company have often been of a nature to serve educational purpose as well as scientific curiosity.

During the flight of the Graf Zeppelin from South America to Akron, Ohio, in 1933, the National Broadcasting Company transmitted eight broadcasts from the airship itself. The total time of these broadcasts was four hours. They brought the new possibilities of aviation vividly to millions of young people.

Broadcasting a Stratosphere Flight

IN July of last year the National Broadcasting Company transmitted fifteen programs—totaling three and a half hours of time—on the subject of the stratosphere balloon flight conducted by the National Geographic Society and the United States Army.

The first five of these broadcasts described the balloon and its gondola and the preparations for the flight, including an explanation of ultra-violet rays and an explanation of the gondola's scientific instruments by experts.

The succeeding six broadcasts included reports to NBC listeners from the occupants of the balloon-gondola itself in the midst of its flight.

The three last broadcasts described the fall of the balloon and the safe landing of the balloonists.

The cost to the National Broadcasting Company of these broadcasts was approximately \$18,000. It is obvious that no radio station of an educational institution could have either the facilities or the finances for educational broadcasts of this variety.

Historic Events on the Air

RADIO has concerned itself diligently with transmitting the celebrations of the anniversaries of historic events. These celebrations have the clear educational value of stimulating public interest in the messages of the past. In the year 1934 the National Broadcasting Company transmitted programs commemorating:

The Anniversary of the Discovery of the Great Northwest.

The Anniversary of the Independence of Belgium.

The Anniversary of the Founding of the Republican Party.

The Anniversary of the Founding of the Japanese Empire.

The 25th Anniversary of the Discovery of the North Pole.

The 70th Anniversary of the Gettysburg Address.

The 97th Anniversary of the Birth of Grover Cleveland.

The 100th Anniversary of the Discovery of Canada.

The 100th Anniversary of the Death of La Fayette.

The 200th Anniversary of the Birth of Daniel Boone.

Academic Exercises on the Air

THE general public interest in collegiate educational institutions is very much enhanced by their commencement day exercises. Each year the National Broadcasting Company transmits programs from a considerable number of such campus events. In 1934 the Company presented broadcasts from the commencements of:

New York University
Columbia University
West Point Military Academy
Rensselaer Polytechnic Institute
St. Bonaventure College
Rochester Mechanics Institute
Northwestern University
University of Wisconsin
University of Nebraska

Student Organizations on the Air

THE National Broadcasting Company has repeatedly transmitted to its listeners the proceedings of such student organizations as the National Students Federation of America, the American Youth Congress, and the National Youth Congress.

It also frequently broadcasts the undergraduate speakers in inter-collegiate debates. It always broadcasts the national finals of the organized inter-collegiate debating contests.

It additionally has recently presented programs of debates between English and American debating teams, trans-Atlantically. It thus broadcast an international debate between Cambridge University in England and Stanford University in California on the question whether democracy is preferable to dictatorship. It similarly transmitted a debate between Oxford University in England and the University of Chicago in Illinois on the query: Should the Profit Motive Be Eliminated? NBC listeners heard the debaters speaking from country to country.

Learned Societies on the Air

THE National Broadcasting Company presents frequent programs from the meetings of the learned societies of the American academic world.

For just one example:

Speakers from the meeting of the American Academy of Political Science on March 21, 1934, were broadcast by the National Broadcasting Company in the following periods during the day:

From 10:00 a.m. to 10:25 a.m.

From 10:51 a.m. to 12:05 p.m.

From 2:15 p.m. to 2:42 p.m.

From 3:00 p.m. to 4:00 p.m.

From 10:30 p.m. to 11:15 p.m.

Thus NBC listeners, from this educational event, heard five broadcasts, totaling 3 hours and 51 minutes.

Co-operation With the Government

FOR a long time now the National Broadcasting Company has transmitted educational programs sponsored—non-commercially—by agencies of the Federal Government, such as the Office of Education and the Children's Bureau.

The Office of Education produces on NBC facilities a weekly broadcast entitled "Education in the News." It is in the direct care of Mr. William D. Boutwell, chief of the Editorial Division of the Office of Education.

The Children's Bureau produces a weekly broadcast entitled "Your Child." It is in the direct care of Miss Ella Oppenheimer, Children's Bureau specialist.

Some ten million copies of Children's Bureau publications have been distributed in consequence of the public interest aroused by the "Your Child" program.

Co-operation With Public School Interests

THE National Broadcasting Company presents a regular weekly program entitled "Our American Schools" with the co-operation of the National Education Association.

It also presents a regular weekly program on the problems of school and home under the auspices of the National Congress of Parents and Teachers.

Both programs are of authoritative talks supplemented by orchestral or vocal music of high quality.

Commentaries on these programs by leading officers of the National Education Association and of the National Congress of Parents and Teachers will be found on the pages following.

From Miss Florence Hale

MISS Hale, Radio Chairman of the National Education Association, last year sent to the Federal Communications Commission the following statement:

“The NEA broadcasts on NBC networks began in 1931. The response of the public has been most gratifying. A broadcast by one of our speakers was followed by eleven hundred letters requesting copies of his address.

“I believe we have been able to reach the public in a much more satisfactory manner than would have been possible had we tried to put on such programs independently. Companies like the National Broadcasting Company have the facilities and the experience to do the work well, without expense to our tax-payers.

“The ideal set-up for this type of work, I believe, is when education and religion and business can work together. This will produce a more intelligent citizenry than will ever be possible if each of these agencies tries to work independently of the others.”

From Sherwood Dodge Shankland

MR. SHANKLAND, Executive Director of the Department of Superintendence of the National Education Association, gave the following testimony last year before the Federal Communications Commission:

“The Joint Commission on the Emergency in Education—appointed by the National Education Association and the Department of Superintendence—has had occasion frequently to present the case for the schools to the American people over national networks. These programs have been presented without cost to the Commission and with the active assistance of broadcasting officials. The most elaborate series of this kind was presented a little over a year ago. It was an intensive radio campaign of six weeks’ duration—involving fourteen broadcasts on NBC networks—and constituting an appeal to the public to avert the threatened collapse of the American schools.”

These fourteen broadcasts were entirely supplementary to the National Broadcasting Company’s regular educational programs.

From Mrs. B. F. Langworthy

MRS. LANGWORTHY, President of the National Congress of Parents and Teachers, appeared last year before the Federal Communications Commission and stated:

“The relationship between the National Broadcasting Company and the National Congress of Parents and Teachers has extended over a period of several years and has been highly beneficial. It has embraced a variety of services on the part of the National Broadcasting Company with nothing but appreciation on our side.

“We cannot see how, under the many plans offered by those who oppose the present system of air utilization, we could continue our very helpful programs to our million and a half members in forty-eight states. Our organization has no funds to carry such a program, if we had to pay for time on the air even co-operatively; and we are therefore strongly hoping that we may be able to continue our present relations with the broadcasting company.”

Health Science on the Air

THE National Broadcasting Company has presented to its listeners a regular weekly program devoted to the topic of "Your Health."

This program has been produced through the American Medical Association. It has been in the special charge of Dr. Morris Fishbein, Editor of the Journal of the American Medical Association, and of Dr. W. W. Bauer, Educational Director of the American Medical Association.

It is an educational health service which has continued now through three years. Remarks upon the last year of it by Dr. Fishbein will be found on the following page.

From Dr. Morris Fishbein

DR. FISHBEIN, Editor of the Journal of the American Medical Association, sent to the Federal Communications Commission last year the following statement:

“From November 20, 1933, through June 11, 1934, the National Broadcasting Company made available to the American Medical Association fifteen minutes each week, which was used for broadcasting material on the subject of health and of medical economics. There was no cancellation of any time for a commercial broadcast. . . . In fact, even more time was allotted to the American Medical Association for educational purposes than could easily be used. In every way the officials of the National Broadcasting Company have been helpful. There has been complete freedom of expression. The arrangement has been so satisfactory to the headquarters office of the American Medical Association that it is being continued for the present year.”

Educators on the Air

EACH year the National Broadcasting Company presents a very considerable number of college and university presidents and professors to its listeners. Some are heard in the course of ceremonies on college campuses, some in the course of the proceedings of learned societies, some in special NBC "guest" programs, and some under the auspices of such organizations as the National Advisory Council on Radio in Education.

On the three following pages is given an illustrative, but far from complete, list of heads of colleges and universities and of professors of various branches of learning who have spoken from NBC microphones during the last year of record reported by the National Broadcasting Company to the Federal Communications Commission.

Educators Recently at NBC Microphones

FOR illustration:

Professor William Anderson of the University of Minnesota.

Dr. Thomas S. Baker, President of Carnegie Institute of Technology.

Professor Charles A. Beard of Columbia University.

Professor A. A. Berle of Columbia University.

Professor Patrick Blacket of Birbeck College, London.

Professor James C. Bonbright of Columbia University.

Dr. Joseph Brewer, President of Olivet College.

Professor D. W. Brogan of the London School of Economics.

Professor J. N. Bronsted of the University of Copenhagen.

Professor Robert C. Brooks of Swarthmore College.

Professor Charles E. Clark of Yale University Law School.

Professor Arthur H. Compton of the University of Chicago.

Professor Jerome Davis of the Yale Divinity School.

Dr. Tyler Dennett, President of Williams College.

Dr. George H. Denny, President of the University of Alabama.

Professor John Dewey of Columbia University.

Educators Recently at NBC Microphones

FOR further illustration:

Dr. Harold W. Dodds, President of Princeton University.

Professor Paul H. Douglas of the University of Chicago.

Professor Henry Pratt Fairchild of New York University.

Professor Irving Fisher of Yale University.

Dr. Glenn Frank, President of the University of Wisconsin.

Dr. J. C. Futrall, President of the University of Arkansas.

Dr. Meta Glass, President of Sweet Briar College.

Professor Luther H. Gulick of Columbia University.

Professor Albert Bushnell Hart of Harvard University.

Professor A. R. Hatton of Northwestern University.

Professor Yandell Henderson of Yale University.

Professor A. N. Holcombe of Harvard University.

Professor Manley O. Hudson of Harvard University.

Professor Joseph Jastrow of the New School for Social Research.

Professor Paul Karrer of the University of Zurich.

Dr. William Mather Lewis, President of La Fayette College.

Educators Recently at NBC Microphones

AND for further illustration:

- A Professor Isidor Loeb of Washington University.
- Professor Robert Morss Lovett of the University of Chicago.
- Professor Charles E. Merriam of the University of Chicago.
- Professor Justin Miller of Duke University Law School.
- Professor Broadus Mitchell of Johns Hopkins University.
- Professor Wesley C. Mitchell of Columbia University.
- Professor William E. Mosher of Syracuse University.
- Dr. Harold G. Moulton, President of Brookings Institution.
- Professor Reinhold Niebuhr of Union Theological Seminary.
- Professor Thomas H. Reed of the University of Michigan.
- Dr. Walter Dill Scott, President of Northwestern University.
- Professor Walter J. Shepard of Ohio State University.
- Professor O. M. W. Sprague of Harvard University.
- Dr. Ernest H. Wilkins, President of Oberlin College.
- Dr. Mary E. Woolley, President of Mount Holyoke College.
- Professor James T. Young of the University of Pennsylvania.

Experience of the University of Chicago

THE University of Chicago has experimented for many years with educational broadcasts through so-called "commercial" radio stations. It has learned a great deal about types of programs and about the technique of presenting them. It has a full-time radio director: Mr. Allen Miller.

Mr. Miller appeared last year before the Federal Communications Commission and gave testimony at considerable length on the radio efforts and radio conclusions of his university. This testimony produced a profound impression; and verbatim extracts from it are accordingly printed on the pages following.

From Allen Miller

M^{R.} MILLER, Radio Director of the University of Chicago, said: "As early as 1922 the University of Chicago effected an affiliation with a commercial station for the purpose of broadcasting educational features. Since that date the University has maintained a continuous and steadily growing schedule of educational broadcasts on one or more commercially operated stations in Chicago. Starting in 1922 with two regular programs per week on station WMAQ, the schedule of features had expanded in the spring of 1934 to sixteen per week on stations WMAQ, WGN, KYW, and WJJD. A further expansion has occurred this fall, when twenty-two broadcasts per week are scheduled. This development has occurred during a period of increased demand for time by advertising sponsors. At no time has the University made any payment whatever for the periods allotted to it by any of the commercial stations. Last year the value of this time totaled \$186,000, figured at the commercial rates for time."

From Allen Miller

DISCUSSING the development of the University of Chicago's educational broadcasts on commercial stations, Mr. Miller said:

“An indication of the quality of programs produced by this successful co-operation of education and of commercial radio is evidenced by the fact that one feature has been broadcast over a national network throughout the past year and another was launched on a coast-to-coast chain beginning October one of this year. I refer to the University of Chicago ‘Round Table,’ and to the more recent feature that has been organized in co-operation with the National Congress of Parents and Teachers, both broadcast by the National Broadcasting Company.

“Other programs now being supplied to the radio audience by the University are equally worthy of distinction, although many of them are designed for more local needs and interests. The programs have developed a large audience in the Chicago area. In a single month letters have been received from as many as 1400 listeners.”

From Allen Miller

ANALYZING the reasons for the success of the University of Chicago's educational radio programs, Mr. Miller said:

"We do not attempt to give our listeners a college education by radio. The survey data previously mentioned showed the relative lack of interest of the metropolitan audience in formal—as contrasted with informal—education. Accordingly we are now presenting programs calculated to give our listeners information which is comparatively easily digested and which will spur them on to self-education through subsequent formal schooling or through books. We have thus been able to hold the attention of large parts of the intelligent minority audience.

"Materials at the disposal of educators must be selected with the interests and abilities of the audience in mind. Because of the differing conditions in the class-room and on the air it is essential to devise methods of presentation hitherto unused by education."

From Allen Miller

CONTRASTING the case of the educational institution which owns its own "educational" radio station with the case of the University of Chicago which transmits its broadcasts through commercial stations, Mr. Miller said:

"An analysis of the use of time by 'educational' stations in 1931 showed that they were using only 1,129 hours per week of the 3,669 hours per week assigned to them. I attribute their failure to utilize their time to the difficulties inherent in attempts to fill too heavy a schedule of hours with the talent available. A further result is the lowering of program standards.

"There are only a limited few in any college faculty who have personalities that can be projected successfully to an unseeing audience. These few have been sufficient at the University of Chicago to carry our programs. I am firmly convinced that most of the significant developments in educational broadcasting will continue to occur under such conditions."

From Allen Miller

DISCUSSING the proposal for special arbitrary allocations of radio facilities to educational institutions, Mr. Miller said:

“The University of Chicago has had no cause to regret the formation of affiliations with commercial stations. Given the option between our present arrangement and the operation of our own station, there would be no hesitation in selecting to continue as we are.

“The allocation of radio facilities by law would tend to destroy the co-operation now existing between our group and the commercial stations.

“The allocation of radio facilities for educational use, thus freeing the commercial stations from all obligations to perform an educational service for their audience, would threaten the extinction of all co-operative efforts, wherever existing, between educational institutions and commercial broadcasters.

“It is imperative that no legislative action in the guise of benefitting educational broadcasting shall destroy the best programs that are being produced by education.”

From Allen Miller

DISCUSSING the question of "control" of the material in the broadcasts of the University of Chicago through commercial stations, Mr. Miller said:

"We at the University do impose some censorship and the speaker imposes some censorship upon himself. Our principle is one of good taste. The question is: Will that remark offend the interests of many of our listeners? If so, it is to our advantage—and to the advantage of the station—and to the advantage of the speaker—to eliminate it.

"So far as the stations themselves are concerned, in the matter of censorship, the University of Chicago has never submitted—and has never been requested to submit—manuscripts prior to the broadcast. Frequently our professors go on the air extemporaneously. I think that *that* gives a fairly good picture of the freedom given them."

More About Free Speech

ON the preceding page Mr. Miller was quoted as remarking that often the professors of the University of Chicago go on the air and talk "extemporaneously." It is clear that in such circumstances it is quite impossible to "censor" them.

Their habit of impromptu talking is particularly manifest in their famous Sunday morning group-chat broadcast called the "Round Table." The professors who take part in that learned but almost casual conversation are much given to highly controversial topics but their views are not—and cannot be—in any way anticipated or checked. Their broadcast is the amazement of visitors from abroad who are accustomed to a governmental taming and damping of unconventional controversial radio utterances.

Accumulating testimony on this point in these booklets will continue to demonstrate that the microphone messages of responsible citizens on the great radio networks of the United States are subjected to no restraints whatsoever except those, as Mr. Allen suggests, of "good taste."

NACRE

NACRE means "National Advisory Council on Radio in Education." It is an educational body—headed by Mr. Levering Tyson—which has put many hundreds of broadcasts on American national networks. It devises these broadcasts in co-operation with other educational bodies of distinction.

It has devised and produced many series of programs on political problems in co-operation with the American Political Science Association, the National Municipal League, and the Intercollegiate Council.

It has devised and produced many series of programs on problems of economics in co-operation with the Brookings Institution, the League for Industrial Democracy, the Foreign Policy Association and the World Peace Foundation.

It has produced a series of programs on crime prevention in co-operation with the American Bar Association.

Its series entitled "You and Your Government" was this year awarded the Women's National Radio Committee's prize for "The best non-musical sustaining program on the air."

“You and Your Government”

THE “You and Your Government” programs on the National Broadcasting Company’s facilities have included several series such as, in 1934:

“The Crisis in Municipal Finance.”

“Reviving Local Government.”

“A New Deal in Local Government.”

“Trends in Government.”

The choosing of subjects and of speakers has been in the hands of a joint committee of the National Advisory Council on Radio in Education and the American Political Science Association. The members of the committee have included:

Professor Charles A. Beard of Columbia University,
Professor John A. Lapp of Marquette University,
Professor Frederic A. Ogg of the University of Wisconsin,
Professor Thomas H. Reed of the University of Michigan,
and others of equal eminence.

Professor Reed has been the chairman of the joint committee, and actively so. His observations are quoted on the following pages.

From Thomas H. Reed

PROFESSOR REED, in testimony last year before the Federal Communications Commission, said:

“Last Tuesday the Committee on Civic Education by Radio—of the National Advisory Council on Radio in Education and the American Political Science Association—presented its one hundred and twenty-fourth ‘You and Your Government’ broadcast.

“The Committee’s purpose has been to give accurate and impartial information concerning government, its problems, and the citizens’ part in their solution. The Committee has had no axes to grind, no causes to maintain, no prejudices to assert, and no hobbies to write into law. Its programs are not propaganda for any theory, cause, party or ‘ism.’

“What the Committee has sought to bring about through these broadcasts is a greater interest in—and a more intelligent approach to—the problems of government. The Committee believes that what this country needs is more well informed citizens who honestly and independently make up their minds on all questions.”

From Thomas H. Reed

SPEAKING of the mechanism for giving the widest possible effect to the "You and Your Government" broadcasts, Professor Reed said to the Federal Communications Commission:

"For each series of fourteen to twenty broadcasts, our Committee publishes and distributes from 100,000 to 125,000 copies of a carefully prepared announcement. The co-operation in this distribution of numerous educational authorities and civic and other organizations has been secured. Such important school departments as those of Los Angeles and Philadelphia and Denver, as well as a multitude of smaller ones, write to us before each series for thousands of copies of the announcements, which are distributed to their teachers and students.

"In announcing the programs we have had the help also of many other national and local groups, such as the Y.M.C.A., the Y.W.C.A., the Rotary International, the Kiwanis International, the Lions International, the National Exchange Clubs, the League of Women Voters and the General Federation of Women's Clubs."

From Thomas H. Reed

SPEAKING of the co-operation between the producers of the "You and Your Government" programs and the executives of the National Broadcasting Company, Professor Reed went on to say:

"We have found the National Broadcasting Company helpfully co-operative and thoroughly sympathetic with our purposes. It has shown a willingness to assist us with our technical production problems.

"One thing in particular should be emphasized. There has never been the slightest sign of a desire on the part of the National Broadcasting Company to dictate the choice of subjects or the content of the programs. No censorship has been exercised on our speakers. This is all the more noteworthy because of the extremely controversial character of many of the subjects with which we deal.

"After more than two years of weekly broadcasting, the ninth 'You and Your Government' series this fall is going out to a larger network of stations than ever before."

Specimen "Government" Broadcasts

THE following are random illustrations of the topics and speakers in the "You and Your Government" 1934 broadcasts of the National Advisory Council on Radio in Education:

"New Sources of Local Revenue," Walter G. C. Otto, of New Rochelle, President of the New York Conference of Mayors.

"Renovating Local Administration," Lavinia Engel, Chairman of the Civil Service Reform Committee of the Maryland House of Delegates.

"The Investor and Sound Local Finance," Louis I. Dublin, Vice President of the Metropolitan Life Insurance Company.

"The State and Local Government," Herbert H. Lehman, Governor of the State of New York.

"From the Heart of the Depression," Frank Couzens, Mayor of Detroit, Michigan.

"New Fields for New Planning," Flavel Shurtleff, Secretary of the National Conference on City Planning.

"Community Foundations," Leonard P. Ayres, Vice President of the Cleveland Trust Company.

Specimen "Economics" Broadcasts

ILLUSTRATIONS of topics and speakers in broadcasts on economic problems under the auspices of the National Advisory Council on Radio in Education:

"The New Deal and International Relations." Norman Thomas, Socialist candidate in 1932 for President.

"Public Ownership," Henry I. Harriman, President of the United States Chamber of Commerce.

"The New Deal in Tariffs," Oswald Garrison Villard, Contributing Editor of "The Nation."

"The New Deal and Technological Unemployment," Stuart Chase, Director of Labor Bureau, Inc.

"The Need for Economic Education," Isador Lubin, Commissioner of Labor Statistics.

"The Consumer in Modern Society," Edward A. Filene, President of William Filene's Sons Company.

"Our Changing Economics," Harry W. Laidler, Executive Director of the League for Industrial Democracy.

Scientists on the NBC Air

AMONG the scientists of world-wide fame who in recent months have spoken via the microphone to NBC listeners are the following:

William Beebe, naturalist.

Raymond L. Ditmars, naturalist.

Sir Arthur Stanley Eddington, astronomer.

J. B. S. Haldane, bio-chemist.

Julian Huxley, biologist.

Sir James Jeans, mathematician and astronomer.

Adolph Lorenz, surgeon.

Guglielmo Marconi, inventor.

Robert A. Millikan, physicist.

H. C. Urey, chemist.

Harlow Shapley, astronomer.

From Gleason L. Archer

MR. GLEASON L. ARCHER, Dean of the Suffolk Law School of Boston, Mass., last year publicly expressed himself as follows:

“For three years I was a guest speaker of the National Broadcasting Company in the series known as ‘Laws that Safeguard Society.’

“I received the most cordial co-operation from the Company. My program was a ‘sustaining’ program. During the three years an aggregate of ninety stations from coast to coast carried my talks. The National Broadcasting Company gave me free use of the airways:—probably more than a million dollars’ worth of radio time.

“I was never at any time subject to dictation from any source. I do not believe that on more than three occasions was I ever called in for a conference on anything that I may have put into a script for the air. Whenever I was called, I received only helpful suggestions on a better way of phrasing the same thought.”

From R. G. Reynolds

DR. REYNOLDS, Professor of Education in Teachers College of Columbia University, has publicly stated:

“I would not have it thought that I endorse all programs on the air. On the other hand, I can testify from personal experience to the tremendous response which has come from radio listeners to the educational talks which I myself have given.

“To one broadcast I received over two thousand responses from every state in the Union save one and from listeners of every age. The National Education Association distributed more than 100,000 copies of this radio speech.

“Radio broadcasting is a technique. To use the radio effectively, educators will have to learn the technique.

“I also wish to state that in my experience with the National Broadcasting Company I have never been asked to submit a script in advance and I have never been told what I could or could not say.”

Radio Council for American Speech

IN co-operation with the Radio Council for American Speech, the National Broadcasting Company produces each week a program entitled "Magic of Speech" under the direction of Vida Ravenscroft Sutton.

During March of this year these programs covered the topics of— for instance—"What is Good Usage?" and "Growth versus Corruption of Our Language."

In connection with this series of broadcasts the National Broadcasting Company issues a "Magic of Speech Manual" and a "Monthly Magic of Speech Leaflet."

It is manifest that one of the primary educational functions of radio is the promotion of the best interests of its own medium: speech. The National Broadcasting Company makes what it believes to be an effective contribution toward this end every week.

Children's Programs

CHILDREN's programs constitute one of the most controversial educational problems of radio in every country of the world.

On the one hand, it is educationally felt that many children's programs contain too much "blood and thunder" material. On the other hand, it is also educationally felt that the craving of children for such material has some psychological justification.

Mrs. Sidonie Gruenberg, of Teachers College of Columbia University, last year stated to the Federal Communications Commission:

"We have to ask ourselves what it is that gives children so much satisfaction in some of the things most disapproved by their elders and so common in radio programs. From wide and intensive psychological studies, we are coming to recognize that the terrifying episodes which leave children trembling—and yet demanding more—satisfy something corresponding to the child's stage of development. These disapproved excitements, like the best in drama, are forms of vicarious adventure and fulfill an inner need."

Variety of Radio Fare for Children

IT is possible to-day for parents to make selections from a great variety of radio offerings on behalf of their children.

No objections ever are—or could be—leveled against such NBC “sustaining” programs for children as:

“The Junior Radio Review,” a weekly broadcast in which William Slater gives children a summary of news events of interest to their generation.

Or “Alice in Orchestralia,” a weekly broadcast in which Ernest La Prade inducts children into the mysterious mechanics and magics of music.

Nor are objections ever leveled at certain notable “commercial” or “sponsored” programs for children in which, for instance, the normal incidents of family life are dramatized or in which the striking characteristics of foreign countries are brought dramatically vividly to the attention of young listeners.

The most recent conclusions of the National Broadcasting Company on this general problem are expressed on the following page.

Improvement

THE National Broadcasting Company reported to the eminent citizens in its Advisory Council in May of this year as follows:

“The character of children’s programs is still a field of discussion. The problem apparently is to provide programs that are not only attractive to the children but to their parents as well.

“We have obtained constructive reactions about the likes and preferences of children of varying ages. Most boys prefer adventures and comedies and mysteries, with romance and tragedy lagging a bit. Most girls prefer romance but quickly succumb to comedy and adventure, too, if they hear it on the air.

“Most of our children’s programs have been designed simply to entertain. Now, enlisting the most competent advice and program aid, we are becoming more successful in children’s educational programs. We believe that the improvement in this field is quite evident.”

“Sponsored” Education

PROGRAMS put on the NBC air by advertisers now contain a considerable amount of admittedly educational material.

Much of this material has to do with the practical problems of daily life! Some of it has to do with remoter intellectual interests. All of it, in so far as it is classified as “educational” by the National Broadcasting Company, is in categories which the radio stations of colleges and universities in the United States similarly classify as “educational.”

“Sponsored” broadcasts on NBC networks now cover such topics as:

National and international news; news of famous personalities; travels in foreign countries; health and preventive medicine; health and exercise; cooking; dietetics; gardening; care of domestic animals; cause and cure of crime.

A Scientific “Commercial”

IN 1934 an advertiser on NBC facilities produced a series of broadcasts consisting of dramas built to tell the stories of the following personalities and inventions:

Louis Jacques Daguerre and photography.

John Ericsson and the Monitor.

Robert Fulton and the steamboat.

Charles Goodyear and vulcanized rubber.

Guglielmo Marconi and the wireless telegraph.

Samuel F. B. Morse and the telegraph.

Louis Pasteur and inoculation.

Eli Whitney and the cotton gin.

Orville Wright and the airplane.

Such broadcasts are proof positive of the shallowness of the contention that “commerce” and “education” are incompatible ingredients in radio programming.

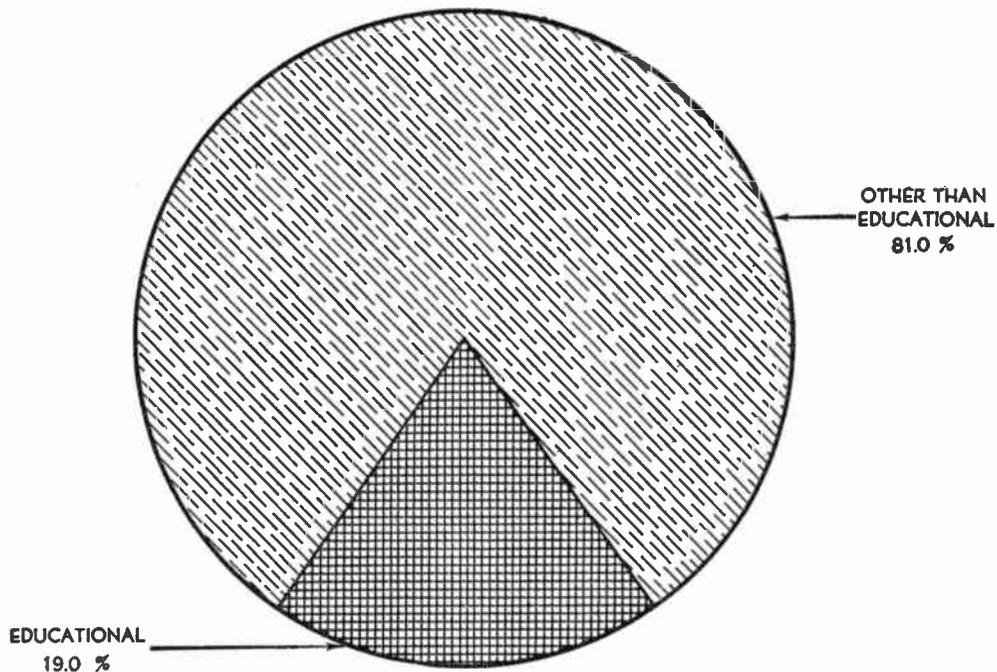
ON pages 61 to 63 of Volume I of this series it was shown that approximately one-half of the microphone time of the National Broadcasting Company—counting both “sustaining” and “sponsored” programs—is given to material of “educational” and “educational developmental” and “cultural” values.

The chart on the opposite page eliminates all material classified into the “educational developmental” and “cultural” categories. It confines itself to the segregation of material strictly technically “educational.” That is, it displays as “educational” only such material as can properly be regarded as being “of assistance to school-room instruction.”

The chart shows that in the “sustaining” programs of the National Broadcasting Company in 1934 the percentage of “educational” material was 19. This percentage, as has already been stated, is thought by many listeners to be too low and by many to be too high.

ANALYSIS OF N B C SUSTAINING PROGRAM HOURS

1934



THE chart on the preceding page showed that the percentage of educational material in NBC non-commercial "sustaining" time in 1934 was 19.

The chart on the opposite page shows that the percentage of educational material in NBC *total* time—including *commercial "sponsored"* programs as well as *non-commercial "sustaining"* programs—was 19.3.

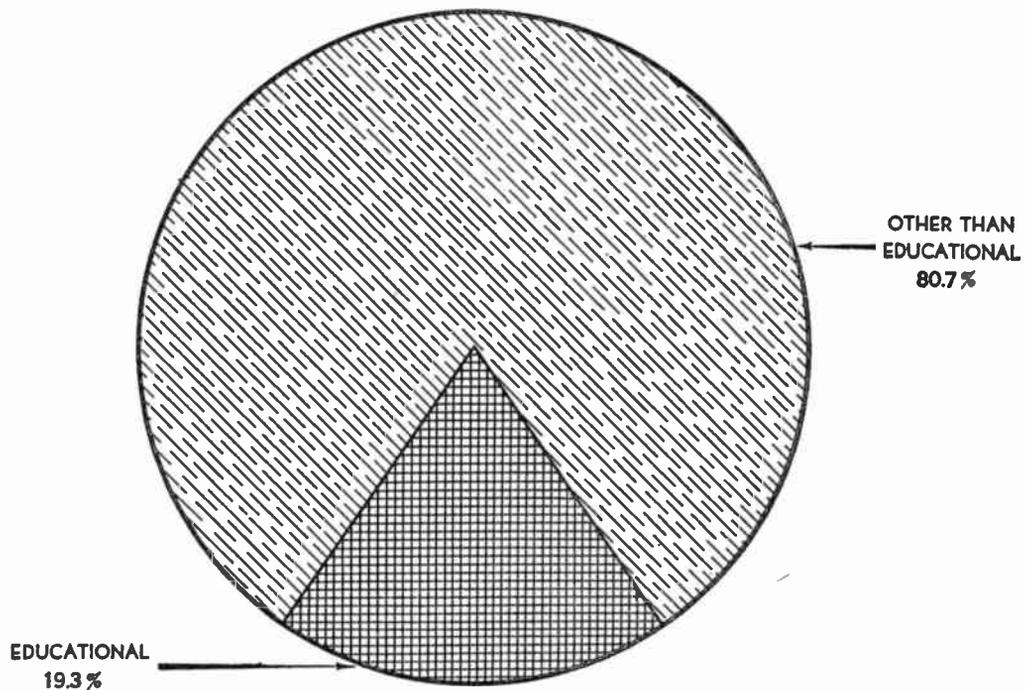
It will be observed that the inclusion of the commercial programs does not diminish the percentage of educational material shown. It in fact enlarges it slightly.

This showing is conclusive as to recent progress by commercial programs toward educational value.

The Statistical Department of the National Broadcasting Company is always prepared to explain its classification methods to responsible students of radio development.

ANALYSIS OF N B C TOTAL PROGRAM HOURS

1934



Agriculture

THE largest single field of practical education via radio is agriculture.

Agriculture is the specialty of most of the outstanding radio stations owned by colleges and universities in the United States.

Commercial stations also transmit large quantities of information (in the form of bulletins or in the form of talks) from institutions of agricultural learning. They also transmit a ceaseless flow of market-and-weather news and of other agricultural data from the United States Department of Agriculture in Washington.

As an additional and special contribution to this comprehensive agricultural service by the American broadcasting system, the National Broadcasting Company produces a daily one-hour program entitled "The National Farm and Home Hour." Details regarding this program will be found on succeeding pages.

Farm and Home Hour

THE Farm and Home Hour was started by the National Broadcasting Company in 1926. In 1927 it went to 16 stations for a total of 40 station-hours. Last year it went to 58 stations for a total of more than 17,000 station-hours of presentation.

In 1927 the total number of talks broadcast to Farm and Home Hour listeners was 50. Last year it was more than 2,000.

The written response from listeners in the last year of record was in excess of 500,000 letters.

The continued strength of interest in country life among Americans was indicated by the fact that approximately half of these letters came from urban communities.

That fact is the adequate justification for the presentation of the Farm and Home Hour not only in the dominantly agricultural regions of the country but also—as is indicated on a following page—in the country's largely industrialized districts.

Covering the Nation

THE detailed comprehensiveness of a truly national radio hook-up in the United States is strikingly illustrated by the National Broadcasting Company's Farm and Home Hour.

Nowhere else in the world are there any hook-ups involving so many stations, requiring such intricacy of technical organization, or reaching so vast a number of receiving-sets in one "coverage."

The geographical picture of the Farm and Home Hour "coverage" is presented on the following page.

The Farm and Home Hour Hook-Up

THE Farm and Home Hour reaches Northeastern listeners through stations in Boston, Springfield, New York, Syracuse, Rochester, Pittsburgh.

It goes to the North Central West through stations in Cincinnati, Cleveland, Detroit, Indianapolis, Chicago, Madison, Superior, St. Paul.

It speaks to the South from Baltimore, Washington, Covington, Louisville, Richmond, Raleigh, Charlotte, Asheville, Columbia, Memphis, Nashville, Atlanta, Jacksonville, Miami, Tampa, Birmingham, Jackson, New Orleans.

It addresses the trans-Mississippi West from Fargo, Bismarck, Cedar Rapids, Des Moines, Council Bluffs, Kansas City, St. Louis, Omaha, Tulsa, Oklahoma City, Hot Springs, Shreveport, Dallas, Houston, San Antonio, Denver.

It reaches the Inter-Mountain Region and the Pacific Slope through stations in Salt Lake City, Billings, Butte, Spokane, Seattle, Portland, San Francisco, Los Angeles, San Diego, Phoenix.

The total is a daily gigantic picture, the power of American radio to combine private ownership with public national performance.

Farm and Home Hour Co-operation

THE Farm and Home Hour is conducted largely with the co-operation of the United States Department of Agriculture. Some sixty-eight representatives of the Department were speakers in the Farm and Home Hour during the last year of record.

The Farm and Home Hour has also the continuous co-operation of the three great so-called "standard" farm organizations: The National Grange, the American Farm Bureau Federation, and the Farmers Union. Each of them had special charge of twelve Farm and Home Hour programs in the last year of record.

Additionally in that year the Farm and Home Hour presented numerous special programs from the Association of Land Grant Colleges, the Conservation Council, the Four-H Clubs, and the Future Farmers of America.

It also presented speakers from thirty-five other agricultural organizations, including many of highly specialized purpose, such as the Nut Growers Association and the Rabbit Breeders Association.

Farm Organization Representatives

AMONG the official spokesmen of farm organizations presented by the National Broadcasting Company in the Farm and Home Hour during the last year of record were the following:

Louis J. Taber, Master of the National Grange.

Edward A. O'Neal, President of the American Farm Bureau Federation.

E. E. Kennedy, Secretary of the Farmers Union.

Milo Reno, President of the National Farmers Holiday Association.

H. B. Swanson, Secretary of the Future Farmers of America.

Charles W. Holman, Secretary of the American Institute of Cooperation.

F. H. Servatius, Secretary of the Royal Livestock Exposition.

Wayne Dinsmore, Horse Association of America.

Bing Evans, Jersey Breeders Association.

T. B. Whitaker, Ayrshire Breeders Association.

James R. Moore, National Swinegrowers Association.

Earl C. Smith, President of the Illinois Agricultural Association.

John S. Taylor, President of the Florida Citrus Exchange.

Robin Hood, Secretary of the National Co-operative Council.

Promoters of National Conservation

IN its recent special programs on conservation in the Farm and Home Hour the National Broadcasting Company presented—among many others—the following:

Henry G. Vavra, President of the Educational Conservation Society.

Seth Gordon, President of the American Game Association.

Ovid M. Butler, Editor of "American Forests."

P. S. Ridsdale, Director of the American Tree Association.

Arthur Foran, President of the "More Game Birds in America Foundation."

R. P. Holland, Editor of "Field and Stream."

Wilson Compton, National Lumber Manufacturers Association.

Preston Bradley, President of the Izaak Walton League of America.

Walter E. Hastings, Michigan Department of Conservation.

B. H. Crocheron, Director of Agricultural Extension, University of California.

T. Gilbert Pearson, President of the National Association of Audubon Societies.

Fred A. Westerman, President of the American Fisheries Society.

Farm and Home Hour Inclusiveness

EVERY variety of thought concerning agriculture and its problems finds welcome in the Farm and Home Hour. Among the scores upon scores of Farm and Home Hour speakers not yet mentioned in these pages, the following may be illustratively noted:

Rev. W. Howard Bishop, President of the Catholic Rural Life Conference.

Charles J. Brand, Secretary of the National Fertilizer Association.

Herman N. Bundesen, President of the Chicago Board of Health.

L. H. Curtis, Dean of the Iowa State College.

L. H. Dennis, Secretary of the American Vocational Association.

Evan F. Ferrin, University of Minnesota.

Virgil Jordan, President of the National Industrial Conference Board.

Aldo Leopold, Game Manager of the University of Wisconsin.

F. D. Mumford, Dean of the Missouri College of Agriculture.

Clarence Poe, Editor of "Progressive Farmer."

J. H. Skinner, Dean of Purdue University.

John Thompson, "Wallace's Farmer and Iowa Homestead."

Rev. Edmund A. Walsh, Vice President of Georgetown University.

From Henry A. Wallace

IN the records of the Federal Communications Commission there is entered the following statement from the Hon. Henry A. Wallace, Secretary of Agriculture:

“The daily Farm and Home Hour periods have enabled us to keep constant contact with all radio equipped farms and to put before these families in the most vivid way the facts about the adjustment plans and the reasons for asking the co-operation of each family in executing those plans.

“We shall continue to depend heavily upon co-operation of this type. We shall need it in reaching the farm people whose co-operation is essential to the success of the adjustment programs and we shall need it in giving them the scientific information that they will require in handling the physical operations necessary to the making of the economic adjustments.”

From the National Grange

MR. LEWIS J. TABER, Master of the National Grange, last year stated:

“Radio has become an established factor in rural welfare and development. The farm home can now enjoy the advantages of the educational, social and cultural values of the nation that are made available through the facilities of the National Broadcasting Company, its associate stations, and kindred organizations.

“For more than three years the facilities of the National Broadcasting Company have been made available to the National Grange in the Farm and Home Hour. In these many broadcasts we have been able to reach millions of rural and other listeners and have tried to put on a program that was worth while. We thank the National Broadcasting Company for this service.”

From the American Farm Bureau Federation

MR. EDWARD A. O'NEAL, President of the American Farm Bureau Federation, last year stated:

“A check-up of our records shows that since January of 1931 the National Broadcasting Company has given to the American Farm Bureau Federation approximately 45 hours of radio time over its national network of stations. The Company has also furnished for these monthly programs—and without cost—the services of an orchestra and of soloists and the services of players for radio dialogues.

“We have had complete freedom in the preparation of our programs and, so far as I know, we have never had a speech rejected or censored.”

“The Opposition”

American radio is sometimes charged with giving its facilities excessively to the “party in power.” This is a contention which will be noted at some length in Volume IV in this series.

Here it may be observed that one of the three great so-called “standard” farm organizations has been distinguished by its vigorous and unrelenting opposition to the agricultural policies of the Administration at Washington both under President Hoover and under President Roosevelt. This body is the Farmers Union.

The National Broadcasting Company can say that it has extended its facilities to the Farmers Union exactly as freely as it has extended them to the National Grange and to the American Farm Bureau Federation and that it has made itself the entirely neutral vehicle for the expression of honest differences of opinion in agricultural circles. This point is thoroughly substantiated by the document quoted on the following page.

From the Farmers Union

THE late President of the Farmers Union, Mr. John A. Simpson, last year stated:

“Our national secretary tells me that 119,000 copies of my radio addresses—in response to requests by mail from 104,000 listeners—were sent out during the last 12 months.

“Of these 104,000 letters, more than 29,000 asked for information on the Farmers Union program and on how to organize.

“Instructions sent out resulted in the setting up of 102 new local units of the Farmers Union. The membership of the Farmers Union as a whole in the United States increased nearly fifteen per cent.

“Last month 43 local unions were chartered by the national office. In almost every case the desire to join the Union has been created by our national broadcasts. We duly appreciate the splendid co-operation the National Broadcasting Company has given us.”

Practical Emergency Service

LAST year Mr. E. E. Kennedy, Secretary of the Farmers Union, related the following incident to the Federal Communications Commission:

“Last fall, as a result of the long-continued ruinous low prices of farm products, many hundreds of thousands of farmers were losing their homes through foreclosure. I appealed to the Farm Credit Administration to relax some of its more stringent rules and to speed up its re-financing program.

“The Farm Credit Administration agreed to assist any farmer in danger of being foreclosed if he would communicate with the Administration by telegram or letter.

“Because of the fact that we were able to reach them through nation-wide radio facilities made available by the National Broadcasting Company, there were 50,000 to 60,000 farmers who were thus saved from foreclosure and ruin.”

Agriculture and Public Affairs

THE problems of agriculture merge themselves to-day into the problems of the nation as a whole.

The policies and practices of the National Broadcasting Company in dealing with the transmission of discussions of national problems, agricultural and industrial and social, will be detailed in the fourth and final booklet in this series.