RADIO JOURNALISM

Paul A. Wagner

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by

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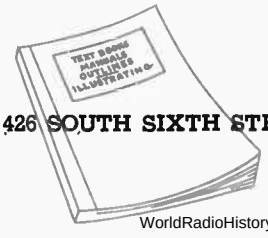

PREFACE

RADIO JOURNALISM is an effort to present to the student interested in radio, or journalism, a comprehensive understanding of the basic techniques and problems of newscasting, not only as it is practised today, but as it will be practised tomorrow.

Much of what is presented is not the opinion or practise of any one authority in the field--and they are legend--but is rather the result of a careful, intensive two-year study of newscasting techniques by local stations, networks and radio news services throughout the country.

Some of the discussions are based directly on research in radio newscasting done as a master's thesis at the University of Wisconsin, and on studies done in connection with that project. Compilation of data and information was continued while the author was a member of the staff of the Division of Journalism at Leland Stanford University and later in cooperation with the Hoosier Radio Workshop at Indiana University.

An attempt has been made to provide enough documentary material, together with the explanatory and theoretical matter, to enable a student in a course of study based on this book to prepare himself for work in the primarily journalistic activities of radio.

The discussions presented here are based on the belief that basicly journalism is the same whether it be for the printed page or to be spoken over the air waves, but that specifically radio journalism is as different from the art of producing the editorial matter of a newspaper, or a journal or magazine, as the art of speaking and the habit of listening are different from the art of writing and the habit of reading.

Because basically radio journalism is no different from journalism itself, the book has been prepared to provide education to the student in only those phases of newscasting that are not included in other radio courses of study such as: radio speaking, radio production, general radio writing (drama) and radio advertising, and in other journalism education courses of study.

Purposely the discussion of news itself, its origin and forms, its social significance, its nature, and methods of colletion have been ignored except when needed to explain essential points. This information can be obtained in any one of several excellent journalism texts, such as: Interpretative Reporting by C. D. MacDougall; Newspaper Writing and Editing by W. G. Bleyer; Newspaper Reporting of Public Affairs by Chilton R. Bush; News and News Writing by Rob Neal; Newspaper Editing by Grant M. Hyde; Newspaper Desk Work by Rober

It is the belief of the author that this text book will b
pose if used in conjunction with laboratory study and practi
have not had previous introduction to the fundamental techni
ing, writing and editing, its use should be preceded by stud
journalism text.

P.H.W.

ACKNOWLEDGMENTS

Without the co-operation of many persons in the radio industry, completion of this text would have been impossible. To all those who in one way or another gave assistance to the collection of data and information, or gave advice, the author is deeply indebted.

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For their advice and assistance in the various phases of the study, the author also thanks the following:

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P.H.W.

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CHAPTER ONE

A New Era of Journalism

The magic voice of radio is today dictating a new chapter in the voluminous annals of journalism, marking with distinctive service its place in the record of that great and powerful social phenomenon. Down the avenue of years there are many milestones for the inventions that gave new meaning and greater function to this great social force; yet there are few that have done as much to change journalism's intrinsic operations.

The news is on the air today in greater volume and with greater effect than ever before. Its record is such that one may expect it to remain on the air.

The increasing importance of news broadcasting, not alone to the public, but the radio industry as well, has brought a demand for men and women trained in both radio and journalism. The radio journalist needs greater training and education in journalism than in radio, and it is to the former training and education that this book is directed.

WHAT IS RADIO JOURNALISM?

What is radio journalism? What are its methods and techniques? What is its function? What is its responsibility? These are our interest.

To define radio journalism is, perhaps, superfluous. It is nothing more nor less than the broadcasting of news in one form or another by use of the perfected facilities of radio. It is, in brief, spoken news.

But news to be spoken must first be written. And all news that is written must be collected and processed. It is the story not so much of the collection, for that is the story of the Fourth Estate over again, but of the processing that is the primary interest and problem of this text.

A LOOK BACKWARD

However, it will be helpful to a clearer understanding of the chapters that follow to first look backward a few years into the brief history of this new journalistic endeavor.

Radio newscasting is only nineteen years old, for it was in the fall of 1920 that the first newscast sparked out from station KDKA at Pittsburg to a mere handful of listeners. Leo Rosenberg was at the microphone and the news story he told was the results of the Harding-Cox election returns.

Radio's Largest Audience

In great contrast was a broadcast sixteen years later. While only a f- hundred persons listened to that first newscast, millions heard the la+ gram.

Remember the closing days of 1936? It will never be know many persons were at their radios on that hour of that day, b into the hundreds of millions. In all corners of the globe th ence inched closer to the magic box so as not to miss a single they heard was tired and weary, heavy with a great emotion. Th

> At long last I am able to say a few words of my own. I never wanted to withhold anything, but until now it has been constitutionally impossible to speak.

The words were deliberate, carefully chosen, more carefully spoken. It was a dramatic moment in the life of a man and a woman and an empire. The plaintive voice continued:

> But you must believe me when I tell you that I have found it impossible to carry the burden of responsibility and to discharge my duties as King as I would wish to do, without the help of the woman I love...
>
> And now we all have a new King. I wish him and you, his people, happiness and prosperity with all my heart.
>
> "God bless you all.
>
> "God save the King."

The last words were a half-shout and marked the close of one of the most dramatic and important news broadcasts in the history of newscasting. Dramatic, because in it were all the elements that make a great news story. Important, because it was the largest audience ever to listen to a single broadcast and did much to make the world aware of the prominence and value of radio in news dissemination.

It has been estimated that at least one hundred million persons heard this abdication speech of King Edward VIII.

The extend of public interest in that single broadcast gave it first ranking for speech programs in a survey conducted by the Cooperative Analysis or Broadcasting in 1936. Its ranking was higher in listener interest (or reception) than any of the campaign speeches in that year, and compared favorably with the world heavyweight title bouts of not only 1936, but of 1937 and 1938, which generally have a greater public appeal than any single news broadcast.

Radio Reports a War

The importance of radio news to both the public and the radio industry again was demonstrated emphatically in the closing months of 1939 with the declaration of the second World war.

If there had been any doubt as to the public necessity and convenience of radio newscasting previous to September of 1939, that doubt was undeniably eliminated for all concerned when war broke out in Europe and the public glued its collective ear to the radio. So complete was radio's scoop of the early news of the war that many newspapers throughout the country failed to publish extra editions on September 3, the date Britain and France declared war on Germany. Such action would have been branded insane no longer than five years ago. Such action on the part of the newspapers in regard to such an important news story wouldn't have been considered by newspaper publishers five years ago.

With the breaking of such a vitally important news story, radio went into high gear to a great extent along pre-arranged lines of procedure. Conscious of its obligation to the public, the industry under the leadership of the National Association of Broadcasters and the three networks, during the week of September

5, voluntarily prepared and adopted a code of procedure for covering the war phasized in the code were rules providing temperance in the processing of radio news stories, the deletion of sensational information, unless based on facts, and the elimination of all stories, whether based on fact or not, which would provide "undue shock to the audience". The rules also provided for verbal identification of all propaganda stories, if used at all because of their intrinsic news value.

This tremendous news event found a mature service ready to reportits varied phases. Although the air waves were jammed with war news announcements during the first few days, the industry soon settled down to the routine job of reporting. The reduction in network pickups from Europe and the stabilization of news broadcast periods were evidence of the fact that radio newscasting was no longer the sensation monger of its earlier days. Newscasting today has become an integral part of broadcasting and the industry is taking its news responsibilities seriously.

Much of the success of radio in reporting the second World war was due in the closing months of 1939 to the cooperation extended radio by the foreign departments of the newspapers, which only a few years ago considered for a time a "war to the death" against radio competition in the news field.

The Czech Crisis

The Czech crisis broadcasts (September 10-30, 1938) from Europe also marked an important point in the progress of news casting. Remember? "America calling Prague....America calling London...Paris, Godesberg...Munich". And then such news bulletins as these:

> ANNOUNCER: This may be the day that will decide the burning question of whether Europe is to have war. The situation became more critical as the Czech government received reports that three Czech policemen and one Sudeten German had been killed in disorders last night. New riotings bring to a total of twenty the violent depths which have occurred in the Sudeten area since Hitler made his Nuremberg speech on Monday.
>
> ANNOUNCER: Prime Minister Chamberlain has announced that he will fly to Germany tomorrow to meet Chancellor Hitler at Berchtesgaden in a final effort to head off European war.
>
> and
>
> ANNOUNCER: Czechoslovakia has accepted Adolf Hitler's terms and will surrender her Sudeten territory to Germany, assured by Britain and France....German newspapers are lashing the public temper to a high pitch with stories of Czech atrocities.... Chamberlain will leave for Godesberg tomorrow for his second conference with Hitler.

The war and Czech newscasts by the great broadcasting compa create the greatest public interest in a European news event s Hour by hour radio was on the job, giving to the majority of t United States more of their news information than ever before

Such is the service and power the vehicle of radio has given to the news of the day.

More and more each year people throughout the world are turning to radio to satisfy their interest in the affairs of the world beyond their daily lives.

Extent of Radio News

Today it is possible to get the news on the air almost any hour of the day. At the close of 1939 there were more than eight hundred and twenty stations in the United States alone, and all of these at one time or another were providing news programs.

While in 1920 there were but a few hundred receiving sets, most of them crystal sets, today there are millions of expensive and efficient sets. In 1920 the reception was limited to the area within a few miles of the broadcasting station, but today excellent reception is possible around the earth. In the United States alone there were in 1939 more than thirty-two million families which owned modern receivers capable of receiving short wave and foreign stations thousands of miles away.

Popularity Achieved

Considering the natural interest of men and women in news and the ability of science and radio to bring it to their homes, it would be remarkable, indeed, if the newscast had not achieved the popularity and importance which it maintains today.

It is unconeivable that newscasting will prove but a passing fad. It has proved to be valuable, not only to the proprietor and advertiser but to the public as well.

NEWS WHILE IT'S NEWS

The importance of radio on the news scene was first brought home to the public, and perhaps to the Fourth Estate, in the summer of 1938 when Adolf Hitler was writing without carnage his indelible record of conquests.

Millions then heard the news of those crucial days in the history of European nations. Millions listened while the news happened. They heard the clatter of machines of war on the roads to Vienna and they listened, tense with the excitement of it all, as the mighty men of Naziland spoke their lines in the real life drama that was the annexation of Austria.

Radio's voice sounded across thousands of miles of land and water to tell the news while it was news and before the newspapers could set as much as a stickful of type. It was the second greatest radio audience up to that time, next only to the millions who heard King Edward VIII renounce his throne two years before. It was the first time radio had undertaken such a gigantic assignment, and it was the first time in the history of the world that a conqueror saw his hour of fame made a verbal spectacle for the civilized world.

A Remarkable Record

There were those in the radio industry, and out of it, who pointed to radio's remarkable record for those crisis days as evidence of radio's ascendency to a stable and important place in the forces of news dissemination. It's record since then, especially in covering the war, has confirmed those convictions.

James Rorty, writing in Nation magazine for October 15, 1938, commented on this achievement as follows:

> "....radio seized a glorious opportunity to establish radio as a dominant system of news communication and thereby to consolidate a greater listening audience....It is quite possible that the dissemination and interpretation of news will now be recognized as the most important function of the (radio) industry."

The networks -- the Columbia Broadcasting System, the National Broadcasting Company, and the Mutual Broadcasting System -- spent approximately two hundred thousand dollars to report the events immediate to the Munich agreement. NBC sent four hundred and forty-three separate newscasts, which occupied fifty-eight hours and thirteen minutes of the networks' time on the air during those nineteen days. CBS devoted fifty-four hours and thirty minutes total time to Czech crisis, and Mutual rebroadcast a total of one hundred and thirty programs. Press-Radio, one of the wire services supplying radio with news copy, sent out seven hundred and fifty-eight bulletins which contained approximately one hundred four thousand, five hundred forty words.

Those figures, of course, will be dwarfed by the figures relative to radio's reporting of the second World war. Indication of what radio's part in this reporting job will be are seen in estimates for the pre-war period of August 20 to September 4, 1939. In that period the Mutual Broadcasting System broadcast one thousand nine hundred and thirty-six news programs and devoted a total of sixty-five hours and fifty-one minutes of time to these "crisis" items. National Broadcasting Company broadcast two hundred and fifty programs and the Columbia Broadcasting System seven hundred and twenty-six programs. On August 24 (1939) Columbia canceled fifteen quarter-hour programs to allow time for newscasts. It was estimated that the networks spent $33,000 during those fifteen days for war news programs.

So important was the news in the opinion of the network proprietors that no commercial program was immune from interruption. Time after time commercial programs were broken into so that the news could go out to a waiting public.

Radio Comes of Age

It may have taken Czech crisis and the war broadcasts to convince the world that radio had outgrown the stunt period of its adolescence, but there were few who considered that reporting miraculous. The public had long before learned of radio's alertness and had come to expect that if there was anything important happening in the world the radio reporter would be on hand.

RADIO NEWS MILESTONES

Up through the years since 1920, the year of the first broadcast of news, radio has staged one spectacular show after another.

The first newscast was followed in July of 1921 by the second newscast of importance, the broadcast of the Jack Dempsey-George Carpentier championship prize fight. Later in that same year WBZ became the first station in history to broadcast bulletins of a World Series game.

In the later part of 1922 radio attempted its first spot newscast of a football game, the contest between Chicago and Princeton. Two years later another milestone was laid in the march of newscasting when radio gave a detailed account of the funeral for Woodrow Wilson. It followed that success a few months later with the first broadcast of Republican and Democratic national conventions.

When Calvin Coolidge was inaugurated in 1925, twenty-four stations joined services to blanket the nation with a verbal account of the ceremonies at Washington. The phenomenal increase in the number of receiving sets and the equally phenomenal improvement in the quality of the sets made this broadcast exceptionally successful.

However, radio was still a novelty to most persons and newscasting still was considered a part of the show business of radio.

During the next five years, technical improvements in both sending and receiving equipment and the lowering of the price of receiving sets made the radio both more popular and commonplace.

First Great Audience

In 1926, the first great audience for a news program heard the round-by-round description of the first Dempsey-Tunney fight. In that year, also, radio presented baseball fans with its first complete broadcast of a World Series. The National Broadcasting Company was founded in 1926 and a year later the Columbia Broadcasting system came into existence. Much of the rapid success and growth of all phases of the radio industry in the next thirteen years was due entirely to the energy and resourcefulness of these two organizations.

Expansion of radio into news reporting was rapid after 1927. In that year the nation heard its first Rose Bowl football game and the first broadcast from the capitol. When Lindbergh returned a hero from Paris and his historic Atlantic flight, thousands lined the streets of New York to welcome him, but several million heard all about it from their radios.

Most radio listeners today remember the radio reports of the Byrd expedition into the South Pole region.

In 1930 and 1931, radio brought to the United States for the first time the voices of five prominent foreign leaders, King George V of England, Premier Hamaguchi of Japan, Premier Benito Mussolini of Italy, Mahatma Ghandi of India, and Pope Pius XI.

The Lindbergh Case

Few who remember 1932 and the spectacular kidnaping of the Lindbergh baby will forget the part radio played in keeping the nation informed of this tremendous news event, and, also, in aiding the search for the kidnapers. In that year, also, the results of the German election, which established Hitler as the German leader, were broadcast in this country by short-wave hookup.

After 1932, newscasting developed rapidly, the formal, or straight, news summary and review programs came into existence and news programs became a daily feature on most stations. The networks established news bureaus and opened news offices in foreign countries to handle spot newscasts of important news events.

Stunt newscasting remained in vogue for several years with the radio stations vying for the public's attention and acclaim. Announcers went up in balloons and down into mines. In 1935 they even lowered microphones into the smoking crater of Mt. Vesuvius to broadcast to listeners in the United States the burblings and puffings of this active volcano.

A Serious Business

In the last two or three years, however, newscasting has settled down to the serious business of reporting all the news of importance. Having built up a stable listening audience, radio must now live up to that responsibility. The handling of the Austrian and Czech crises and the war events in Europe showed a skeptical newspaper competitor and an attentive world that radio had come of age, and could handle its responsibilities.

Today no news event is too inaccessible for the ingenuity and enterprise of the radio news hunters. Wars, revolutions, international conclaves, stratosphere flights, disasters and other major news events are taken in stride.

In this brief review of radio journalism's growth we have emphasized the on-the-spot type of news broadcasting, because until a few years ago there was no other radio news coverage. Today, however, the routine reporting of news has become an important phase of radio's activity in journalism.

NEWSPAPER OF THE AIR

It is not amiss to think of radio newscasting today as a newspaper of the air. Almost any station provides its listeners with regular news review programs, plus, perhaps, a commentary program several times a week and educational and instructional programs. The commentary is a combination of the newspaper editorial and interpretative "columns", and the various educational and instructional programs provide the information found on the woman's and feature pages of most newspapers. Radio drama in its varied aspects may be called a competitor of the newspaper serial story and, perhaps, even the comics.

The formal, straight, or news type of newscast first received attention as early as 1930, but it was four years later before it gained any importance. Today this type of program supplies about seventy-five per cent of the news time on the air and is also rapidly becoming important from the standpoint of radio revenues.

In 1934, the year that brought the first organized opposition to radio news on the part of the newspapers, there was organized in Boston the Yankee Network System which had as its expressed purpose the promotion of a newspaper of the air. The idea was immediately successful and was partly responsible for the press-radio war which started in 1934.

The Yankee Network with its own reporters, editors, and news services has done a commendable job of covering all the news and reporting it hour by hour throughout the day.

Other stations soon picked up the idea and in the short span of a few years every station in the country was sponsoring straight news programs designed in one form or another to emulate the newspaper.

EFFECT ON THE PRESS

It still remains to be seen what radio broadcasting of news will do to the established forms of news dissemination as these radio techniques become perfected and more and more persons turn to the radio for their news information.

It was the fear of radio competition which brought the abortive press-radio war in 1934. Publishers imagined invasion of their sacred domain, and they hastened to form a defensive organization to stifle this new and "dangerous" competition.

So the Press-Radio Bureau came into existence by agreement between the American Newspaper Publishers Association, the principal news services, United Press, Associated Press and International News Service, with the two biggest broadcasting companies, the National Broadcasting Company and the Columbia Broadcasting System acquiescing.

The purpose of the plan, as expressed in the agreement, was to "forestall unfair competition between newspapers and the radio in the gathering and disseminating of news".

The plan did not propose to eliminate newscasting, but merely to limit and control it so as to prevent any direct and serious competition with the press. Even at its inception the backers of the Press-Radio Bureau recognized the right of the public to be "informed promptly" of the news of the day and radio's inherent ability to service the public in this respect.

The Press-Radio Plan

The plan stated this acknowledgment in these words:

> The object of the Press-Radio plan is to render a public service to radio listeners. It recognizes that the public is entitled to be advised promptly of the news of the day. It also recognized that there are thousands of radio listeners, invalids, shut-ins, and the blind, who are unable to read the newspaper. It also recognizes the needs of large groups of listeners in remote places who get their newspapers long after the time of publication, and the areas where there are only weekly newspapers. The service also has a special value during vacation months when thousands of people are miles away from a newspaper, but still have access to radio....

The press guardian proposed to supply radio this news service in two daily periods of <u>five minutes each</u> (the majority of news programs today are fifteen to thirty minutes long and occur at least four times each day) to any radio station in the United States at the cost of transmission plus a proportionate share of the cost of maintaining a bureau of clearing house of news of the air.

These reports not only were limited to five minutes' duration but we. to be broadcast earlier than 9:30 a.m., local station time, for the morning or earlier than 9 p.m. for the evening news. The press associations were to operate in supplying the central bureau with news.

First Radio News Service

Had the Press-Radio plan succeeded there would be no radio news as we know it today. But a group of eastern newspaper men, realizing the demand and need for more radio news, thwarted the publishers by organizing Transradio Press, Inc., a wire news service devoted to supplying radio stations with news.

Transradio began operations in 1934, shortly after the Press-Radio plan was announced, and in less than a year the plan was already ineffective. Its final death blow came four years later, after three years of ineffectual operation, when the networks discontinued the service. Previously the United Press, fearing the competition of Transradio, broke the agreement and began supplying radio stations with news.

Even before the Press-Radio plan was announced many publishers were investing in radio stations and since that time many have become owners and operators, using the radio station to promote their newspapers and to provide a control of broadcasting in their trading areas in the future.

The extent of this is shown by figures in the BROADCASTING YEARBOOK of 1939 which reveal that on January 15, 1939, exactly 234 of the more than seven hundred stations in the United States had newspaper interests identified with their ownership and that ten others were under option to newspapers.

HERE TO STAY

Whether we like it or not, radio dissemination of news is here to stay. Certain changes in journalism may result and radio journalism itself is certain to develop as a separate form of that broader social activity. Soon we may witness the advent of facsimile news or (transmission of printed news by radio direct to the home) and when that time comes the revolution caused by radio in the newspaper industry is likely to be more drastic than anything seen before in its long and worthwhile history.

Gone, however, is the day in radio when an announcer could stop off on his way to work and snatch a late edition of the local paper from the newsstand and then proceed to the studio to give his audience a reading from their favorite paper. The broadcasting of news today is far more serious undertaking and it is becoming as complex a process as the editing and publishing of a newspaper.

Many radio stations now have full staffs of reporters and editors to handle the news and other stations are following suit. News services are expanding their facilities to give radio stations a more suitable type of news. The networks are building extensive foreign organizations capable of providing excellent reporting of important news events. All of this means a greatly improved radio news service to the individual listener.

Demand for Radio Journalists

Already there is a demand for trained men to handle the news end of broadcasting business. These men must not only understand the event which make news and know how to handle news, but they must understa ings of radio, its shortcomings, its problems and its possibilities

In the chapters that follow we shall examine the various forms news and discuss techniques of preparation.

CHAPTER TWO

The Commentary

Radio journalism owes a great debt to the commentator, for it was he who played such a prominent role in the wooing of the American public to radio as a purveyor of news.

The commentator gave radio news dignity, which commanded the respect and the attention of the public.

The commentator brought to the millions of listeners, attracted by the novelty and the service of radio, a new consciousness of the values of this new form of journalism.

Today the commentary is one of the most popular of the types of radio news.

DEFINITION

The radio news commentary is similar to the editorial and interpretative columns of the newspaper. It is basically opinion and interpretation and as such is one of the most flexible forms of radio news. It is, in effect, an oral editorial.

It is the form used by radio journalists now well know to the general public, such as Hans V. Kaltenborn, Fulton Lewis, Jr., Boake Carter, Lowell Thomas, Gabriel Heatter, Edwin C. Hill. Some of these men have won world-wide fame through their broadcasts.

To a large extent, the general popularity of radio news is the result of the excellent work done by these men. The commentary as a program type has maintained a high ranking in program popularity polls conducted during the last few years, ranking usually from fourth to first in the better know and reliable surveys.

COMMENTARY TYPES

Although each commentary may be different in manner of presentation, selection of subject, style of delivery and construction of treatment, all depending on the versatility and personality of the commentator, two general forms or types are in general use. These are:

1. The Review
2. The Editorial

As the name implies, the review commentary is an interpretative essay with either a single or multiple subject. Those of the multiple subject type are usually concerned with news of a definite period of time, which may vary from as long as a week, and in few instances a month, or as short a time as a day or a few hours.

For example, a multiple subject review commentary now being broadcast regularly over one of the three major networks, deals with news events in the nation's capital. It is a daily broadcast which offers listeners a comprehensive summary of the news, its significance and meaning.

This type commentary is also the most frequently used by the local stations.

The multiple subject review commentary is usually drawn from the general news scene and approximates a "shotgun" method of hitting the many varied interests of the radio audience. It is an attempt to pre-digest all the important elements of all the most important news events of a given period of time.

An example of multiple subject review commentary is reprinted in full below with the permission of Fulton Lewis, Jr., the commentator. (This program was broadcast over the Mutual Broadcasting System from station WOL, Washington, D.C., Thursday, January 19, 1939).

(Note: Dashes, and leaders are used to indicate pauses; the dash, a short pause, and the leaders, the longer pauses. Note, also, modified application of the figure rule; e.g., 875 million dollars, instead of $875,000,000. Other correct usages: 8 hundred and 75 million dollars; or eight hundred and seventy-five million dollars.)

Good evening, ladies and gentlemen....

The controversy over the WPA appropriation bill, has worked up to a really grand climax, tonight....Hollywood, in its wildest moments, never turned out a movie thriller, with a more dramatic build-up.

The President, as you know, asked 875 million dollars--to finance the WPA from the first of February, until the first of July.....The House of Representatives snipped 150 million dollars off that figure--and sent it over the Senate, as 725 million.

For nearly a week now, a subcommittee of the Senate Appropriations Committee has had it under consideration.....For a while, it looked as though the subcommittee would cut the figure even LOWER.

Last night, when I was on the air, I told you it apparently was certain that the committee would make no change, one way or the other....that a clear majority was in favor of sticking with the House, at 725 million dollars.

But in the meantime, things have happened.....

In the first place, the administration leaders seem to have taken a leaf from the strategy book, that the opposition used a year ago, during the battle over the reorganization bill..... At that time, you remember, members of Congress were deluged with letters and telegrams, from their constituents back home--urging them to vote AGAINST the bill.....As a matter of fact, it was largely due to that demonstration--that the reorganization program was finally defeated, in the House of Representatives.....

And apparently the tacticians of the New Deal have decided that it's a poor rule that doesn't work both ways.....because beginning late yesterday afternoon, letters and telegrams began pouring in to the members of this all-important subcommittee, from the constituents back home..urging them to restore the 150 million dollars, which was lopped off, by the House.

The mayors of various leading cities bombarded the committee with telegrams.....The President's close friend, Mayor LaGuardia of New York, is the HEAD of the national organization of mayors, as you probably know.....and from the messages, that poured in--that organization was clicking with beautiful precision today.

In addition to that, there were many telegrams from well-known figures all over the United States.....There was one signed "Peter Arno"....(Peter Arno, you know, is the famous cartoonist)...and another signed "Rockwell Kent"....(Rockwell Kent, of course, is the famous artist.)

A year ago, at the time of the reorganization bill---it was rather evident that the mail and telegram demonstration, at that time, was the result of an organized movement.....in fact, the President himself made that accusation.....

Today, the same evidence showed up, on the OTHER side.....the most SIGNIFICANT angle being that somehow or other, all of these communications, today, were addressed to the actual senators--who have this bill under consideration, or to the Senate Appropriations Committee as a whole.....The other members of the Senate received very little, if any...

But whether it was deliberately organized or not, makes very little difference, from a practical standpoint....the facts remain that the Senators received a great deal of mail, today, urging them to INCREASE the appropriation.....and against that, there was little or none--urging them to cut it down.

And, this afternoon, it was apparent that that demonstration was having an effect.....--in favor of the President, this time--just as the flood of adverse mail had its effect, against him, a year ago.

In the meantime, an even MORE important development took place, after I left the air, last night.....

The CHAIRMAN of the subcommittee--Senator Adams of Colorado--was called to the White House, for a late evening conference with the President.

The President started out by talking about "Benjamin Franklin stoves".....(which happens to be a particular hobby of Senator Adams').....That went on for more than an hour.....but he ended with a careful explanation, to the Senator, of why it's necessary for the subcommittee to restore that cut, made by the House.

This morning, Senator Adams called the subcommittee into session behind closed doors.....What went on there, only the members know, and they declined to tell.....but, tonight, the situation is completely up in the air...

Instead of a clear majority, to keep the WPA item at the House figure, as the picture was last night, my count of noses this evening shows an even balance, for and against.....Out of the 11 members of that subcommittee, five of them are standing with the

House of Representatives, ready to support the 150 million-dollar reduction....and there's one member--Senator Adams himself--who declines to say, one way or the other, just HOW he intends to vote.

He was in favor of cutting down the WPA appropriation, when this bill came over from the White House.....the question now seems to be, whether the President was able to change his mind, in that White House chat last night.

At any rate, it's certainly a neck-and-neck finish that comes tomorrow morning....you'll have to agree on that.

There's just one more angle, that may come into this picture tomorrow, when the final vote is taken....

Some members of the subcommittee want to compromise..... they want to give the President what he says is necessary, to finance the WPA.....but instead of appropriating for the full five months, from the first of February through the end of June, they want to appropriate for only two or three months, at this time.....they think that when that period is over, business may be very much improved, and it may be possible to get along on a more economical basis, for the rest of the year.

That proposal is backed by Senator Nye--the Republican of North Dakota.....I know several other members of the subcommittee, who are in favor of it.

If a deadlock develops tomorrow morning, when the final vote is taken, that compromise may be adopted, as the easiest way out.....in fact, from the way things look tonight, it may be the ONLY way out.

(long pause)

Now, the Senate went to work, this afternoon, on the last of President Roosevelt's major appointments--Mr. Harry Hopkins, as Secretary of Commerce.....

Senator Bailey, of North Carolina--the chairman of the Commerce Committee, which held the hearings on Mr. Hopkins--was the first person to take the floor against him.....(as I have mentioned before--there's a strong personal bitterness, between the two of them) .....and Senator Bailey began his remarks, today, by stating that he will not vote, one way or the other, on the confirmation of this appointment---"because of reasons that it is not necessary to go into, here."

He told the Senate that Mr. Hopkins had admitted, in the hearings--that he <u>had</u> indulged in politics...that he HAD made political speeches.....The Senator attacked the general record of the WPA.....He said the figures show, plainly, that the relief rolls were built up to a peak at the time of the November elections---and immediately AFTER elections, Mr. Hopkins began to cut them down.

Senator Norris of Nebraska, came to Mr. Hopkins' defense--and said that if there HAS been any politics, in the WPA...he believes it was caused by members of Congress themselves.

The new Republican Senator from Kansas, Senator Reed....(a former governor of that state, by the way)...made his maiden speech in the Senate, in the course of the afternoon..... He conceded quite freely that the Democrats had enough votes to confirm Mr. Hopkins---and undoubtedly would do so.....but he turned to the gentlemen, who were sitting on the opposite side of the chamber.....(the democrats sit on one side--the Republicans on the other, you know).....and he said:

> "You may as well realize, here and now, that you are going to have to answer for this appointment, in the next elections.....We, the Republicans, will make a major issue of this, in 1940."

Senator Davis, the Republican from Pennsylvania spent a half hour--detailing what he said were WPA political activities, during the election campaign in this state, last summer and fall.

Finally, young Senator Rush Holt--the independent Democrat from West Virginia--took the floor, and held it for the rest of the afternoon.....He said the President had given Mr. Hopkins this cabinet appointment, as a Christmas present....(it was announced on Christmas Eve, you remember).....but that the American people as a whole, will not accept Mr. Hopkins--even on a Christmas tree.....He said the appointment will be a millstone around the neck of the Democratic party.....and he said it will prove costly, in the long run.

Now, all this opposition, of course, comes from OPPONENTS of the New Deal.....Senator Reed and Senator Davis are Republicans.....Senator Holt and Senator Bailey are both anti-New Deal Democrats.....so there was nothing very surprising about it...

The MOST surprising fact, really, was that all through the afternoon--there was a heavy attendance of Senators, on the floor.....Usually, in a situation of this kind, they wander off and leave only two or three members on each side of the chamber to hold the fort.

This afternoon, it was quite the reverse.....there were few vacant seats.....and, at times, there were as many as 75 or 80 Senators on the floor.

(long pause)

Now, you remember that Senator Barkley--the Democratic leader--said, yesterday, that he hoped to get a vote on Mr. Hopkins, this afternoon.....but that hope vanished into thin air, when young Senator Holt went into his second hour.

At about 4:30 he was still going strong.....Senator Barkley saw that it was impossible to finish up, tonight.....at least four more Senators still want to be heard, on this appointment--possibly more.....so they adjourned until tomorrow.....and it may be, that they won't reach a vote, even then.

(long pause)

Now, from developments today, there appears to be a rather pointed difference of opinion, between the President and leaders of the House of Representatives--on just what should be done, on at least ONE angle of the national defense program.

Included in this program, you know, is a plan to build certain naval air bases, at various points in the Pacific and Atlantic..... .....Late yesterday afternoon, the Democratic chairman of the House Naval Affairs Committee, introduced a bill in Congress--to carry out that program.....and included in the bill, was a provision to establish a naval air base, on the island of Guam--far beyond Hawaii, out in the Pacific.

That question of fortifying Guam, has always been a very touchy one.....When the old London Naval Treaty was in effect--it had a specific provision, forbidding the United States to fortify the island.....a provision that was written in, at the insistence of Japan.....and today, when the news about Chairman Vinson's program reached Tokyo--it caused considerable excitement....

Dispatches immediately came back here to Washington--that a spokesman for the Japanese government said it was placing a gun against the door of a neighbor.

As soon as the President heard of that situation, today--he made a statement for the press, that he does NOT support Representative Vinson's bill, so far as Guam is concerned.....that he thinks the whole question of the fortification of that island should be worked out, in friendly diplomatic negotiations between this country and the Japanese government.....and even though that program has been recommended by a high board of naval experts--he insists that the fortification of Guam is not a matter for naval officers to decide.

So far as Chairman Vinson is concerned--he stuck by his guns, this afternoon.....he did not withdraw the bill.....and he did not strike out that controversial item.

And so, tonight, the picture seems to be, that Mr. Vinson thinks ONE way.....the President--with a rather delicate diplomatic problem on his hands--thinks ANOTHER way.....and the Japanese government is decidedly jittery, over the whole affair.

(long Pause)

Now, as for the rest of the news--

The new Supreme court justice, Mr. Felix Frankfurter, was a guest at the White House, today.....he arrived this morning from Boston, and he's to be an overnight guest, at least.

He announced that he will not take his oath, as a member of the bench, for some ten days to come.....he said he'll wait until a week from next Monday--the 30th of January.....and on that day--the President's birthday, incidentally--he'll be sworn in. AT THE SUPREME COURT.

In just about an hour from now, by the way, Mr. Justice Frankfurter will be making the acquaintance of his future brothers of the Supreme Court....The real purpose of his visit here, today, was to attend the president's annual dinner for members of the Court...all of them--with the possible exception of Mr. Justice Brandies--will be present this evening, at this White House dinner.

But that's the top of the news, as it looks from here, ladies and gentlemen...

Until tomorrow evening...

Goodnight.

THE EDITORIAL COMMENTARY

The second form of commentary, the editorial commentary, is a near duplication of the printed editorial and usually, almost without exception, is of the single subject type.

This commentary usually (1) presents an opinion of a controversial subject, or (2) presents information or explanation of some social, economic or political phenomenon.

The subject might be anything which is of sufficient interest to a majority of listeners. The death of the King of England, a flood, a new labor law, a strike, a major sporting event, an election, a nomination to the Supreme Court bench, a scandal, a war, a treaty, a peace pact, or even the heroic act of a dog may be included in this type of commentary.

An example of the informative editorial commentary is reprinted in full below with permission of Boake Carter, the commentator. (Broadcast by Boake Carter over a national network on January 20, 1936).

The King Is Dead! Long Live the King!

A wintery sun cast its rays through tall windows, the curtains of which had been pulled aside. And at the noonday hour, the beams slowly etched a pathway, across the red, red carpet until they fingered the coverlet draped across a giant, magnificently carved four poster bed.

Inch by inch the rays of the January sun rose up the side and presently bathed the bed in light--to reveal the gray face of a bearded man.

In the sun's reflection, silent watchers in the shadows watched the rise and fall of the covers, as the sick man's breathing came rasping, heavy and with great effort.

Gradually as the afternoon hours passed, the sunbeams-like the Eternity to which we all eventually return, moved relentlessly on. And as they moved, their rays slowly dimmed and the shadows, routed to the deep corners of the room a few short hours before, gradually crept forward again. And the sun hid its face behind the tall

trees and the warmth of nature slowly faded. It was as though Nature herself was writing in her own epic way for the little group of watchers hidden in the shadows, the final earthly chapter of a good and kindly man--George Frederick Ernest Albert--by the Grace of God, King of Great Britain, Ireland, and of the British Dominions beyond the Sea, Defender of the Faith and Emperor of India--and now by the Grace of God, returned to his Maker after a life's task well done.

Fully a quarter of the habitable world grimly realized that once more in the long, great, glorious history of the British Empire, the time was at hand when it heard again those fateful words: "The King is dead--long live the King." Reluctantly and with grief they were heard as life flickered from the tired frame of King George of England, at 6:59 Eastern Standard Time -- midnight in London.

But a scant two hours earlier the physicians and specialists attending the King had issued another bulletin, the words of which conveyed the hint that hope was abandoned-and that the end was but a matter of time. "The king's life is moving peacefully toward a close," was the fateful message typed upon the bulletin. It was a message pregnant with meaning for the future and poignant for the memories that they conjured to the mind of yesteryears.

Screens stood about the King's bed, to ward off any vestige of draught. A log fire dozed lazily red and comforting in the grate. At hand were the King's four sons, his daughter. About the sick room, in the great sprawling house at Sandringham, tiptoed Queen Mary--her hair perhaps a little whiter, her eyes perhaps a little duller with the realization that the quiet, sympathetic and generous man that had been her husband these many years, and who with her had stood the tests of a swiftly changing world, was gradually slipping from her. And the Queen became a woman and wept.

Three times since the World War, Great Britain's King fell seriously ill; in 1925, in 1928, and now. From the purely medical aspect, London medical men observed today that the King's illness of 1928 was more serious, in itself, as an illness, than the present one. But the 1928 illness sapped the monarch's strength and the heavy bronchial cold he caught a few days ago, riding round the grounds of Sandringham, taxed extreme his weakened heart.

In 1928, King George was seven years younger. Today he was seven years older--and possessed not the stamina with which to fight approaching death. Oxygen was administered--and heart stimulants injected but "The King's life moved peacefully toward its close!" It must be taken that the catarrhal infection spread to the lungs--a direction in which there was no hope. The last hours of life--the quiet slipping into Eternity--were typical of the very life of Britain's fifty-fourth King. For he always was a shy man, yet withal, a man of great dignity, who carried through a duty, no matter how distasteful or repugnant it might be to his soul.

In color of character, he was the antithesis of many English Kings. Yet it was this very lack of color, absence of the dash and hail-fellow-well-met camaraderie of his father, Edward--that in the end became one of the most valuable attributes to Britain's present ruling house. For it imparted to George V some sense of

quiet, hidden strength, a gently, unobtrusive, but very genuine dignity, which symbolized so well the England that every Englishman carries in his heart to all ends of the earth.

It was perhaps more this than almost anything else which enabled the English ruling house to carry straight on, in its quiet, silent way, through some of the most turbulent times in the history of mankind when the western world began changing into the modernity of the 20th century.

George grew to manhood and Kingship in the days of Britain's great imperial expension--the days that lit the poetic mind of Kipling--the days of his grandmother, Victoria, for whom the era was named. Thus he grew up in a time which we look upon as history of the past. Yet his reign was marked by a new tempo of human affairs--a tempo which produced a new civilization in which the scientists and the engineers of mankind produced great marvels and in which occurred, too, the most horrible war of all ages.

To these changing times, George in his quet way, adapted himself with uncanny ability--and so won for himself the undying devotion of the people of a quarter of the world--and the respect and admiration of the remaining three-quarters.

In the days of his youth, George was known to his brothers and sisters as "Georgie". Never was he over-strong--not one of those ruddy-faced, virile Englishmen of fiction who stride with stick and gaiters past gorse and heather, over heath and moor, puffing a briar and whistling gay ditties. Nevertheless from ancestors he inherited a love of the sea--and to the beckoning fingers of Neptune he succumbed--going through Osbourne and Dartmouth, the then two naval colleges of Britain, passing eventually on into the Royal Navy, in which he served for fifteen years and which took him many times around the world. Nary a thought of worriment entered his mind, He was enjoying only the life of a sailor and officer of His Majesty's Navy. He was, after all, the second son of his father. His elder brother, Albert, Duke of Clarence, was next in line for the throne. Clarence was engaged to Princess Mary, daughter of the Duke and Duchess of Teck. Victoria was still upon the throne. Hardly a chance to the world then seemed likely that George would be called to ascend the throne of his great grandmother.

Then suddenly, in the twinkling of an eye. Fate, capricious and untrustworthy, changed all. Just as George in this January of 1936 caught a cold and died, so did his brother Clarence suddenly catch cold in January, 1892, forty-four years ago, and was dead within a week.

Changed instantly was George's whole life. He had to give up his beloved sea and salt spray and plunge into the life of studying to be some day future king of England. Biographers and historical papers reveal how, inwardly, George revolted against this--but outwardly resigned himself and carried on in the true traditions that only Englishmen understand. Victoria passed away from the picture in 1901, and his father, Edward, was crowned. Princess Mary, who had been engaged to Clarence, married George. Finally in 1910, Edward passed on and George came to rule over countless millions

of black, white and brown people inhabiting an empire on which the "sun never sets".

Here came the test of the World war--a cruel test to put this shy man, who never wanted to be king in the first place, but only to sail the Seven Seas and be free in spirit as in body. But not one second did he flinch from the test.

It is a matter of easy memory for tens of thousands of troops how he conducted himself--and within the memory of civilians of all lands, how he endeavored to set an example of himself and his entire household. He became a soldier first and secondly a King. Fifteen hours a day he was "on tap"--to commandent officers, to wounded men in hospitals, to ministers, to all. He visited the "lines in France", ducked in and out of dugouts, drove brass-hatted generals frantic with worry, and once was thrown from a startled horse and badly injured by the flying hoofs of the wildly kicking animal.

Eventually came the Peace of Armistice Day--and from that date, George set about the long, heart-breaking, task of clearing away the carnage and wreckage of human lives, human values and economic destruction.

A million British subjects had offered up their lives in the supreme sacrifice, and it was to correct this decimation to which King George applied himself day and night.

The War destroyed many ruling houses of Europe. One after another, royal dynasties crashed, but the House of Windsor remained untouched--for the uncanny ability of George to adapt himself to the changing times, to use indeed the very birth itself of this new era to weild his empire on modern lines, was the salvation of the Windsor Dynasty. Thus perhaps it is the hand of a cruel, unkindly fate that should ring down the curtain on the life of one of England's ablest Kings at the very time when his Empire faces again, troubles rising on all sides, and a time when it needs his quiet genius once more to pilot it over the shoals and reefs of international Today.

The world wonders whether the departure of this man will spell a change of mark in the fortunes of Britain and her far-flung possessions. We venture the opinion that it will--for Edward Albert Patrick David, Prince of Wales--now Edward VIII, is vastly different from his father.

For, with the passing of King George, goes a great link, a great bond, between the present-day Britain and the Britain that was of the Victorian era.

It will be, psychologically, like the closing of a good book, whose pages have left a glow of warmth and solidity, and turning to look upon the shelves of life for another book. England will pick another book for herself--but though its cover may be attractive and its contents may seem alluring--the time consumed between the closing of one book and the finding, opening and reading sufficiently to test its quality, of the other book, that will be the period of danger to Britain.

Edward Albert Patrick Davis, Prince of Wales, is a product of the post-War school, although his boyhood days were spent among the present war generation. The most impressionable years of his life came during the War, when men shot men, and life had little value--and the moment was lived only for what one could extraxt from the Moment.

After the War, the dreariness and disillusionment of social and economic wreckage left their mark upon the mind of the Prince.

Too, he has been one of the greatest salesmen Britain ever had--taut, energetic, a bundle of nerves, often no respector of traditions which his father, George, would never have thought of transgressing. Edward David Windsor is indeed a product of the modern school--a new school of royalty--and his ascension to the throne will bring this product of this new school to deal with the intricate hair-trigger problems which engulf the world today.

Perhaps it may mean that the royal house of Britain will take even a personal interest in internal and external politics than ever. For many times the Prince has spoken his mind about government matters. Only time will tell whether he follows the traditional course or draws the royal House of Windsor closer to politics and international diplomacy.

With the death of George, a psychological Something goes on in Britain--a Something utterly undescribable--but a Something just the same. Something has departed from the heart that is England's. What effect this will have on the fortunes of the Empire and on the lives of the millions of people that populate it, remains a great question mark in the future.

Not so long ago, when the Prince of Wales bade his sister-in-law, the Duchess of York, good-bye at a London railroad station--he murmured loud enough for other to hear--"Good-bye--good-bye to the future Queen of England!"

The story is now new--but fresh enough to bear repetition at this time of travail for a great nation. Whether he meant that he himself would never ascend the throne--and permit his brother, the Duke of York, to take it, or whether he meant that some day she and his brother might outlive him to become rulers of the Empire is, of course, pure conjecture.

Few, however, expect that for a minute the Prince will shrink the responsibilities that now fall on his sloping shoulders. He is too much a man, too honest, understands too well what is expected of him, and even though he, too, like his father, doesn't want the position, he realizes that he is but another pawn of circumstances and history--and must bow his head to at least some of the demand of tradition.

If, as and when he is crowned, he will be the first bachelor King of England since 1760. A bachelor may reign in Great Britain--but there is much legal doubt as to whether he may be crowned without marrying first. There have been four bachelor Kings in all English history, two of them but boys.

The last one, strange as it seems, was George III, in whose reign the American colonies gained their independence. But at that time the Legal advisers to the Crown and the government decided that he could not be actually crowned until he married. And so George III took Charlotte Sophia, princess of Mecklenburg-Strelitz for this wife. And after that, and only after that event, was George III crowned.

Thus one wonders whether the death of Edward Patrick, David Windsor's father, tonight will force him into marriage--and remove from the ranks of bachelors one of the most eligible in the world.

So as the sun alowly sets over the palace in Britain today, so did the life slowly ebb from a great good, dignified King--and his going leaves behind a mountain empire--a very saddened world which always doffs its hat in reverence to a good and able man--and a great question mark for the future.

The King is Dead.
Long live the King
Good Night.

Reprinted below in full with the permission of the commentator, Elliott Roosevelt, is an example of an editorial commentary (Broadcast September 13, 1939 over the Mutual Broadcasting System) which presents discussion of a controversial subject and although informative has for its primary purpose the presentation of a viewpoint or opinion.

AMERICA LOOKS AHEAD

Mr. Roosevelt:

Good evening, everyone:

It is beginning to dawn upon some that there are certain organizations in this country which have been established here by foreign nations long before the outbreak of hostilities in Europe for the simple purpose of circumnavigating our wartime regulations for foreign propaganda agencies. They have been interested in reading about the activities of the German-American Bund in the United States since the outbreak of the war as well as the antics of the Communist Party. There are certain questions which are not clear in their minds about these two organizations, and which, I believe, the American public is not clear about. In the first place, there is a question as to whether the German-American Bund, as such, and the basic tenets of its thinking has made itself an organization whose membership could be indicted for treason against our country under our form of government. Also, there is considerable question whether the Communist Party, as such, while it has become recognized and has been allowed a place upon our ballots at election times, comes within the qualifying limits of our Constitution.

There is an organization in the government, headed by Mr. Frank Murphy, known as the Justice Department, whose duty it is to see

that the Constitution of the United States is being upheld and that no subsersive interests or propaganda agencies of foreign powers are allowed to exist and thrive in our country. Therefore, we, the citizens of this country, should have the right to know if these two organizations are legitimate and whether their operation within our boundaries is permissible.

By Mr. Fritz Kuhn's own statement "the German-American Bund in this country is waging a war against equal rights for Jews in the same manner that it was waged in Germany," and while claiming loyalty to the flag and the Constitution of the United States, he professes a desire to install a national socialistic type of government similar to that of the Third Reich.

At the same time, Mr. Earl Browder, acknowledge head of the Communist Party in America has stated that his party is bound to agree with all policies expounded by the Communist Party of the Soviet Union, and that in all matters dealing with foreign relations between Russia and the nations of the rest of the world, the Communist Party in this country must agree with their decisions and desires. Therefore, if the Soviet Union should adopt an attitude hostile to the best interests of the American people, the American Communist Party must, of course, side with Russia.

The Communist Party advocates the overthrow of the Capitalistic System in America as does the German-American Bund. The Capitalistic System, as such, has been a very maligned term, but actually means the complete freedom of the individual to carry on his own business and to work for whomsoever he pleases and to be allowed equal rights with every other citizen in the country no matter what his race or creed. Under Communism all power is vested in the hands of one man, and he dispenses power to his satellites as he sees fit with the individual having no rights or freedom of speech or action whatsoever. Under the German form of government, known as the National Socialist plan, all power is vested in one man in exactly the same manner that Communism centers its power. These two forms of government are practically identical, but they are basically different and basically antagonistic to the American form of democratic government.

The people of the United States have no desire to eliminate freedom of speech in this country. They have no desire to persecute certain classes of people because of their religions or because of their race. The United States wants no blood purges. The vast majority of the people of this country want to continue their method of life as it is today. There are some people who would like to change our government, such as those people who belong to the German-American Bund, and such as those people who belong to the Communist Party. The people of the United States, in my opinion, desire to issue this challenge to the membership of the Communist Party and the membership of the six hundred Bunds in existence throughout the United States. If you are dissatisfied with your government as it exists today in the United States, and if you like the governments of Germany and Russia better, we, the people of the United States, feel that you have every right to be able to live under the form of government that you like best. Therefore, we say to you, the people of the

German-American Bund, go to Germany, Heil your Hitler, and lead the life that you like best; and we say to those of you who belong to the Communist Party and believe in a Communistic form of government which you believe offers you more opportunities than does that of the United States of America. If you are dissatisfied with our way of life, we have no desire to have you live in our midst. We do not believe that you tell the truth when you swear allegiance to our flag, and we do not believe that you are sincere when you state that you desire to uphold the Constitution of our country. Furthermore, we believe, that you desire to make use of the freedom that exists in this country under our form of government to poison the minds of our citizens and to undermine our happiness in order to enslave our people in tyranny and feudalism. Because you are not successful in competing under a free form of government, you desire to change the government, that you may compete through restriction and terror, instead of by honesty and the power of your own brains in the business world.

Contrary to the feeling of others, of surprise, that Russia and Germany should be able to consummate a non-agression pact, many people believe that these two countries have followed the logical course, because their two governments operate in such close conformity that it is natural for them to team up together against the rest of the civilized world. They believe that if Germany and Russia should succeed in beating down the independence of the democratic nations of the world for a time, they will spread out their power in the form of puppet governments in other nations, but because they have built their existence on the ancient barbaric system of feudalism, in which all power is vested in the hands of a few, they will sooner or later destroy each other. Many think that as long as men of the type of Stalin and Hitler are allowed to extend their gag rule over more and more people, we can look for civilization to keep walking backwards. Only when the day arises that all the people of this earth are allowed complete freedom of action and speech can we hope for any sort of peace throughout the world.

This government is making an effort--I might say a SUPREME effort--to maintain a Neutrality that is a real neutrality and not just an empty name. It is bending over backward in an effort to keep public opinion temperate. Schools began this week, and all over America millions of little boys and little girls went back to the classrooms. They are taking up their studies at one of the most critical moments in history, yet what have been the instructions to the teachers who have these impressionable children in their hands? These teachers have been asked not to lapse into nationalistic doctrines--that is to say, not to prejudice these adolescent minds against Germans or Frenchmen, or against anyone.

At the time our own children are being safe-guarded against Un-American doctrines, what do you think is happening to the children of these Bund members. They are being taught to goose-step. They are being taught to raise their right arms and cry, "Heil Hitler." Their young, untouched minds are being prejudiced against freedom of speech, freedom of divine worship, freedom of everything which we here in America were born to, and are proud of, and have fought for, and will fight for again--if need be.

What we can do about this we don't know. But the menace is here and it is growing. When you speak out against a menace, such as the Bund here in the United States, the Bundsmen themselves are the first to cry that you are persecuting them, and denying them free speech.

But freedom of speech doesn't mean that you can walk into a crowded theatre and yell "Fire." When this happens people get hurt, and they get hurt because their judgment becomes paralyzed. And that is what is happening to thousands of children in this country, when they are taught to despise the decent doctrines of self-government which have prevailed in this country for nearly a hundred and seventy-five years.

Just what can be done about this situation most people don't know, but they believe this to be a genuine menace to our neutrality and indeed to our future. Something should be done. The government probably will give us an answer soon, and when they do the people of the nation will be overwhelmingly behind their action.

In the Argentine Mr. Whitaker found that the schools has practically been taken over by Nazi agents. Classes each day were opened with the "Horst Wessel" song. On the walls hung portraits of Hitler and Goering. When the teacher would ask, "Whom have we Germans to thank for everything?" the kiddies would reply in a high-pitched, baby-chorus, "Our Leader, Adolph Hitler."

The idea behind this was to turn all children whose ancestors originally had stemmed, however remotely, from German stock against their adopted country. Occasionally the brightest of these children, or the ones who showed "promise" or "zeal" were taken to Germany at no cost to themselves, just to see the truly miraculous wonders of the Hitler Fatherland.

Here is the statement of the mother of one such bright little Argentine girl:

Quote: "They offered my little girl a free trip to Germany. I was very proud. But my little girl came back a Nazin and an anti-Christian, and they made her testify against me. I was threatened. Now they take part of my money every week for their newspapers, their anti-Jewish and their anti-American literature. I must report every week, and they even ask me about the conversation in the home where I work. And I am Argentinian. I was born in this country and I have never seen Germany." Unquote.

Now that doesn't seem possible--Not in America, even Latin America. But in a way the same thing is happening here, among German-American families, many of which have no desire to give up the freedom they have found and which has become indispensible to them. That aggression and coercion, and threats of force are being employed even against their own kind, in America, cannot be denied.

Like the Communist question, which, by the acts of Stalin and Hitler are one and the same, the Nazi crowd, I think is a genuine menace to our Neutrality and indeed to our future. What we can do about it, I don't know. But I certainly think we ought to do something.

During the last war, as you recall, the greatest single piece of propaganda came from the allies - from the British, to be exact. Nothing the Germans ever thought of quite equalled it. It was given out, and flashed all over the world - and believed - even though it was later denied.

One of the highest ranking officers of the British Intelligence Department planted a lot of false documents on German prisoners, purporting to be orders for a "Corpse Factory." This officer invented the story that the Germans had opened "Corpse Factories" all over the country, in which the fats from dead soldiers were extracted and used in the manufacture of soap.

When the War Correspondents were given the story, they glanced at the evidence, and hastily cabled it all over the world. Then they began to examine the evidence, and to see through it. Finally, they went to the British Intelligence Department, and threw the "evidence" in this man's face. He finally admitted that it was untrue. His object in doing this was to inspire horrow and loathing of the whole German people in the minds of the rest of the world.

We are also hearing a lot about unrestricted submarine warfare, which is no doubt true, and which is repellent to all civilized people. But the other day an AMERICAN ship, the liner Washington, picked up some survivors from the British Freighter Olive-Grove, which had just been torpedoed. Now this submarine did not cruise up in the dark, sink the ship, and disappear. The report of the Captain of the American ship, said plainly, Quote: "The Submarine Commander was most courteous in treatment of survivors, furnishing a course, checking the compass, offering to tow the lifeboats, and finally, firing two red rockets which were sighted by the Washington." Unquote. The Captain of the Washington also makes it clear that the submarine, after halting the freighter, first saw that everyone was safely aboard life-boats and at a safe distance from the ship before he sank her. Let's remember things like this when the airwaves are black and the front pages are filled with the ruthless terrorism of the belligerents. Let's not only believe what we want to believe, but what our intelligence tell us to believe. That will make neutrality a lot easier and a lot longer lived.

Do you remember that at the time of the last war one of the great tragedies was the senseless discrimination and persecution of thousands of sincere, patriotic Americans whose names happened to be German and whose ancestors came of German stock. Let us guard against a repetition of this un-American treatment of our friends and neighbors. We are a neutral nation - let us keep our actions American in thought and deed. And now I see that my time is up so until Thursday evening at this same time, this is Elliott Roosevelt bidding you all Good Night.

TYPES OF SCRIPTS

Not all commentaries are in the completed form of script when produced on the air, as were the two programs reprinted above. Many commentators do not use a script, but speak extemporaneously from an outline or from notes, depending on their knowledge of the subject matter to keep a steady flow of words during the time on the air.

Basically, then, there are three types of commentary scripts. They are:

1. The essay.
2. The outline.
3. Notes

The essay type of script provides a more unified and polished broadcast, but it tends to give the commentary readiness and formality. It also provides a record for reference and for checking in case of a dispute or of reaction which necessitates written proof of what has been said. It also allows the commentator freedom to concentrate on his delivery and to forget the detail of his talk. It encourages confidence in the knowledge that if the mind falters, the script is dependable.

The essay type of script has several disadvantages. It is not as flexible as the outline or notes and is seldom used when the subject requires last-minute alterations for corrections or insertion of new information. Such would be the case in a commentary on a crisis such as the Czech affair and on the events of the second World war, when revision is necessary up until broadcast time to allow incorporation of vitally important information.

This type does not permit the freedom and naturalness of expression and thought which are so often characteristic of the better type of commentaries.

The outline and note type of script are similar in their advantages and disadvantages. Both encourage an informal manner of presentation, which is the best style of radio speaking, not only for the commentary, but for the other types of radio news. This personal, conversational manner is credited with having a greater effect on the listener's attention and retention and aids understanding.

Both the outline and note forms are flexible and are the best forms when alterations are necessary to keep the broadcast accurate and interesting. A commentary would be ruined if the announcer discussed something which no longer was true to facts because of changes in circumstances.

SUBJECT

The subject of a news commentary may be anything of interest to the majority of listeners. It may be the human interest story of a dog who saved his master's life only to lose his own, or the dramatic story of nations at war or on the verge of war. It may be the vitally important and the significant, or again, it may be the socially insignificant. All that matters is that it be of interest to the many, not the few.

Further discussion of the commentary is included in the chapter Seven, WRITING THE COMMENTARY AND DRAMA.

CHAPTER THREE

The Spot Newscast, Dramatized News and the Hybrids

In this chapter we shall examine three forms of radio news, the dramatized news, the spot newscast, and the hybrids, which often are produced by not only the news department of a radio station, but by the continuity and special events departments.

THE SPOT NEWSCAST

The oldest, and in many ways, the most successful of newscast types, is the spot newscast, the broadcasting of a news event as it happens. These are usually eye-witness accounts by the radio reporter-announcer, but may be the transfer of a news event, such as a speech, to the air and the listener.

First spot newscast in the history of radio, as we may recall from chapter one, was the broadcast by KDKA of the Harding-Cox election returns in 1920. It was a typical spot newscast, and, incidentally, also was the beginning of commercial broadcasting as it is known today. The following years, as we have seen, brought numerous successful spot newscasts which did a great deal to attract the public to radio as a news medium.

The spot newscast differs from the other forms in that it is primarily a first-hand reproduction of the news event. Its scope is unlimited. News events most frequently broadcast in this manner include:

1. Sports events.
2. Conventions, conferences, meetings.
3. Catastrophes: floods, earthquakes, fires, sea disasters, train wrecks, etc.
4. Public addresses, political and otherwise.
5. Celebrations, parades, etc.
6. Wars, revolutions.
7. Explorations.

All of these news-making happenings have been included in spot newscasts during the nineteen years of newscasting. During the early "stunt" period of broadcasting, it was the predominant type of newscast on the air.

The spot newscast usually requires very little written material. A baseball newscast, for example, is mostly a vivid oral narrative by the announcer of the action as he sees it.

Conventions

The broadcast of a political convention, on the other hand, may require considerable preparation of written material in advance of the actual broadcast. Special speeches, interviews, background material must be prepared and arranged. Lists of candidates, delegates and participating officials must be obtained and prepared for convenient reference. And, of course, the broadcasting equipment must be installed.

Actual broadcasting of the convention is mostly a matter of picking up speeches and sounds of the convention and supplying a word picture of all that cannot be broadcast direct by pickup. Considerable written material is usually

necessary for this part of the job, and this is supplied by radio journalists.

Catastrophes

Radio reporting of a natural catastrophe presents mechanical and other problems which are not easy to solve. The matter of transporting equipment is alone a major and sometimes unsurmountable obstacle to a successful broadcast. Consider, for example, the task of reporting a major flood when roads are covered, communication facilities impaired or disrupted. Mobile transmitters have eliminated this problem to a large extent, but it still is difficult to get this light and compact equipment to the news scene.

Preparations for spot newscasts of this type must be speedy. Floods, fires, disasters do not wait for any man. The sooner on the scene the better the broadcast will serve its purpose. It is seldom that any written material is used in such broadcasts, except perhaps, in the later hours of the happening when its news edge has worn thin. At the start, the announcer must depend on description of what is taking place and, possibly, interviews with survivors, officials, et al.

Speeches

The speech newscast is comparatively simple to handle. There is usually sufficient time to prepare the background material and arrange the broadcast. Usually an opening and closing statement, including identification, is all the written material necessary.

For such broadcasts the announcer and station are supplied with copies of the speech in advance, the station for protection against libelous utterances and the announcer so that he may follow the speech and make his interruptions or "breaks" properly. Station breaks are usually at fifteen minute intervals.

Sports Events

Broadcasting of sports events is probably the greatest task of newscasting, especially from a standpoint of time and expense. At the same time there are few newscasts which can command the sustained listening interest which sports events maintain. Baseball, football, basketball, hockey, horse racing and track are regularly covered by radio. National championships in golf, tennis, rowing, boxing usually take top place on the broadcasting schedules of the networks and are heard by millions of fans.

Considerable written material is prepared for these broadcasts. Histories of players, name lists, records and general background information are usually made available to the announcer.

SPOT NEWSCAST TYPES

For purpose of this study we may classify the spot newscasts into five categories as follows:

1. On-the-spot, or eye-witness.
2. Relay.
3. Transmission.
4. Sounds effect.
5. Recorded, or re-broadcast.
6. Interview.

The on-the-spot type is the most used of the spot newscast types, and is used as mentioned above, for sports events, catastrophes and such events where a description of the happening is given by the announcer on the scene.

Although no script is used in this type of newscast, a stenographic record of such a broadcast by the Columbia Broadcasting System is reprinted below:

ANNOUNCER: At this time, just five minutes before the speech by Adolf Hitler, the Columbia Broadcasting System takes you to the Berlin Sportspalast where William Shirer, CBS Central European representative, is stationed at a microphone..

SHIRER: ....Nazi flags. The crowd is cheering wildly....The cheering now is for Field Marshal Goering. He's looking jovial...He has on his Field Marshal's uniform... The crowd still yells and cheers.... Goering now sits down on the rostrum..Imagine the Madison Square Garden in New York at an old-time political rally during an election year and you have a picture of the Sportspalast this evening... 15,000 wildly cheering people..From the ceiling, hundreds of Nazi flags and round the platform hang great, six-fee-high posters with Nazi slogans...Herr Hitler has not yet arrived.

...They are yelling again for Goering. He's getting a tremendous ovation...Next to him on the platform I see Foreign Minister Von Ribbentrop and most of the German cabinet, the Chief of the German Navy, the Chief of the German Army, a great many generals in uniform...The slogan across the back of the platform says: "The Sudeten Germans are not to be left in the lurch."...It is interesting to note that about half an hour ago, Prince August Wilhelm, third son of the former Kaiser, strolled along down the aisle in uniform...The crowd stood and gave him a big hand....The crowd now is laughing very good-naturedly....There is no atmosphere of war here at all.

...Some have been sitting here since 11:00 this morning, singing and laughing...Now a German in the crowd gets up and cracks a joke... I couldn't get it....Hitler, we hear now, has left the Chancellery... A few seconds and he will be here...Along the main entrance, the Black Guards are standing at attention, waiting for Hitler and his party to enter...The crowd is yelling slogans for the Sudetens... "We will come to the rescue," they shout....Dr. Goebbels is speaking now..The German people declares Goebbels, stand behind Hitler... Hitler, he says, can rely on his people exactly as they rely on him....And now Hitler arrives....There is tremendous applause and cheering, etc.

The Relay

The relay type of spot newscast is used either to report an event which covers a great area, such as a parade, or to report a news event which has more than one locale or points of origin. Excellent examples of this type of spot newscasting was the reporting of the 1938 Czech crisis and the early months of the second World war in 1939. Coverage of such a news event by radio is a tremendous task of organization.

Arrangements for prominent European journalists and statesmen to talk and give interpretations of what was taking place had to be arranged. Representatives of the networks were located in key cities such as Berlin, Paris, London, Prague

and arrangements made with foreign broadcasting systems for transmitting the broadcasts. A schedule of assignments and code for jumping the broadcast from one news center to another, from Europe to the United States, had to be devised to achieve unity and continuity. And all this had to be arranged for a time best suited to the program schedules of the hundreds of member stations of the networks in the United States.

The broadcasts were directed from the New York studios of the networks. By use of the telephone and a "talk-back" system, the news executives in the central bureau were able to coordinate the activities of their associates in Europe and give the listener a comprehensive, sensible and thorough report of the news.

All types of newscasts were used. The networks made extensive use of the commentary to interpret for the listener every bit of news coming across the ocean. News bulletins, speeches, statements by foreign officials, all were explained and analyzed by a commentator in the central New York bureau who acted as a master of ceremonies for the news show.

By relaying the news from the places of origin in Europe to New York and then through the associated stations of the network to the listeners, the radio journalists kept the public on top of the news all the way. It can be said to the eternal credit of radio journalism that the American people were vastly better informed during those hectic days than were the people of the European cities in which the news was taking place.

To illustrate the method of relaying news, part of the stenographic copy of the CBS broadcasts for Monday, September 12, 1938 is reprinted below from the book I Broadcast the Crisis with permission of the author, H. V. Kaltenborn.

Monday, September 12

(7:45-8:00 P.M.--Morning News Report.)

ANNOUNCER: Adolf Hitler will tell the world this afternoon whether he decrees peace or war for the world....(etc.).

(9:25-9:30 P.M.--Morning News Report.)

ANNOUNCER: This morning the entire civilized world is anxiously awaiting the speech of Adolf Hitler, whose single word may plunge all of Europe into another world war.....(etc.).

(2:15-3:35 P.M.--Chancellor Adolf Hitler
From Nuremberg, Germany, via Berlin
Short-wave Station.)

ANNOUNCER: We interrupt the program of (Program title) in order to bring our listeners the world-awaited talk on Germany's foreign policy to be delivered by Adolf Hitler to the Nazi Congress at Nuremberg. Throughout the Hitler address a translator will interrupt to paraphrase in English the Chancellor's remarks. We take you now to Nuremberg, Germany.....(etc.).

HITLER (As translated): Today we again see plotter, from democrats down to Bolsheviki, fighting against the Nazi state..We are being insulted today, but we thank God that we are in a position to prevent any attempt at plundering Germany....(etc.).

(3:36-3:45 P.M.)

KALTENBORN: Adolf Hitler has spoken and the world has listened. The world has listened because it feared that this speech might mean war.

It may mean war...(etc.).

(7:30-8:00 P.M.--International News Broadcast.)

ROBERT TROUT (CBS Announcer): Tonight, as nations of the world digest the long-anticipated talk of Chancellor Adolf Hitler at Nuremberg, we will hear in rapid succession from London, Berlin, Prague and Paris... The four speakers are to be: Edward R. Murrow, chief of Columbia's European staff, speaking from London; Melvin Whiteleather of the Associated Press, speaking from Berlin; William L. Shirer, Columbia's Central European representative, speaking from Prague; and John T. Whitaker, of the Chicago Daily News Syndicate, speaking from Paris. Mr. Murrow will speak to you now from London, England...(etc.).

MURROW: There is little optimism in London tonight....(etc.).

WHITELEATHER (From Berlin): Nazi interpreters of Hitler's thoughts say a plebiscite in the Sudeten region might be acceptable...(etc.).

SHIRER (From Prague):...Everybody here went about his business as usual...Don't think the Czech people are gloomy or depressed or frightened. Not a bit of it.

WHITAKER (From Paris):...If he were going to make war within the next few weeks, reason Frenchmen, why would he tell Germans that their forts would not be ready until winter?....(etc.).

(11:00-11:05 P.M. Evening News Report.)

ANNOUNCER: The Czech cabinet tonight is preparing to proclaim virtual martial law in the Sudeten frontier areas of Czechoslovakia. Riotings, knifings and shootings are spreading through the border region as a result of Hitler's war-threatening Nuremberg speech... German minority members are surging through Sudetenland towns shouting: "One Reich, One People, One Fuehrer."

The relay newscast is also used for a single news event which takes place at widely separated points; e.g. a parade. President Roosevelt's visit to the Pan-American Conference at Buenos Aires was handled in this way. Several announcers were used, each covering a certain section of the parade route. By relay from announcer to announcer radio was able to report the movements of the President from the time he landed until he reached the Conference building. The broadcast required several broadcasting units and announcers.

Transmission Newscast

The transmission newscast is really not a part of the news broadcasting activities, and is handled usually by the special events department rather than the news department. However, it is basically a news service and as such is worthy of inclusion in the spot news types.

This type of newscast is one in which the entire program is mostly a problem of transmitting the information, usually a speech, from point of origin to the

broadcasting station. President Roosevelt's famous fireside talks are excellent examples of this type of newscast.

The radio journalists provide only a opening and closing announcement, arrange for installation of equipment and supervise the broadcasting. The speaker provides the script and reads the message.

The Effect, and Recorded Newscasts

The effect newscast involves the use of recording devices for picking up sounds and background effects, and even voices for later use in a more complete program. This is often used to supplement the formal newscast program with voices which would not be available at the time of broadcast. It is used extensively in special sports news programs.

In this type of newscast, the recordings are made at the scene of the desired sounds and voices and these records are then incorporated into the complete program.

The recorded, or re-broadcast type of spot newscast differs from the other types only in the mechanics of broadcasting. The news event is handled in exactly the same manner as other spot newscasts, with the exception of actual broadcasting. Instead of being put on the air simultaneously with the happening of the event, the program is recorded on an acetate record, much in the manner of phonograph record production, and broadcast later.

Records can be, and are, used for almost any type of program. Many of the popular entertainment programs, the Jack Benny program for example, are recorded for re-broadcasting.

In the reporting of news, records have been used extensively. The Mutual Broadcasting System has made extensive use of the recording method, especially for reporting of foreign news events. Many of the popular re-broadcasts of sport events are from records made while the contest is in progress. At Indiana University, for example, the varsity basketball games are recorded and the play-by-play account of the game, broadcast from the records several hours after the contests are over.

This method of program production enables the industry to present news and other programs at any time desired. Often this means a saving in costs to the sponsor by enabling him to put a program on the air at an hour when broadcasting time is not at a premium. It also enables the radio station to include paying programs in the "sustaining" hours of the broadcast schedule. (Those hours usually devoted to non-paying programs; generally: 8 or 9 p.m. to 12 p.m. or 1 a.m.)

The radio journalists use records extensively to "can" certain news events, which for one reason or another can not be broadcast as they take place, and then broadcast them from the records when time on the air is available.

The Interview

The interview is often an effective method of presenting interpretations of the news, and is a direct part of the radio journalist's work. Use of this type of newscast is usually confined to major news events.

The script of the interview usually consists of the list of questions and the answers, and is prepared long in advance of the broadcast, possibly with one or two rehearsals. If extemporaneous, the script consists of questions with reference information and data for the announcer's use.

A stenographer's copy of a actual interview type of newscast is reprinted below from the book, I Broadcast the Crisis, with permission of the author, H. V. Kaltenborn.

ANNOUNCER (New York): That was London speaking. And now Maurice Hindus in Prague, Czechoslovakia, is to be interviewed by H. V. Kaltenborn.

KALTENBORN: Hello, is this Prague? Who is talking, please?
HINDUS: Is this Columbia?
KALTENBORN: Maurice Hindus, is that you?
HINDUS: Speaking.
KALTENBORN: This is going to be an interview and I don't know if they have it on the air. In any case I'm going to fire ahead and ask you a few questions about the aspect or rather about different aspects (of the Czech crisis) that we don't know here. We want to know whether Prague had any report of Litvinoff's Geneva speech today. Is that published in Prague?
HINDUS: I haven't seen any of it in the papers.
KALTENBORN: Have you had all the evening papers?
HINDUS: I have all the evening papers.
KALTENBORN: And there is nothing about the Litvinoff speech?
HINDUS: Not a word that I have read.
KALTENBORN: Well, he made a very important speech in which he stated the fact that Russia was ready to consult with the General Staffs two weeks ago, but that France turned them down. Let me ask you this: Have you any reports about Sudeten volunteers crossing the frontier into Czechoslovakia?
HINDUS: There was a story here today that Hitler threatened to send Sudeten volunteers into the Sudeten territory and that as soon as the Russians heard of it they told the Czech government that they would send into the Czech territory as many volunteers as Hitler would, with as much equipment.
KALTENBORN: That is a very important piece of information if true. Because that would suggest military action by Russia.
HINDUS: It is.
KALTENBORN: Well, we shall try to check up on that because that is important. Tell me this: What is the situation on the streets of Prague?
HINDUS: It is about half past two in the morning in Prague now and I can still hear some rioting going on outside.
KALTENBORN: What are they crying? You gave me some of the slogans in this afternoon's broadcast.
HINDUS: They were shouting about five o'clock this afternoon mostly one thing: "We are not going to have our fatherland mutilated," and then were cries, "Down with Chamberlain. He sold us out". "Down with the French".
KALTENBORN: Do these cries suggest that you have the beginning of a revolution? There is, of course, a street demonstration. Do you think it means more?
HINDUS: I don't think that it is a revolution. It is an expression of impassioned protest against Hitler.
KALTENBORN: Do you remember when we talked two days ago you thought things had definitely changed?

HINDUS: Yes, that is true. When I went out on the street the one cry uppermost was "We want to fight". "We want a military dictatorship".
KALTENBORN: Do you think the army wants that? And do you think the army will help the people to get that? What about General Syrovy, whom we talked about this afternoon? Has he been in the picture at all?
HINDUS: One report is that President Benes and General Syrovy came out on the balcony where the President lives, and the general, according to the report, made a speech very briefly. And he said "We have been betrayed. But you must be calm".
KALTENBORN: Well, to me that would indicate that the General is with Benes and the government, and has no desire or intention to create a revolution. Do you agree with that conclusion?
HINDUS: Yes, I agree with that absolutely.
KALTENBORN: Then there is not likely to be a revolution as matters stand today.
HINDUS: The situation changes every five minutes. No one knows what the early morning will bring.
KALTENBORN: Tomorrow, as you know, Chamberlain reaches Godesberg and tomorrow morning the negotiations begin. Do you believe the negotiations will continue between Godesberg and Czech government?
HINDUS: Contact?
KALTENBORN: Yes, in the sense that they will try to work out...
HINDUS: Not at all. One of the pet grievances of the Czech press, as expressed through the morning papers here, is that Chamberlain never consulted the Czechs about any deal he made with Hitler.
KALTENBORN: Maurice, thanks. This is very interesting information. We will follow it up here and will get in touch with you again tomorrow. All right. You have earned a good night's rest. Good night.
HINDUS: Good night. And thank you.

THE JOURNALIST'S PART

What part does the radio journalist play in this form of newscasting? Although the listener is not aware of the fact, the writing journalist provides considerable material for the spot newscast. In all forms of broadcasting it is essential that there be no "dead", or quiet, spots on the program. This necessitates a continuous stream of words, or sound. To relieve the announcer of the burden of talking when there is nothing happening, scripts are provided which supply interesting information concerning the event being broadcast. These may include lists of names, dates, and other data; histories and biographies, and various explanatory material. Preparation of these scripts often requires hours of research and study by the news staff.

DRAMATIZED NEWS

There are still other forms of newscasts. Besides the formal newscast, which will be discussed at length in the following chapter, there are the dramatized newscasts and the hybrid types. These last two are less concerned with the news function than with the entertainment aspects of the news.

The best example of the pure dramatized news is the currently popular and successful March of Time broadcast. Employing all the devices of radio drama, this program differs from the straight drama only that it is always based on

actual news happenings and is forced to adhere to the facts.

Inasmuch as this type of newscasting is not the work of the radio journalist, but of the dramatist and the production department, not a great deal of attention will be devoted to it in this book.

However, the devices and techniques of the drama can be used effectively to add novelty to the straight or formal newscast. Because of the much greater amount of time needed for drama, however, such programs have not been used to a great extent.

The script for a hypothetical straight dramatized news program would take the following form:

ANNOUNCER: Station XYZ presents Drama in the News. Each day at this hour station XYZ brings you a half hour review of the news reproduced for your entertainment as it actually happened.

MUSIC: THEME UP AND OUT.

SOUND: CROWD NOISE FADE THRU.

NARRATOR: In the packed, stuffy United States Senate hearing room at Washington today, the Senate Education and Labor committee continued its hearing on the workings of the National Labor Relations Board. The meeting is being called to order. (Fade).

SOUND: GAVEL KNOCK THRICE.

NARRATOR: (up Mike; hushed) Senator Ellander, democrat of Louisiana, and acting chairman this afternoon, is calling for order...The crowd quiets...He introduces the first speaker, William Green, President of the American Federation of Labor.

GREEN (Second Narrator): It is my proposal this afternoon to offer and discuss a much needed change in the present administration of the national labor laws.....

(Note: The script would continue in this form, with music theme between different news stories.)

The straight drama form can be varied with formal news paragraphs, with only those news items presented in drama form which readily lend themselves to such treatment. This modified form is more flexible than the straight drama form and allows for more news items. A pseudo-drama type of script would employ several announcers, with one handling the narration and the others the voices of the different persons appearing in the news. In this manner:

ANNOUNCER: London---Prime Minister Chamberlain assured the House of Commons today that all possible efforts were being made to bring an early alliance between Russia and England to strengthen the Anti-Fascist front. Said Mr. Chamberlain:

SECOND ANNOUNCER: Every effort is being extended and we are moving with all possible dispatch to bring Soviet Russia into an alliance between England and France for the preservation of peace in Europe. But it is not a very simple matter and one in which governments besides our own must be considered.

FIRST ANNOUNCER: Of these governments, Poland was one..etc.

THE HYBRIDS

Before passing to the next chapter and consideration of the very important straight newscast form, we must mention a less important type of newscast which we shall call hybrids. These newscasts are those which serve a special interest group, or a special purpose other than news reporting, and may or may not be a product of the news staff of a radio station.

Included in this group are such educational broadcasts as the various Farm and Home Hour programs, Walter Winchell's column of the air, and Jimmy Fidler's Hollywood gossip program.

A stenographic report of one of Walter Winchell's broadcasts is printed below in part as an example:

ANNOUNCER: This program by the compliments of (trade name) lotion for soft, white, romantic hands. Featuring Walter Winchell, America's one-man newspaper. Walter Winchell's famous column appears in the New York Daily Mirror and other newspapers from New York to Honolulu. He's here with hot news, fast news, exclusive news.

(pause)

(Note: Then follows a lengthy commercial, which ends with the introduction: "Now to the editorial room of the (trade name) Journal and Walter Winchell.")

WINCHELL: Good evening, Mr. and Mrs. North America and all the ships at sea. Let's go to press.....Flash...London...after a delay of two months Great Britain has entered into a military alliance with Soviet Russia. The foreign office announces this officially.

(dots and dashes)

Flash...New York...Franchot Tone, stage and screen star, enters the New York hospital for a major operation tomorrow morning...

(dots and dashes)

Flash...Chicago..Dr. C. H. Mayo, of the Mayo brothers, the eminent doctor, has taken a turn for the worse at the Mercy Hospital Chicago. Although Dr. Mayo is under the oxygen tank, his chances they say are fifty-fifty.

(Note: This style is followed throughout the program with items appearing under headings announced as Names in the News, and Dots and Flashes from Border to Border and Coast to Coast. The program closes with a newsparagraph as follows:)

(dots and dashes)

This, ladies and gentlemen, winds up another (trade name) Journal until next Sunday night at the same time. Until then and with lotions of love, I remain your New York correspondent, Walter Winchell, who doesn't believe that

F. D. R. aspires to be a dictator at all. Who ever heard of a dictator giving his people a New Deal from the bottom of his heart instead of from the bottom of the deck. Good night.

ANNOUNCER: And don't forget to tune in again next Sunday night to hear Walter Winchell, brought to you by (trade name) the lotion for soft, white romantic hands, (name of announcer) speaking. This is the National Broadcasting Company.

CHAPTER FOUR

The Formal Or Straight Newscast

The news is on the air.

Perhaps not in these exact words, but in words of similar meaning, daily from eight hundred and twenty local broadcasting stations in the United States there are sent to millions of listeners millions of words telling the news of the day.

The bulk of this news is in a form which we shall call the formal newscast, a fifteen or thirty-minute period of news readings broadcast at regular intervals and which present a summary report of all the important news events. This type of broadcast of the news is perhaps the most used in radio journalism and the most familiar to the radio audience. It is radio's nearest approach to a duplication of the newspaper.

Limited by the inevitable, and apparently incontrovertible factor of time limitation, the straight newscast can never equal the newspaper in extent of coverage or in detail of treatment. A single fifteen-minute newscast has a maximum of about twenty-five hundred words, while three full twenty-inch columns of a newspaper contain approximately three thousand words.

The formal newscast predigests the news and serves it to the listener in a condensed, easily understandable form. It saves time for the listener by summarizing the important news, and in so doing contributes a valuable public service.

The function of the formal newscast, in contrast to the commentary, is reportage rather than interpretation.

FREQUENCY

The formal newscast may be broadcast from a given station as often as once an hour, though most stations today limit these broadcasts to from four to six a day, each usually of fifteen minutes duration. Most stations supplement these regular broadcasts with bulletin news and special announcements whenever any news is sufficiently important to interrupt another program.

From the listener's viewpoint, the frequency of newscast is greater than for the individual station. A listener can tune in as many news broadcasts as he wishes. For example, a listener living at Madison, Wisconsin, on January 17, 1939, according to program listings and schedules, could have tuned in thirty-six news programs between the hour of seven in the morning until eleven o'clock at night. This would have been equivalent to eight full hours of listening, assuming that all the programs were of fifteen minutes duration.

FORMAL NEWSCAST TYPES

There are four different types of the formal newscast. These are:

1. The Report.
2. The Bulletin.
3. The Review
4. Special Interest.

The report type usually consists of brief articles devoted to the separate news items, often with the news of similar categories, such as foreign news and national news, or sports news and political news, unified in one running story or grouped together in sequence.

Although edited differently, according to station rules and practise, these programs are easily recognizable by the nature of their content and their similarity to newspaper presentation of the news.

On some stations, the report program is presented without datelines and with complete categorization of news. These programs often appear similar to the review type, although they usually are not as compact or unified. Use of the dateline, however, is the practise of most stations. This gives the program a distinct newspaper characteristic.

An example of the report type of formal newscast, without datelines, is quoted in full below. (Broadcast from station WIBA, Madison Wis., 10 to 10:15 P.M., on October 18, 1938. Madison is a city of sixty thousand population with a broadcast primary area of approximately five hundred and sixty-five thousand persons.

ANNOUNCER: This is (name of announcer) bringing you the nightly report of the news of the day, compiled and edited in the WIBA newsroom.

First, the weather:

Much of the United States sweltered today in mid-summer temperatures, but some parts shivered under the blustery cold of winter. A beaming sun set fall warm weather records in the East and Mid-west. However, in Montana, three persons died and four are missing in a snowstorm, New York, Washington, Detroit, Boston, and Albany reported high record temperatures, either for October 17, or for the month. The weatherman says the unseasonal heat wave probably will continue for a day or so.

For Wisconsin, he predicts generally fair weather in the South; light showers in the North; and warmer in the North and extreme East. For Wednesday, he says rain and cooler. The temperature at ten o'clock tonight: fifty-eight degrees.

Madison's highest temperature today was seventy-eight degrees.

(pause)

But tonight, while Europe is far from peace, a measure of industrial peace for the United States is being sought by the President's Railroad Fact Finding Board.

The three-man board has begun deliverations on the demands of the nation's carriers for a quarter-billion dollar pay cut. The board, composed of Walter P. Stacey, of North Carolina; James Landis, of Massachusetts; and Harry Millis, of Illinois, took the case under advisement late today. It will submit its findings to President Roosevelt on October 27th.

The board was created by the President to stop a threatened walkout of nearly a million railroad employes. Under the railway labor act, neither capital nor labor can make any move until the Fact Finding Board presents its findings to the President.

However, neither side is bound by the opinions of the board.

(pause)

Today, strikes dragged in three important industries. The strike of tugboat employes in New York harbor still is going on. Striking workers at the Waterbury Buckle Company in Connecticut continued to sit at their benches with arms folded. And the strike at the Windsor plant of the Chrysler corporation continued. Only in the Waterbury strike was there hope of immediate peace. There, the C.I.O. affiliated employes have agreed to arbitrate a wage and seniority dispute.

(pause)

The August Supreme Court today refused to become involved in cases involving a western actor and a mid-western bad man, The High Bench denied the petition of William S. Hart, the former cowboy movie star, for review of a lower court decision rejecting his $185,000 suit against a movie firm. The tribunal also refused to hear the appeal of James Dalhover, Indiana gunman, from a death sentence in connection with the death of a policeman.

The two denials came during a busy day in which the court agreed to pass judgment on a case expected to have a bearing on Harry Bridges, the West coast maritime union leader.

The court accepted for review the decision of the Fifth Circuit Court of Appeals, releasing Joseph Strecker, of Hot Springs, Arkansas, from threatened deportation. Strecker admitted membership in the Communist Party, and government attorneys sought to have him deported for that reason.

The case is linked to Bridges, since deportation proceedings now are pending against the labor leader on the grounds that he is a Communist.

(pause)

Meanwhile today, the Dies Committee, investigating un-American activities has been told that Communists control key positions in Minnesota's Farmer-Labor party. Witnesses testified today that reds are directing the party's policies, in spite of opposition from the rank and file membership. The charges were made by men from the Twin Cities. One of them accused Governor Benson of Minnesota, of openly leaning toward Communism.

And the rumblings of the Dies Committee rose again in Detroit today. The Mayor of Detroit has ordered the names of two physicians stricken from the list of doctors available for city duty.

Mayor Reading eliminated the names of Dr. W. M. Shafarman and Dr. Frederick Lendrum, and the same time ordered that bills submitted by several doctors be held up pending investigation.

The two physicians were named in the Dies un-American investigating committee's inquiry as having examined Spanish Loyalist recruits and having charged the city for the service.

(pause)

Here are the names that made news today:

Miss Clara Bumiller, of Milwaukee, has been nominated to succeed Miss Grace Knight of Madison, as the president of the Wisconsin State Nurses Association. Miss Esther Klingman, of Sheboygan, was nominated vice-president.

At Mauston, the mystery surrounding the disappearance of Joseph Biemel last July is believed solved. His brother, Frank, has identified pieces of clothing, a watch, and spectacles found by a hunter on a skeleton was broken. It is believed that Biemel had lain helpless with the disabled leg until he died.

Charles Starr surrendered to Milwaukee police when they surrounded his attic hideout two hours after he held up Dr. E. W. Bentzien at his office. The physician was robbed of four dollars and fifteen morphine tablets. When cornered in the attic, the man thretened to take his life. He called his wife, and when she arrived she advised him to surrender.

(pause)

Hollywood police say tonight that the secret marriage of Ruth Etting and Myrl Alderman apparently is illegal. Alderman was shot and critically wounded by Miss Etting's first husband. As police inquired into the tangled romances of the radio blues singer, the district attorney's office filed a formal complaint against Martin Snyder, Miss Etting's former mate. The complaint charged the forty-two year old Snyder with attempted murder, kidnapping and violation of the California firearms law.

Police who are investigating the case say that Alderman was not legally divorced from his second wife when he eloped with Miss Etting.

(pause)

And more trouble hit Hollywood today. So Sally Rand who spent an unhappy half-hour in the city jail this afternoon, is hiding tonight. Sally, famous for fans, is free on $1,000 bond on a misdemeanor charge involving assault and battery. She showed up today, nearly a fortnight late, for her scheduled appearance as a guest star in Judge Harold N. Landreth's courtroom. While bail was being arranged, Sally was taken to the bull pen.

(pause)

Former President Hoover made it plain tonight that he, for one, is tired of what he calls yes-yes politics. And he would rather like the American voters to join him in electing independent minded men to congress. The Republican leader went even further this evening in again denouncing the New Deal and President Roosevelt's pleas for the return to office of liberal Democrats.

Hoover called for a defeat of every man of the kind--but here are his own words: "...of the kind who says he is a follower of any president one hundred per cent, or fifty per cent, or any other per cent". The G.O.P. leader spoke tonight to an assemblage of Connecticut Republicans.

(pause)

President Roosevelt tonight made a new plea for pacific solutions" based on justice and fair dealings" for international disputes. It was in reply to a request from Ecuador to arbitrate its boundary dispute with Peru.

(pause)

Secretary of Agriculture Wallace points to the concondition of farmers in Iowa, his home state, as the answer to the Republican charges that the Democratic farm program is "ruining" the corn belt farmer. Wallace addressed as Democratic rally at Council Bluffs.

(pause)

The old French Catholic city of New Orleans tonight became the capital of American Catholicism. George William Cardinal Mundelein, archbishop of Chicago, presented his credentials as the legate of Pope Pius. Tomorrow he will open the Eighth National Eucharistic Congress.

(pause)

Russ Morris and Bob McDaniels, twenty-four year old fliers, landed their small monoplane late today after 138 hours and 28 minutes in the air. It's a new unofficial world endurance record for light planes.

The youthful pilots swooped down to the Richmond, Indiana, airport at 5:14 p.m. before a wildly cheering crowd of 2,500 persons.

(pause)

Here are today's markets in brief:

Stocks irregularly lower and moderately active. Thirty industrials showed an average loss of one point.

Bonds irregularly lower; U. S. Governments higher.

Grains in Chicago; Wheat closed off five-eighths to three-fourths cents; corn closed off one-fourth to three-eighths cents.

Livestock in Chicago: Hogs, cattle and sheep, all steady to weak.

(pause)

Billy the Kid went on a rampage today in mid-Manhattan. Billy is no guman, just a goat. He bucked a line of traffic from Broadway to Fifth Avenue, and wasn't tackled until he scored a touchdown in Frank Zuckerman's hardware store. Bill, appearing from nowhere, went bounding down Fifty-third Street. He crossed Sixth Avenue against a red light, turned into the hardware store, skimmed over Miss Lilian Portnoy's permanent wave, cleared the counter and landed at the bottom of a cellar stairway. There, Patrolman William Kip lassoed the goat.

(pause)

The United States government today began unfolding a story of a Nazi spy ring with a plot as bizarre as fiction. United States Attorney, Lamar Hardy, tossed aside diplomatic formalities as he opened the case against a woman and two men charged with conspiring to steal American war secrets. This is what Hardy told a federal court jury:

That members of the German spy ring sought to steal plans of American warships, now under construction. That a plan was hatched to forge President Roosevelt's signature on a note written on counterfeit White House stationery, to obtain information from the Navy department. And, that mail pounches on trans-Atlantic German liners were rifled for documents of international importance.

The United States attorney declared that German espionage agents penetrated to drafting boards of the military and naval designers, and aircraft builders. He told of a fantastic plot to abduct a coastal defense officer through use of poison gas released from a fountain pen.

The trial opened with only three of the eighteen persons indicted in the gigantic espionage syndicate facing the jury. Fourteen are in Germany, safe from prosecution. A fourth has pleaded guilty to the government's charges and today became the government's star witness.

(pause)

But the United States was not alone tonight in the trouble with the Nazis. Great Britain and France tonight are looking to Italy for a tie that will offset Germany's mushrooming power in Central Europe. One step was gained as Rome announced the acceptance of the appointment by France of its ambassador to Italy for two years. This cleared the way for a French-Italian understanding in the Mediterranean. Prime Minister Chamberlain is looking hopefully toward completion of his friendship pact with Mussolini before the British parliament convenes on November the first.

Italy, meanwhile, emphatically denied that the Czech-Hungarian dispute has strained Rome's relation with Hitler. Diplomatic observers had predicted that Hitler's defense of Czech refusal to capitulate to Hungary had angered Mussolini and weakened the Rome-Berlin axis. Italy had supported Hungary's demands.

The Hungarian territorial claims, however, remain Europe's most menacing trouble source. Clashes between Czech and Hungarian troops occurred in border sections, as preparations were made to resume direct negotiations.

(pause)

Tonight in the Far East, foreign refugees are fleeing Japan's two most important objectives in the Chinese war. Americans, Britons, French and other Occidentals are leaving Canton and Hankow as Japanese infantry and artillery and aircraft smash through the inner defenses of the cities.

At the same time, Japan has decided to sever all relations with the League of Nations. The Japanese government will withdraw from the League. But the Nipponese expect to hold the territories mandated to Japan under the league.

(pause)

Meanwhile, in Spain today, Spanish insurgents ran into stiff Loyalist resistance, both in the Ebro sector, and in the renewed attacks on shell-torn Madrid. Government dispatches reaching Hendaye, on the Franco-Spanish frontier, said two insurgent thrusts at Madrid were beaten off with heavy casualties.

ANNOUNCER: This brings to close WIBA's nightly news report. The next news broadcast will be heard over this station at 7:30 tomorrow morning. Good night.

THE BULLETIN

The bulletin type of formal newscast usually consists of a single, brief paragraph of approximately one hundred words and of less than one minute in duration. These paragraphs are inserted whenever received, and often regardless of

the program in progress. It is put on the air as soon as possible after reception, and appears as follows:

ANNOUNCER: We interrupt this program to bring you a special Associated Press bulletin from the National Broadcasting Company's news room.

(pause)

ANNOUNCER: From the Associated Press, New York---Representatives of the United Mine Workers and the Appalachian Coal Operators will meet tomorrow with President Roosevelt in an attempt to agree on a new labor contract.

(pause)

ANNOUNCER: This special bulletin was brought to you by the Associated Press. For further details read your Associated Press newspaper.

(program resumed)

Often the bulletin newscast appears alone and is merely repeated at intervals to assure reception by a maximum audience. Often, however, as the news develops new bulletins are sent out. An hypothetical example of an initial bulletin and follow bulletin appears below:

ANNOUNCER: Station XYZ interrupts this program to bring you a late news bulletin from our news room.

(pause)

The United Press reports that shortly after nine o'clock tonight sixty persons were killed and three hundred injured when the streamlined train, "Pacific" left the tracks near Dyersville and plunged into a ravine. Keep tuned to this station for further details.

(program resumed)

ANNOUNCER: Station XYZ interrupts this program to bring you further detail on the train wreck near Dyersville.

(pause)

The United Press reports that the known dead in the Dyersville disaster has mounted to one hundred and twenty. The fast streamlined train, "Pacific" left the tracks shortly after eight o'clock tonight and plunged into a ravine.

Keep tuned to this station for further detail.

(program resumed)

In this manner the radio station keeps the public informed of the developments in the news. As more information is received, the bulletins become longer and finally they are incorporated into the regular newscasts in greater detail.

Use of the bulletin has proved a very successful method of sustaining listener's interest in the news and of maintaining station audiences. At times of big news breaking, such as the Czech crisis, Hitler's invasion of Austria in March of 1938 and the second World war, this method of newscasting was used extensively and with considerable success. Of the several hundred newscasts by the major networks, a large percentage were in the bulletin form.

In times of emergency, such as floods, fires, earthquakes the radio station also performs a valuable public service. Radio was used extensively in the Mississippi and Ohio river floods in 1936 not only to report the news, but to aid rescue and relief work.

THE REVIEW NEWSCAST

The review type of formal newscast is used by radio less often than the other formal types. This form can be used for both general and specific information and is usually devoted to a review of such news as baseball and other sports, financial news, including markets, political news, etc.

These programs are prepared both by the radio station news staffs and by the radio news wire services. A good example of this type is the weekly sports news review prepared by some of the wire services. Happenings in the world of sport are reviewed, personalities discussed and future schedules announced.

SPECIAL INTEREST

The special interest, or directed, formal newscast is an irregular type of newscast which is prepared especially for the interests of a special and definite group of listeners, such as the women, children, the farmers, etc. Often it is supplied as a sustaining program, as was one of the popular farm programs for several years.

Two examples of this type newscast are printed in full below. The first is Women in the News, a directed news feature furnished by the United Press radio service. The second is one of the special broadcasts prepared by the University of Wisconsin for Wisconsin farm women.

WOMEN IN THE NEWS

The guiding hand over the important soft contract conferences is that of Frances Perkins--secretary of labor and the first woman ever appointed to a president's cabinet.

Working smoothly and calmly, Secretary Perkins pulls the strings behind the scene in many labor disputes--they are strings that solve a strike here or call for negotiations there. And it is admitted by all, her job is one of the most important and one of the most difficult in the United States.

Madame Perkins' labor record has more than proven her capabilities. Her handling of the steel strikes is hailed by many as a masterly bit of work. Before that she persuaded longshoremen on the west coast to voluntarily arbitrate their difficulties. And, in her earlier capacities as a member of the New York state board of labor, she showed vision and a firm will. Both qualities most necessary to labor and to government.

Frances Perkins in private life is Mrs. Paul Wilson, the wife of the prominent Wall Street Wilson. And she is the mother of young Suzannah. At home, her daughter says, Madame Perkins is intensely feminine. But her public record shows none of it. Madame Perkins works a good sixteen hours a day--and never uses such things as powder or lipstick. Her most domestic trait is a constant itch to rearrange furniture--she even changes whole rooms about at a moment's notice.

Today, Secretary Perkins faces one of the most difficult problems of her hardworking career. President Roosevelt has added an urgent appeal to the deadlocked coal negotiators to settle the far reaching coal strike for the good of the nation. It is her job to help bring this about to the satisfaction of all concerned.

(pause)

Also in the news is clever Laurette Taylor, who has been named the most outstanding actress on Broadway this season. The prize was an acre in the hills of Virginia close to the Barter theater, famous from coast to coast for its dramatic superiority.

Laurette is no new comer to the stage. In 1910, she was playing small roles and starting the upward climb that was to make her a star of "Peg of My Heart", and the leading lady for six hundred consecutive performances. She left the stage after the death of her husband, Hartley Manners, the playwright and author of many a smash hit.

This year Broadway welcomed her back in the revival of "Outward Bound"--more successful its second time than it was on its first run. And Laurette plays the part of Mrs. Midgit -- a sweet old lady part that is far removed from the gay ingenue part she played in "Peg of My Heart".

(pause)

Replacing the glamorous Brenda Frazier in the debutante spotlight is pretty Cobina Wright. She has been capturing the hearts of the hard-boiled New Yorkers while Brenda is sunning herself at Nassau. Now Cobina has been named Miss Manhattan--supposedly the typical girl of Gotham. The seventeen year old deb is queen of many a gala event at the World's Fair in company with an actor playing the part of Father Knickerbocker, patron saint of the big city.

For one thing, Cobina is a real New Yorker. She was actually born in Manhattan and has lived all her life in the city. She is rumored to have quite a passion for actually eating gardenias. And now she is a full fledged singer at the Waldorf Astoria swanky sert room. She defeated eight other candidates in the contest for the typical girl.

(pause)

Followed day and night by a police guards, Mrs. Evalyn Walsh McLean and her daughter are trying bravely to have a holiday in New York. Mrs. McLean, owner of the unlucky Hope diamond, has been receiving letters threatening her daughter with kidnapping. As a result, the detachment of police is keeping a close eye on her.

It is not the first time that Mrs. McLean has been faced with the horrors of kidnapping--she voluntarily involved herself in the Lindbergh tragedy when she gave Gaston Means some hundred thousand dollars on his promise to find the stolen child. And although Means was sent to prison, Mrs. McLean never got a cent of her money back. Since that time she has been taking precautions for her daughter's protection. Her parties always have been protected by fifteen hand-picked detectives, but this is the first time she has had a personal guard.

The daughter of a Colorado oil man who struck it rich, Mrs. McLean is not the least bit supstitious--if she were she would never wear the gorgeous but historically unlucky Hope diamong--forty-four carats of blue stone with a clouded tragic story for each of its owners. She has been wearing it around night clubs at New York--and showing it off in its cluster of tiny diamonds on its long diamong chain.

NEWS OF INTEREST TO FARM WOMEN

ANNOUNCER: At this time station WHA brings you home news from this and other states. This service is supplied through the cooperation of the University of Wisconsin.
(pause)

NARRATOR: It's queer how the findings of science sometimes just brings out everyday facts that grandmother accepted as a matter of course. For instance, we all know that old remedy for a cold--eating raw onions. Well, scientists of today tell us that the vapors of the onions, besides having the power to make people cry, also have the power to kill germs. It seems that research on the chemicals given off by onions show that they contain powerful compounds which destroy germs, according to an article in the Science News Letter.
(pause)

And speaking of grandmother's remedies, of course we all have heard of the garden that once was the source of many bitter teas which were supposed to cure all sorts of ailments. And now it seems that the old family herb garden is on its way back. In fact, those whose business it is to keep pace with developments in gardening, tell us that there has been a considerable revival of interest in recent years in herb gardens. This, it is said, is not only because it provides a source of flavoring food, but because the herb garden may prove a real ornamental feature on the home grounds. You know, back in Colonial times the herb garden was considered almost necessary, but like everything else that was old fashioned, it went out of style and was replaced by something more gaudy and spectacular. Anyhow, it'll be fun to learn more about some of those almost forgotten plants.
(pause)

Now that we've talked a bit about grandmother and the past, let's take a look ahead. One of the big insurance companies, it seems, has made an estimate that the typical American woman of the next generation will be taller than the average of today. They estimate, though, that her height will probably not exceed five feet, four inches. They tell us, too, that the increase in height is found among younger women, and they suspect a number of forces may account for it. They list the curtailment of immigration since the World war, better nutrition and the mingling of races as some of the causes.
(pause)

And now science agrees with young Johnny, it seems, when he insists that too much cod liver oil is bad. At least, that's part of a report which was made before the American Chemical Society. Fish liver oils, if given in huge quantities, produce harmful effects on organs of the body, they've found. But the rest of the report says: The public should not be disturbed. To produce harmful effects, it was necessary to give five thousand times as much vitamin as one would take every day. So, Johnny, you're going to keep on taking your cod liver oil.

(pause)

Most of us prepare more company meals in the fall and naturally want to serve a fluffy, snowy potato. But sometimes, they turn black and it really is hard to explain what has happened. Well, science is trying to help us in this difficulty. Recently, W. A. Tottingham and A. F. Ross at the University of Wisconsin made some discoveries on this. They've found that a lack of boron in the soil may have an influence on potatoes turning black. And it's been known that soil with not enough potash in it also yields poor potatoes.

(pause)

There's other encouraging news about potatoes. The United States Department of Agriculture tells us that there are many more sweet potatoes than usual this year. Here are some helpful hints for housemakers who go to market, rather than to the store room, for winter supplies of sweet potatoes, squash and pumpkins. The best sweet potatoes are of medium size, plump, firm and smooth-skinned. You can get them either moist or dry, according to your family's taste. Dry ones are usually best for baking, while the moist ones make juicier candied "sweets", scalloped dishes, or pies. When you buy squash or pumpkins--those cousins of potatoes--take those with a bright, clear color, and of medium size.

(pause)

Those vegetables we've just discussed are not difficult to store, but residents of Sturgeon Bay are planning on all year around electric refrigeration for their foods. Residents of that city now have ready for use a strictly modern and electrically refrigerated locker storage plant. This plans makes available food storage room for two hundred and twenty-two families, according to the Door County Advocate. In the locker room, the temperature is kept at 10 to 15 degrees above zero, and the sharp freezing room is 10 below.

(pause)

And, speaking of new ideas, the ladies auxiliary of the Wisconsin Horticultural Society will meet in Oshkosh on November 3 and 4 to discuss new ideas about the use of fruits in cooking and decorating the table for the home. Miss Merle Rasmussen of Oshkosh is going to put on a demonstration on the use of fruit in beautifying

table and home. Miss Zella Patterson and Mrs. Amanda O'Rourke will demonstrate the use of Wisconsin fruits in holiday menus. And Mrs. Karl Reynolds of Sturgeon Bay is going to enrich the program with her observations gained from wide travel to orchards and flower gardens in Wisconsin and other states.

(pause)

These cooler days are regular chili con carne weather, and that brings up a rather interesting item. Have you heard that chili con carne isn't chili con carne if it contains beans. If it has beans, it is a different dish. That's a ruling by the officials of the United States Department of Agriculture. And they also say that canned corned beef isn't corned beef unless it contains at least 35 per cent of cooked or canned corn beef.

(pause)

Well, the season for filling the wood boxes and keeping the fires going is with us again. The very latest is fire-proofed clothes which are now available to every member of the family, according to a New Hampshire extension specialist. She tells us that fire-proofed clothes can be made by dipping them into a solution of boric acid, borax and hot water. Incidentally, it is claimed that more than three thousand, five hundred people lose their lives in rural fires every year.

(Program Close)

CHAPTER FIVE

Collecting the News

Contrary to popular belief the radio editor does not prepare his newscasts with a scissors in one hand and a copy of the daily newspaper in the other. Regardless of the ethics, such a system was not practical and radio soon began to collect its own news.

The necessity of supplying listeners with more information than appeared in the newspaper, the urgent need of keeping a broadcast fresh with latest developments, made it imperative that radio collect its own news.

News for radio comes to the editor's desk from four main sources. These are:

1. The Primary Source.
2. Wire Services.
3. Publicity.
4. Printed Matter.

Unfortunately radio, especially the local station, has not yet made great use of the primary source, mostly because of small news staffs and limited funds for the exploitation of the sources of origin of news. All stations collect some of the news from this source, and the radio wire services and networks draw all their news from the primary source.

The bulk of newscast copy today is being supplied by the radio wire services, of which there are four now operating.

WIRE SERVICES

The two most widely used services are the United Press and Transradio Press. International News Service and the Associated Press also supply radio stations, the former with its regular newspaper wire and the latter with a limited service as a public convenience.

Both the United Press and Transradio Press have special radio news divisions, the latter service being primarily a radio news service in comparison with the others which are primarily newspaper services.

In addition to these, there is the Christian Science Monitor mail service and other syndicate feature services which supply newspapers and other publications. UP, INS, and TR also furnish feature service by mail, and wire.

United Press

The United Press radio bureau was set up in 1934, shortly after Transradio Press was organized. In 1939, it was servicing more than three hundred eighty radio stations according to its figures.

The United Press radio service is mostly a news processing auxiliary department of the regular United Press news organization.

Radio bureaus have been set up in key cities, such as Chicago, New York and Sacramento, California where the regular news wire is processed for re-transmission on the radio wire to member stations. Some original writing is done by the men in these bureaus, but mostly their work is rewriting, condensing and editing the regular news.

Transradio

Transradio Press Service was organized early in 1934 in the state of New York and began operations after the Press-Radio Bureau, an organization by newspaper publishers to stifle radio news competition, was announced.

It is the oldest radio news service, although it does not have the extensive facilities for covering the news of the world which the other services maintain because of their newspaper service reponsibilities. It is the only service devoted primarily to serving radio although it also serves a few newspapers.

Transradio news in 1939 went to two hundred seventy-five radio stations in the United States, to several foreign stations and several newspapers. It makes extensive use of radio telegraphy for transmission of news, not only to its central bureaus, but directly to clients. In 1939 it was the only news service which delivered news directly to radio news office by wireless.

Central news bureaus for gathering news and for editing are maintained in almost all the large cities of the United States and many of the foreign capitals. Most of Transradio's foreign news, however, is rewritten from foreign news services to which Transradio subscribes. It does not have the extensive foreign news collecting system which other competing services have.

Associated Press

The Associated Press until recently prohibited the broadcasting of its news, but at the meeting of its board of directors, May 24 to 26, 1939 it was voted to allow, for the first time in the history of the organization, the commercial sponsorship of newscasts by member papers. A special twenty-five per cent fee is charged for commercial broadcasts and five per cent for non-sponsored newscasts. Previously A. P. had allowed use of its news by member papers owning radio stations, but did not allow A.P. credit for such news.

International News Service

The International News Service to radio stations is the same as that supplied to newspapers. Early in 1939, International News Service supplied more than ninety-one stations with news.

Because of the nature of the news, which is written for newspapers and not for broadcasting, this service has not proved especially popular with radio stations. However, its teletype machines work faster than the United Press radio service teletype or the Transradio machine and supplies much more copy in a day's time than do the others.

Monitor Radio Service

The Christian Science Monitor furnishes a mail service of spot news interpretations, which is not permitted to be sponsored, or sold, and is used mostly by educational stations. It is an especially high quality service, extremely well written and very capably edited.

The Monitor's radio department includes two full-time writers and a production manager who writes about one-third of the time. News from the newspaper editorial rooms is focused to the writing department of the radio division. There the news is studied and research done to bring out the interpretive angle with a view to keeping the news fresh and at least a week ahead. Then the stories are written.

Finished copy is passed by the chief writer, then goes to the production head, who acts as a sort of copy desk. The slightest question as to policy or content is brought to the desk of the director of radio broadcasting, Volney D. Hurd, either by the writers or the copy editor.

In the meantime, the director checks over the daily make up of the program as to choice of stories covered. The material is then sent to the production manager who marks in word pronunciations and other necessary directions to the reader or announcer.

The material is then typed by two girls working on special electric machines which punch out the words on metal plates. These plates are then sent to the printing department to be run on a special multilith press, offset type. The printed sheets are then sent to the bindery for sorting and stapling. From there, they go to the mailing room and are sent to clients throughout the United States.

Other Services

In addition to these radio news services there are the news services, or programs, supplied by the networks, the national networks such as Columbia, National and Mutual and the regional networks, such as Don Lee System, in California; the Yankee Network, in Massachusetts.

Both Columbia, the National Broadcasting Company, and the Mutual Broadcasting System supply numerous news programs to their clients, especially important being the spot newscasts of national and international importance, which the local station could not possibly cover and report alone.

The Yankee Network System in Boston is an excellent example of radio serving as a newspaper of the air. The station has its own newsgathering organization and a central bureau of writers and editors. It is operated by the Shepard Broadcasting Company of Boston and was started in 1934. In its first year it supplied news to thirteen stations in the New England states and to six million listeners.

A news gathering and writing organization comparable to that of daily newspaper supplies the central bureau in Boston with up-to-the-minute coverage of the trading area of greater New York. Telephone, telegraph, teletype and ticker machines carry the news to the editors who process it for broadcasting.

Extensive use is made of the bulletin type of newscast, which has enabled the service to compete with the larger daily papers in New York in supplying latest news.

PRIMARY SOURCE

Unfortunately, the radio has not yet made great use of the primary news sources. In the smaller stations, with their one-man news staff, coverage of the primary news sources is not possible, although even in these stations the news editor checks these sources as often as he can, especially for the important news items. This is, of course, with the exception of the spot newscasts which always are directly from primary sources.

The news services and networks, though, work mostly with first-hand news, and in this way supply most of the smaller stations with news from primary sources.

However, even the small station editors check the news. The editor does almost all of his news collecting by telephone. Most editors check regularly for

each broadcast, such sources as the police station, hospitals, sheriff's office, coroner, highway patrol office, fire department, district attorney, and possibly the clerk of courts and mayor's office. From time to time the editor visits the source to obtain specific information.

In contrast to the reporter, the radio journalist seeks only late and important developments. He is not concerned with much of the detail so important to the newspaper reporter.

PUBLICITY

Much material is brought to the radio news office by publicity agents for private and government organizations which need public attention. Many departments of a state government, for example, employ full time writers who supply newspapers and radio stations with prepared news relative to the work of these departments. Social and civic organizations also furnish this type of news.

PRINTED MATTER

Much use is made by the radio editor of the daily newspaper and other news publications, although the practise of reading the newspaper on the air has largely been supplanted by individual work on the part of the radio journalist.

The newspaper is valuable to the radio editor in three ways. It supplies him with a record for filing and reference purposes. It is a source for new leads and suggestions for new stories, and it provides a check list, or guide, for "keeping on top of the news". These usages are certainly ethical for they are no different than the practises of the newspaper editors themselves in regard to competiting newspapers and news mediums.

The newspaper is used, then, to prepare:

1. A check list or assignment schedule.
2. New leads.
3. Tips for news stories.

By using the check list the editor needs only to check the news sources necessary to supply him whatever information he needs to freshen certain stories or to supplement stories already covered adequately in the newspaper.

In his analysis of the newspaper stories, the editor attempts to discover angles which were undeveloped or neglected and these he may use to prepare fresh news stories, and sometime entirely new stories on an old subject.

His list of tips he reserves for whatever time he may find available for digging out the information necessary to complete the story. Now and then a tip provides a major story, which of course is developed without delay. If the editor has a reporter, these tips are turned over to him.

NEWS SERVICE SCRIPTS

Examples of news scripts as they are received by the radio editor are reprinted in part below:

(UNITED PRESS)

MSR-14-A

MINNEAPOLIS, MINNESOTA--ATTORNEY NEIL HUGHES HAS IMPLIED THAT HIS CLIENT, ARNOLD JOHNSON, WAS KEPT INTOXICATED AFTER HIS ARREST ON CHARGES OF KILLING WILLIAM S. BROWN. JOHNSON IS ON TRIAL FOR SECOND DEGREE MURDER IN THE SLAYING OF THE PRESIDENT OF GENERAL DRIVERS' UNION NUMBER 544.

HUGHES WAS CROSS EXAMINING TOM FLAHERTY, A DETECTIVE WHO MADE THE ARREST, WHEN HE ASKED WHETHER FLAHERTY HAD SMELLED ANYTHING LIKE ETHER ON JOHNSON'S BREATH. THEN HE ASKED FLAHERTY WHETHER JOHNSON HAD NOT BEEN KEPT IN A DRUNKEN CONDITION FOR DAYS AFTER HIS ARREST DURING WHICH INCRIMINATING STATEMENTS WERE TAKEN FROM HIM.

FD 1203A..

MS-GA-AC-HX

MSR-14-AC

ST. PAUL, MINNESOTA--PAUL COBB, WHO WAS ARRESTED AT OMAHA, NEBRASKA, HAS BEEN CLEARED OF ANY INVOLVEMENT IN THE SLAYING OF A GHENT, MINNESOTA, PATROLMAN IN 1936. SUPERINTENDENT MELVIN PASSOLT OF THE MINNESOTA BUREAU OF CRIMINAL APPREHENSION SAY COBB HAS BEEN QUESTIONED BY ONE OF HIS AGENTS AND HAD NOTHING TO DO WITH THE SLAYING OF ARNOLD BORSON.

FD 1205P..

HXR75

EAST ST. LOUIS, ILLINOIS--LIVESTOCK:

HOGS: RECEIPTS 10,000. 1,000 DIRECT. MARKET WEAK TO FIVE CENTS HIGHER. TOP $7.10.

CATTLE: RECEIPTS 4,500; CALVES 2,500. MARKET SLOW. DEALERS 25 CENTS LOWER. TOP VEALERS $10.50. TOP SLAUGHTER $13.25.

SHEEP: RECEIPTS 6,500. 2,200 THROUGH. HOLDING CHOICE NATIVE LAMBS $7.75 AND ABOVE.

HS 12.07P

HXR77

VALENCIA--TWELVE PERSONS WERE KILLED AND 24 PERSONS WOUNDED TODAY WHEN THREE HYDROPLANES BOMBED DENIA.

D1213P

HXR-83

CHICAGO--A SPEEDY SETTLEMENT OF THE NEBRASKA LONG-HAUL TRUCKERS STRIKE IS PREDICTED BY JOHN D. KEESHIN, SPOKESMAN FOR THE MID-WEST TRUCK OPERATORS.

(INTERNATIONAL NEWS)

CM91 BULLETIN LEAD

WASHINGTON, NOV. 3--(INS)--A UNITED STATES MARSHAL SERVED A SUBPOENA ON HOMER MARTIN, PRESIDENT OF THE CIO UNITED AUTOMOBILE WORKERS OF AMERICA, AT A DOWNTOWN HOTEL HERE TODAY, COMMANDING HIS APPEARANCE BEFORE THE HOUSE COMMITTEE INVESTIGATING UN-AMERICAN ACTIVITIES.

MARTIN HURRIED TO THE CAPITOL HILL OFFICES OF CHAIRMAN DIES (D), TEXAS, OF THE COMMITTEE AND CONFERRED WITH HIM FOR 45 MINUTES AFTER WHICH DIES ANNOUNCED THAT MARTIN WOULD TESTIFY BEFORE THE INQUIRY NEXT WEDNESDAY MORNING.

SIGNIFICANTLY, THE DATE SELECTED FOR MARTIN'S APPEARANCE--AT THE UAW OFFICIALS REQUEST--IS THE DAY AFTER ELECTION.

MORE 1042 AHD

CM (92 BULLETIN LEAD

LONDON, NOV. 3--(INS)--THE BRITISH GOVERNMENT WASHED ITS HANDS TODAY OF ANY OFFICIAL CONCERN WITH THE SPANISH CIVIL WAR NAVAL BATTLE WHICH TOOK PLACE WITHIN SIGHT OF THE BRITISH COAST LESS THAN 10 MILES OFF THE PORT OF CROMER.

GEOFFREY SHAKESPEARE, PARLIAMENTARY SECRETARY TO THE ADMIRALITY, TOLD THE HOUSE OF COMMONS TODAY THAT NO VIOLATION OF BRITISH TERRITORIAL WATERS WAS INVOLVED IN THE SINKING BY THE SPANISH INSURGENT MOTOR VESSEL NADIRE OF THE BRITISH CHARTERED SPANISH FREIGHTER CANTABRIA.

ANNOUNCING THAT THE GOVERNMENT CONSIDERED THE INCIDENT CLOSED, SHAKESPEARE COMMENTED THAT "IF CRUISERS BELONGING TO GENERAL FRANCO'S FORCES PATROLED THE NORTH SEA, I DO NOT THINK ANY THREAT TO THE SAFETY OF BRITISH SHIPS IS INVOLVED."

MEANTIME THE NADIRE WAS SIGHTED TODAY RACING TOWARD THE OPEN WATERS OF THE ATLANTIC WITH THE SPEED OF A DESTROYER. A COMMERCIAL AIRPLANE SPOTTED HER OFF HASTINGS.

(PICKUP XX THE CANTABRIA WAS SHELLED, ETC.)

1052MZ

CM 92 BY GEORGE DURNO

INTERNATIONAL NEWS SERVICE STAFF CORRESPONDENT HYDE PARK, N. Y., NOV.3--(INS)--PRESIDENT ROOSEVELT LABORED TODAY ON A SPEECH OF FAR REACHING POLITICAL SIGNIFICANCE.

IN THE QUIET OF HIS HYDE PARK STUDY THE CHIEF EXECUTIVE WORKED OVER A ROUGH DRAFT OF THE APPEAL HE WILL MAKE TOMORROW NIGHT TO AMERICAN VOTERS TO RALLY BEHIND THE NEW DEAL ON ELECTION DAY.

PRIMARILY, IT WAS TO BE AN APPEAL TO NEW YORK VOTERS TO MARK THE DEMOCRATIC COLUMN HEADED BY GOVERNOR HERBERT H. LEHMAN AND SENATOR ROBERT F. WAGNER, RUNNING FOR REELECTION AGAINST THE REPUBLICAN THREAT OF THE SLATE HEADED BY RACKETS PROSECUTOR THOMAS E. DEWEY.

IT WAS PREDICTED, HOWEVER, THAT THE PRESIDENT--MINDFUL OF CONFIDENTIAL REPORTS FORECASTING A STRONG REPUBLICAN RESURGENCE--WOULD AMPLIFY FOR RADIO LISTENERS THROUGHOUT THE NATION HIS CONVICTION THAT DEMOCRATIC CANDIDATES EVERYWHERE SHOULD STATE CLEARLY THEIR VIEWS ON NATIONAL POLICIES.

DURING THE PAST FEW DAYS MR. ROOSEVELT HAS BEEN GRADUALLY STRESSING THE IDEA THAT A MARKED INTERDEPENDENCE EXISTS BETWEEN FEDERAL, STATE AND LOCAL GOVERNMENT WHICH REQUIRES WHOLE HEARTED CO-OPERATION IF OBJECTIVES ARE TO BE OBTAINED. IT WAS UNDERSTOOD HE WOULD DEVELOP THIS THEME TOMORROW NIGHT IN A FINAL ROUSING CAMPAIGN APPEAL.

(Christian Science Monitor)

THE CHRISTIAN SCIENCE MONITOR'S INTERNATIONAL
DAILY RADIOCAST
"THE MONITOR VIEWS THE NEWS"
OCTOBER 20, 1938

OPENING ANNOUNCEMENT: We shall now present a commentary on national and international events based upon news appearing in the Christian Science Monitor, an international daily newspaper, published at Boston, Massachusetts.

(No. 1**Germany and Poland Open Campaign
Against Lithuania**350 Words)

With the dismemberment of Czechoslovakia (Check-oh-slo-vah'kih-a), Europe bought peace less than a month ago. According to Britain's Prime Minister, it was to be "peace for out time." But there are ominous reports today that the price of "peace for out time" is to be increased; and this time at the expense of Lithuania (Lith'u-ay'nih-a).

To those who recall the origin of the Czech (Check) crisis a little more than a year ago, the recently inaugurated German press attack on Lithuania is foreboding. The Czech disaster started in just the same way. It increased with the fury of a whirlwind. It ended in Czech dismemberment. So, when one finds the German press now directing its government-inspired tirads against Lithuania, there meaning becomes obvious. Lithuania is to play the role of Czechoslovakia in the next crisis.

But, why Lithuania? In power politics, the future of Lithuania is linked to the fate of the Polish corridor separating East Prussia from Germany. Obviously, Germany would like to close that gap. But that would be at the expense of Poland, which--not many weeks ago--Hitler declared had a perfect right to an outlet to the sea. But should Germany and Poland put their combined pressure on Lithuania, they could easily--with threats, rather than force--get it to surrender some of its coastline--probably including Memel (May'mehl)--to Poland. In return, Poland would be more than pleased to surrender the Polish corridor to the domineering Third Reich (Ryhk).

The German press, therefore, has started the attack on Lithuania. Screaming headlines accuse the Lithuaniahs of oppressing German minorities. And, as if to prove that Lithuania's dismemberment is only a matter of time, the Polish press joins in with the German attack. Except, of course, the Poles accuse the Lithuanians of oppressing Polish minorities. If history repeats itself, only even fairly accurately, one can expect Lithuania to go the way of Czechoslovakia within a year. But as the tempo of Fascist imperialism is always accelerating, it may be even sooner. Europe - and peace next year may well be at the price of Lithuania.

****

(No. 2**Britain Ready to Drop Plan to
Partition Palestine***350 Words)

The Arab revolution in Palestine is Britain's problem of the moment. And, although the decisions of the British cabinet have not been made public, it is authoritatively reported that a revised--even a reversal of--policy is imminent. Nothing else, it appears, would appease the Arabs and bring peace to the Holy Land. For the sake of preventing a Pan-Arab uprising, and the immediate safeguarding of the British Empire lifeline, a new Palestine policy was necessary. Call it another surrender to force, call it the obvious results of 2 diametrically opposed British promises--the fact remains, Britain has to revise its Palestine program.

The Peel Commission Plan of last year, which would have divided Palestine.....(etc. for rest of the 350 words)

****

(No. 3**World's Biggest Ship Slips Into
Dock Unaided by Tugs**215 Words)

Maritime history has established a new record. The Queen Mary of the Cunard-White Star Line, the world's largest vessel, docked in New York City the other day, entirely unaided by tugboats. It was the first time in history that a ship the size of the 83-thousand-ton Queen Mary has been docked without the aid of tugs in any port in the world. New York City's tugboat strike may be tying up the Harbor--but not the Queen Mary!

Asked how he did it, Commodore Robert B. Irving, of the Queen's navy, said that he "docked her like a ferry boat.....
(etc. for the rest of the 215 words)

****

(No. 4**Brooklyn, N.Y., Record Books Destroyed
by Fire***250 Words)

Dark suspicions concerning official corruption in Brooklyn, N. Y., seemed to have been justified. For, even before the official inquiry got well under way, record books containing 7-thousand, 200 cases were stolen from Brooklyn Police Headquarters. They covered arrests from August 5, 1936, to January 22, 1938, and had been slit from their binders with a razor blade or sharp knife.

It appears, now, that the perpetrator of the crime went to considerable trouble for nothing.....(etc. for rest of 215 words)

****

(No. 10**Forty-Six Pound Pumpkin Ought to
Grin Quite Cheerfully**55 Words)

With Hallowe'en looming just around the corner, Farmer James Stanton, of Thompson, Pennsylvania, is all set to make himself a jack-o'lantern. And it ought to grin quite cheerfully, for he has just harvested a pumpkin which weighs 46

pounds. It is eighteen inches in diameter, and 48 inches in circumference.

****

SIGN OFF: You have just listened to a commentary on national and international events based on news appearing in the Christian Science Monitor, an international daily newspaper. The next broadcast of Monitor news will come to you at _____ o'clock.

(TRANSRADIO PRESS)

(1)

ROME--The world seldom hears of a pudgy little man named Arturo Bocchini. But the careful work of Bocchini was believed tonight to have saved the life of Benito Mussolini for at least the eighth time in recent years.

Bocchini is head of the Italian secret police. He is a rather stout, neatly dressed little man who remains in the background of Fascist activity. His job is to crush all opposition to Mussolini---whether it be criminal or political---and he does that job well. That is why he has held it for 12 years.

Back in 1926, Benito Mussolini was escaping assassination almost as often as the Prince of Wales was falling off his horse. Four times within one year political enemies tried to take pot shots at Il Duce when he appeared in public. The one who came nearest to killing him was the Honorable Violet Gibson, daughter of an Irish peer. Her bullet grazed Mussolini's face. She was sent to an insane asylum.

A socialist army colonel named Zaniboni was grabbed before he could shoot. The Anarchist Lucetti threw a hand grenade which bounced off the roof of Mussolini's car. Six weeks later the young soldier Zampini fired at Il Duce, but the shot merely damaged one of the decorations on his uniform. This infuriated Mussolini. Angrily, he shook his fist and yelled:

"Am I the head of the government, or am I just a walking target for the bullets of madmen and gangsters?"

Almost every attempt had brought the dismissal of the chief of police. Mussolini finally decided to try Arturo Bocchini. The chief reason was that Bocchini came from the tiny village of San Giorgio de Sannio, which had a reputation of producing Italy's best policement.

In a short time Bocchini had purged the police forces of the entire country, as well as a sizeable bloc of the Fascist party. Anti-fascists fled into exile or were sent to the prison island of Lupari. Since 1926 every plot against the life of Mussolini has been nipped in the bud.

Today Arturo Bocchini is one of the few persons in the world who can walk into Mussolini's office unannounced. He goes there every morning. He tells Mussolin what his agents have learned the day before. There are bits of political information, news of spy activities, gossip heard in the Roman salons and perhaps a few facsimiles of love letters received by some prominent diplomat.

Bocchini, the super-policeman, does his job well.
2-17R821P.

(2)

TORONTO, ONTARIO--Five famous little girls were tucked into bed tonight so excited they could scarcely go to sleep.

For the Dionne quintuplets, as well as for King George and Queen Elizabeth, it was a day long to be remembered. When their majesties are giving an audience, it is more than rare for them to be kissed.

It came about so unexpectedly, however, that the king and queen were wholly captivated. Just a moment before, the dark-eyed little girls, with poke bonnets on their heads and flowers in their hair, had lined up and curtseyed prettily. But their faces were very grave, because they were told that after being presented they must let the king and queen make the next move.

The queen extended a hand to little Cecile Dionne. That seemed to signify that formalities were over. Cecile flung her arms about Queen Elizabeth and planted a kiss on her cheek. Instantly her majesty gathered the small child to her and returned the kiss. Of course, that broke the ice completely, and Cecile's four sisters ran to kiss the queen, too.

Yvonne was the first one to sense that, after all, the king deserved some attention. So Yvonne strolled up, took his hand and flashed her friendliest smile. Then she held out her other hand, which contained a bouquet, and pressed it upon his majesty. About this time, Emilie Dionne, who had just finished embracing the queen, didn't see why a king shouldn't be kissed also. So she followed sister Yvonne up to the king's throne and touched her lips to his cheek.

While all this was going on, proud mamma and papa Dionne, and Dr. Dafoe and the nurses were watching from the back of the room. They had been presented first, and now at the proper signal they came forward to have a few words with their majesties. Papa Dionne was dressed in a neat dark blue business suit and was entirely at ease talking with the king. Mamma Dionne was slightly embarrassed to find she was wearing a blue dress of almost the same shade as the queen's---although her majesty's costume was trimmed with blue fox.

Tonight the quintuplets had presents from the king and queen to take home with them. The presents are five little

blue coats, which the queen sent with the best wishes of Princesses Elizabeth and Margaret Rose.

After the 20-minute visit, the king and queen went on to fill the rest of their crowded schedule before leaving for Winnipeg. Their train will make short stops tomorrow at Schreiber, Port Arthur and Fort William.
5-22PV717P.

(3)

BUCHAREST--The woman who wields the power behind the throne in Rumania is facing a dangerous tide of criticism today.

Red-haired Mme. Magda Lupescu never has been popular, but her tremendous influence has always made her respected by peasant and prime minister alike. Now the lengthening shadow of Germany stretches over the Balkans to the very door of her villa in Bucharest. King Carol is being forced into co-operation with Berlin, anti-Semitism is on the rise, and Rumanians finally are beginning to release their long pent-up antagonism toward Madame Lupescu.

The still-powerful Iron Guard has Madame Lupescu at the top of its death list. But few persons know that she bribes Iron Guard leaders to protect her life. The bribed leaders persuade their followers that they need her as a target for their propaganda. The recent suppression of the Iron Guard, however, has not silenced the undercurrent of hostility elsewhere toward this woman who has so greatly influenced Carol's life.

There are two perennial rumors about Madame Lupescu, and they were being heard again today. One is that she will be forced to leave the country; the other is that she and King Carol are secretly married. Transradio was informed on the highest authority today that both rumors are still groundless. King Carol owes many a political triumph to Madame Lupescu's genius for intrigue. He relies on her advice, and his friends say he needs it now more than ever.

Eight years ago, when Carol was asked to come back from Paris without her and assume the throne, she said to her visitors; "The day Carol is restored to the throne, I shall disappear forever and my only wish is that thereafter nobody shall speak of Magda Lupescu any more."

But it was only a year until she was back in Bucharest. The indications are that she is there to stay --- as long as Carol stays.

CHAPTER SIX

Writing Radio News

In the last few years men and women who directed the destinies of radio newscasting became aware of the fact that the form and style of radio news writing was not, as first supposed, merely a condensed version of the newspaper's journalese. Since then there has developed an oral style of writing, more suitable to the particular demands of broadcasting. Although still unconventionalized, certain usages are becoming generally accepted and practised with the result that a definite style is becoming more apparent.

There are three primary qualities to the good radio news style. These may be listed as:

1. Brevity.
2. Terseness.
3. Simplicity.

A good style should have these three qualities, and this is true of most radio news forms, with the possible exception of the commentary, which usually follows more closely the literary style.

In the following discussion of styles, we shall be primarily concerned with the formal newscast and those scripts which are used in spot newscasting. The problems and methods of writing the commentary will be handled separately in Chapter Seven.

BREVITY

The two factors of time limitation and listening limitation demand brevity in radio news writing. It is not possible, especially in the formal broadcast, to allow any great length of time to a single news item. The necessity of providing a reasonable summary of all the important news in a limited broadcast, fifteen minutes, for example, makes it impossible to allow more than two minutes, on the average, to any one item. Of course, this rule is broken--and should be--when the news is of an importance which warrants a longer news item. It is possible that one or two items may take up an entire broadcast, but this would be the exception to the general practise.

A study of items broadcast from a local station and those carried by the United Press radio wire illustrates this point. Of nineteen stories used on the local newscast, it was found that eight-five per cent were one-half minute in length, while only two were longer than one minute. Of the two hundred and twenty stories on the United Press wire on a given date, one hundred and eighty-eight were less than one minute in reading time, and of these one hundred and thirty-one were less than one-half minute long.

These time lengths are based on the fact that an average announcer will read approximately one hundred and seventy words per minute, with the variation between one hundred and fifty words for the slow reader and two hundred for the fast reader.

Examples of the half-minute and one-minute newscasts follow:

HALF-MINUTE STORY

Hoboken, New Jersey--Twenty-four-year-old John Birkens appeared in the Hoboken police court today and received the following fines:

For drunken driving, two hundred dollars.

For driving after his operator's license had been revoked, one hundred dollars.

For driving through a fire lane, ten dollars.

For having no registration card, two dollars.

The court added additional sentence of sixty-four days in jail.

Birkens fainted.

ONE-MINUTE STORY

Berlin--The German Nazi press tonight is angered by Winston Churchill, British statesman, who appealed to the United States to aid Britain to halt the dictators.

Editorials in German newspapers carried a warning that any attack on Germany will be a hopeless venture, in spite of British rearmament. Nazi attacks on Churchill's speech came as Germany made her first major demobilization since the Sudeten crisis.

Churchill, who was Britain's war time First Lord of the Admiralty, addressed his appeal to the United States last night in a radio address.

One German newspaper has this to say of Churchill's remarks:

"Herr Churchill's information service must be as defective as his external and internal political judgment."

The German papers charged that the British press and radio, together with those of other Democratic nations, have failed to give a true picture of conditions in the authoritarian states.

This practise of condensation is essential to construction of the best type of news paragraph. Obeyance to the rule requires considerable practise and the adoption of certain accepted methods of reducing wordage. Brevity can be obtained by the following methods:

1. Eliminate long formal titles and use general descriptive nouns. Example:

William Brown, state agricultural official for
William Brown, director of the state department of agriculture's division of standards.

2. Summary lists. Example:

Developments in the European crisis over Hitler's threat to annex Danzig today were:

1. England moves to secure a non-agression pact with Russia.
2. Poland calls 100,000 men to arms.
3. France reiterates support of England and Poland.
4. Danzig declares preference for German rule.

3. Eliminate non-essential modifiers. Examples:

I. (with modifiers)

An early solution of San Francisco's waterfront dispute was the expressed hope of both sides last night as they prepared their cases for presentation at 2 o'clock today before Dean L. Morse, of the University of Oregon Law School, coast arbitrator for the United States department of labor.

I. (without modifiers)

Solution of San Francisco's waterfront dispute was seen last night by both sides as they prepared to argue their cases before Dean L. Morse, federal arbitrator this afternoon.

II. (with modifiers)

The hoppers swarming like a wriggling, greenish brown blanket through the whole community not only leveled gardens, but denuded the bushes and ate the grass down to its very roots--they went after every available item that gave the slightest indication of being edible.

II. (without modifiers)

The hoppers swarmed through the community, leveled gardens, denuded bushes and ate the grass down to its roots.

4. Eliminate non-essential action. Example:

I. (with)

The man jumped from the car's running board, and ran down the street through the crowd.

II. (without)

The man fled.

By the use of these condensation practises and by systematic briefing of a news story, the radio writer can reduce any story to desired shortness without

sacrificing information. Below is a complete story taken from a newspaper and the same story rewritten in radio style in this reduced form.

Newspaper Story

Jean de St. Cyr, Cinderella-man who flitted from a Broadway chorus to millions and high society, has taken a third wife, the wealthy Mrs. George Carter, socially prominent widow of the former governor of the Hawaiian Islands. The wedding, a surprise to San Francisco and peninsular society, took place yesterday at New Orleans.

De St. Cyr inherited two fortunes from former wives.

Wife Number One, Mrs. Caroline Redfield, a wealthy widow forty years older than he, bequeathed him approximately one million dollars when she died in 1915.

Wife Number Two was Mrs. James Henry (Silent) Smith, whom he married three months after the death of his first wife. She was twice a widow and many times his senior. Her first husband had been Richard Rhinelander Stewart. Her second husband, (Silent) Smith left her a huge fortune and when she passed away fourteen years ago in San Mateo, de St. Cyr came into a large share of an estate estimated between $20,000,000 and $30,000,000.

His bride's former husband, who died in 1933, had been appointed governor of the Hawaiian Islands by President Theodore Roosevelt in 1903 and had served until 1907.

No inkling of any engagement had been revealed.

They were married at a quiet ceremony in New Orleans with the son and the daughter of the bride among the guests. Location of the elderly couples honeymoon was kept romantically concealed, but it was later learned a jaunt to Mexico City was planned.

By virtue of his second marriage de St. Cyr crashed a ritzy New York bluebook and even became stepfather to a princess, wife of Prince Braganza, pretender to the throne of Portugal.

The new Mrs. St. Cyr is the daughter of the late John Strong of Rochester. Her daughter is Mrs. Douglas Alexander of Burlingame, and her son, Robert Carter of Honolulu.

Betsy Dyer, a debutante of last season, and John Dyer are Mrs. St. Cyr's grandchildren.

Mrs. Carter and her son came to California from Hawaii a month ago and left for New York a short time later. Mrs. Robert Carter followed them here. Last week the Junior Mrs. Carter and the Alexanders left for the east, ostensibly for New York, to join them.

Radio Story

The Cinderella man of high society, Jean de St. Cyr, who flitted from Broadway chorus to millions, yesterday at New Orleans married his third wife, the wealthy Mrs. George Carter, socially prominent widow of former governor of the Hawaiian Islands.

De St. Cyr inherited considerable fortunes from each of his first two wives. The first, Mrs. Caroline Redfield, left him approximately one million dollars, and Mrs. Smith, the second bequeathed him between twenty and thirty million dollars.

His bride's former husband was governor of the Hawaiian Islands from 1903 to 1907.

A son and daughter of the bride, Mrs. Douglas Alexander of Burlingame and Robert Carter of Honolulu were among the guests at the wedding.

No announcement was made of the honyemoon trip, although it is known that they planned to visit Mexico City.

Betsy Dyer, a debutante of last season, and John Dyer are grandchildren of Mrs. St. Cyr.

TERSENESS

The limitations of radio newscasting, which demand brief yet interesting and informative news, put a premium on terse writing. This ability to write "elegant conciseness", briefly and to the point, is a main requisite of good radio journalist's qualifications. Terse writing is a concommitant of brevity and, in a sense, serves the same purpose.

Terse writing contributes a short, snappy, yet "meaty" style which is the most satisfactory from the listener's viewpoint---and the listener dictates radio newscast practices. Long, involved and complicated sentences and thoughts are difficult for the listener to comprehend. It seems that the mind loses the thought of the first part of such sentences before the last part is received.

For example, never write such a sentence as this one (Quoted as an example of the wrong way to write radio sentences in EDUCATION ON THE AIR, 1932):

> Add to this the burden of payments of taxes and of interest and principal upon indebtedness, items that were contracted to a very large extent during the higher price level; namely, when fewer bushels of wheat, fewer bales of cotton, and fewer pounds of hogs were required to pay each thousand dollars due, and we have a pretty clear indication of why land values have dropped.

Examples of radio news copy which show this desired quality of terse writing are reprinted below:

(1.)

Washington--Senator Ernest Lundeen, Minnesota Farmer Laborite, says that America's foreign and military policies are a "shopping tour for war". He urged the administration to keep Bernard Baruch, chairman of the wartime industries board, away from the White House.

(2.)

Windsor, Canada--The strike at the Windsor plant of the Chrysler Corporation continued today.

The United Automobile workers union called the strike last week over dismissal of three shop stewards. The union said four hundred men were on strike. Company spokesmen, however, claimed the number was only two hundred and that the plant was operating without interruption.

(3.)

Washington--A special grand jury has been completed to hear the government's monopoly charge against two medical groups. District Court Judge James M. Proctor has named William M. Beall, a real estate broker, foreman of the jury of twenty-three men. They will hear the government's evidence against the American Medical Association and the District Medical Society.

(4.)

Geneva--Japan has decided to wash her hands completely of any association with the League of Nations, Japanese

sources told the United Press tonight that Tokyo will announce her withdrawal from the League's international labor organization this week. In addition, she will sever all her remaining connections at Geneva.

Rules for achieving terseness in radio news writing are difficult to formulate and never are completely satisfactory because of the practical necessity of writing each story according to its peculiar values and demands. Here, however, are a few suggestions to the radio writer:

1. Avoid long, involved sentences or phrases; write simply.
2. Use two sentences instead of one, if possible.
3. Avoid the cumbersome comprehensive lead of the familiar who, what, where, when, why composition.
4. Avoid adjectives; use sparingly for sound tone.
5. Use the active not passive ~~tense.~~ voice
6. Tell the story as you would tell it to a friend, conversationally.
7. Use present tense whenever possible.

SIMPLICITY

The third preliminary quality of the radio news story is again similar to other two, brevity and terseness, but is used here in a more general and comprehensive sense. One can be brief, yet complex; terse, yet not easily understood. Brevity and terseness should never be attained at a sacrifice of simplicity.

The simple word, which is part of the average listener's listening vocabulary, should be used in place of the hard words. For example, "occasionally" is a better radio word than "sporadically"; "tinge" is better than "imbue"; "route" is better than "itinerary", and "improbity" would never be used in radio for "dishonesty".

Even at the sacrifice of brevity it is better to add a line or two to make a meaning absolutely clear and understandable.

Printed below are two stories, one a story written for the newspaper and the other written for radio use. The radio story follows the three rules discussed above.

(Newspaper Story)

Great Britain and Nazi Germany appeared today to be nearing a test of whether their solution of the Czech crisis will lead to cooperation in the interest of peace or a race to build arms for war.

(Radio Story)

Europe was disturbed today by the threat of the diplomatic deadlock and an arms race between Great Britain and Germany. Adolf Hitler is reported planning to capitalize on his Munich victory by asking Britain to join in

Fuehrer Adolf Hitler was persistently reported planning to capitalize on his victory at the Munich four-power conference by making important proposals for general European settlement.

Forecast of his plans range from a demand for German air superiority to return of all pre-war German colonies and a free hand for Nazi dominance of middle Europe. In return, it has been suggested Hitler would pledge himself to respect the present British and French empires. (Minus former German colonies now under mandate to the powers)

That is the Fuehrer's side of argument in any negotiations for a guarantee of future peace. But it is not Great Britain's view.

The British government has reached the point where it must obviously make a firm stand or risk the imminent danger of becoming a secondary power. There seems to be no doubt that it is not intending to take that risk.

a general European settlement.

It is expected that Hitler will pledge himself to respect the British and French empires. In return, the Fuehrer is expected to ask German superiority in the air, a free hand for Nazi dominance of middle Europe and a return of former German colonies now under British and French mandate. Britain is expected to say, "no".

Statesmen say the British government has reached the point where it obviously must make a firm stand or become a second rate power.

Even a rough survey of British opinion today shows that Britain will give no more ground, and, if necessary will rearm until it hurts.

OTHER QUALITIES

In addition to the primary rules of good radio news writing discussed above, there are several general rules which well aid the writer in attaining an effective style.

Rhythm

Generally, the writer should strive for, rhythm or smoothness in the flow of words. Although terseness is essential by use of short sentences, the sentences should not be all short or the writing will lose the desired smoothness or rhythm. Alternation of medium long and short sentences will usually eliminate the undesired staccato effect.

Talk Writing

Write the way people talk, is a good general rule to follow. However, the writer must be careful not to write incorrect English which will offend the listener's respect for the English language. Radio news is heard and not read. If the radio journalist remembers that, he will have a good guide for effective radio writing.

Sound Color

The best radio writing today is that which contains what may be called sound color. Words which are easily and clearly enunciated and which are pleasant to the ear should be used to gain sound color.

It may be disputed that words, whether alone or in phrases or sentences, have color, but there are words which have greater associational values to the listener than others. These words which create mental images, or are directly associated

with not only colors but tastes and smells are good effective oral words, and should be used as much as possible.

Incomplete Sentences

It is not always necessary to use complete sentences in radio writing. Often a mere descriptive phrase will be more effective, and it will obey the cardinal rule of terseness. The use of contractions is also advocated. Write "He'll and they'll for He will and they will", for example.

WORD USAGES

In general, only words which are used in general conversation should be used in radio writing, providing, of course, that such words are proper. The colorful word is much more valuable than the plain, colorless word and words which may be called "picture or mental image" words are preferable.

Words which are difficult to pronounce, or which may have similar pronunciations but different meanings should be avoided. Likewise, words containing many "s" and "th" are taboo. Words with double meanings should be avoided.

For figures, write out the words. Don't write $25,000,000, but write twenty-five million dollars. Use of small figures, usually up to one hundred, is permissible, but more than that should be written out. This is to avoid mistakes in figures by the announcer, who reads rapidly and can easily mistake 25,000,000,000 for 25,000,000 or some other figure. Generally, though, figures should be avoided as they have little meaning to the listener and are difficult to comprehend. Thus, statistics, technical data, percentages, and other figures should not be used except when absolutely essential and then sparingly. Instead of writing "twenty-five thousand of the one hundred and fifty thousands voters", write, "one-sixth of the voters".

Care should be exercised in the use of pronouns in radio news copy. Whenever a pronoun is used, the writer should be absolutely certain that there is no ambiguity as to whom the pronoun refers. If there is any doubt, the person's name should be repeated. Also avoid the relative pronoun, because, as a correspondent of the NEW YORKER once put it:

> Trying to cross a paragraph by leaping from 'which' to 'which' is like Eliza crossing the ice. The danger is in missing a 'which' and falling in....It is well to remember that one 'which' leads to two and that two 'whiches' multiply like rabbits.

Radio writers should avoid overuse of any one word in a single story, and should use synonyms as much as possible. Below is a list of words which are usually overused, with synonyms opposite:

Send-----transmit, dispatch, impel, hurl, fling, toss, etc.
Summon---cite, call, bid, request.
Purchase-buy, acquire, procure, gain, obtain.
Depart---leave, go, vacate, abandon, desert.
Take action-act.
Attempt--try, strive, endeavor, test.
Is going to-will.
Take into custody-arrest, seize.
Display--show, exhibit, parade.

Obtain---get, secure, procure, acquire, attain, gain.
Require--need, want, stand in need of, lack, demand.
Witness--see, observe.
Is able to--can.
Aid------assist, help, support, relieve.
Injure---hurt, wound, mar.
Fracture-break.
Construct-build, erect, establish, fashion.
Meet-----confer, convene, hold a conference.
Physician-doctor.
Say-------state, announce, make known, declare.

All vulgarisms should be avoided. Such phrases not in good taste are: "meet up with", "keeping company" or "keeping company with a girl", "red headed", "groom" for bridegroom.

Also, makeshift, "easy-way-out" words such as "crack down", "brewing", "battling", "showdown", and "crisis" (The word should be used only when a turning point is of major importance and consequence. Every turning point in the progress of an affair or event in radio should not be called a "crisis").

Avoid over-worked and misused expressions such as: sweep, comb, loom, flared up, rush, high powered motor cars.

There are several other general, but important, rules for correct radio news writing. Briefly, they are:

1. Use casual approach rather than serious one.

2. Avoid danglers; put source, or credit for information, at beginning of story not at the end. Example: It was disclosed today by the district attorney's office that action will be taken....etc. rather than, Investigation of charges...etc., it was disclosed by the district attorney's office today.

3. Avoid use of qualifications such as: it was learned, according to informed sources, etc. The listener assumes that radio news has been substantiated.

4. Spell out, by use of dashes, unusual names and words.

5. State full name of persons not well known, and give state for governor, senators, congressmen.

THE OPENING SENTENCE

The functions of the newspaper headline and lead are carried in most stories for radio by the opening sentence, albeit to only a small extent. The opening sentence should stimulate attention and create interest in the news story to follow.

The newspaper headline has been often described as "the salesman of the newspaper", or the "show window" of the newspaper. To a limited extent, because of its brevity, the opening sentence performs this service for the newscast.

The opening sentence, then, must (1) stimulate the listener's interest, and (2) capture and hold the attention of the listener.

Half-listening is of little value to either the listener or the person who is sponsoring the newscast.

OPENING TYPES

In classifying opening sentences one is confronted with the numerous types which are not classifiable because of their divergence from definite form. In studying the opening sentence it is more important for the student to understand the purpose and functions of this part of the newscast than it is to learn a formal list of type names. To aid the student, an arbitrary grouping of the basic types is presented below:

1. Direct statement of fact or conclusion.
2. Tease, or interest provoking.
3. Name opening.
4. Association, word or phrase.
5. Stereotype news word or phrase.

DIRECT STATEMENT

Most frequently used, and the most adaptable of all the newscast openings, is the direct statement of fact or conclusion. In one brief sentence the writer merely states the news point or conclusion of the entire story.

Examples:

Dells Rapids, South Dakota--The national corn-husking championship started today before a huge throng of farmers.

Columbus, Ohio--National guards will evacuate Middletown this afternoon, Adjutant General Emil F. Marx announced.

Washington--The supreme court will decide whether an alien can be deported from the United States because he is a Communist.

Windsor, Canada--The strike at the Windsor plant of the Chrysler Corporation continued today.

New Orleans--Thousands of Catholics, assembled in New Orleans for the eighth Eucharistic congress, today heard dictatorships and Communism soundly denounced.

TEASE OPENING

The tease opening employs a sentence thought which stimulates the curiosity, but does not satisfy it. It is used with the so-called human interest and feature stories which have a queer slant or angle which lends itself to an unusual or puzzling statement, incomplete in itself, but tempting. It usually does not tell what the news is about, or does it necessarily have any bearing to the news in question, except indirectly.

In the examples given below the entire story is given with the "tease" opening sentence underlined and paragraphed.

New York--Billy, the Kid, went on a rampage today in mid-Manhattan.

Billy is no gunman, just a goat. He bucked a line of traffic from Broadway to Fifth Avenue, and wasn't tackled until he scored a touchdown in Frank Zuckerman's hardware store. Billy, appearing from nowhere, went founding down 53rd Street. He crossed Sixth Avenue against a red light, turned into the hardware store, skimmed over Miss Lilian Portnoy's permanent wave, cleared the counter, and landed at the bottom of a cellar stairway.

There Patrolman William Kip Lassoed the goat.

Portland, Oregon--A pair of newlyweds are walking right down the aisle into the courtroom.

Raymond Dale Kramer and Viola Reissinger were married in Portland yesterday. Tomorrow Kramer must start for Terra Alta, West Virginia, to face trial for the murder of James Gillis four years ago.

The two were planning to marry when G-men arrested Kramer as a murder conspiracy fugitive. They were allowed to go through with the ceremony by special permission from Washington.

San Antonio, Texas--If there is gold hidden in the Fort Sam Houston military reservation, it will have to stay there.

Three men, whom the government allowed 72 hours to search for the treasure have used up their time without any luck.

The three are Hugo Randig, Joe Bachmeyer, and Frank Shepard, a negro. It was Shepard who started the excitement with the story of finding three bushels of small metal bars on the reservation 21 years ago. He says a jeweler told him one of the bars was gold, after he had sold the rest of them as brass.

Washington--It's youth against the world, but Mr. & Mrs. Charles Finch have $7.50 and two bicycles to help them.

However, parents of the young newlyweds haven't very much confidence in their worldly equipment and have asked police to locate the runaway honeymooners. The bride is fifteen and so is her husband.

New York--There may be more famous spectators at the World's Fair, but there won't be anyone bigger than Japino.

The four and one-half ton elephant broke loose and trotted around the grounds yesterday with an angry look in her eye, before deciding that what she really wanted was a drink of water.

Japino was on for the actor's benefit carnival at the fairgrounds.

FAMILIAR NAME OR PLACE

The familiar name or place opening is based on the use of the name of a person or place which is generally known through its frequent appearance in the news. Names of the presidents of the United States, famous movie stars, athletes, and world statesmen are some examples.

As used in actual newscasts, this lead is illustrated in the following stories:

London--King George the Third of England didn't like George Washington, but King George the Sixth of England will pay a visit next year to the grave of the man who led America out of the British Empire.

Chicago--Edouard Benes, the ex-president of Czechoslovakia, will be the guest lecturer at the University of Chicago in the near future.

Chicago--Walter Leonard, former Capone hoodlum, whom police said had been "living on borrowed time" for months, was in a critical condition in a Hammond, Indiana hospital today from bullet wounds.

Estanbul, Turkey--The Turkish President, Kamal Ataturk, is seriously ill from a liver ailment.

Hyde Park, N. Y.--President Roosevelt labored today on a speech of far reaching political significance.

ASSOCIATION

The association opening involves the use of words to which are associated certain news events or scenes, if we may call them that. For example, the word Poland during the Danzig crisis in Europe had an immediate and definite association to news listeners with the then latest Nazi expansion ambition. A newscast datelined out of Warsaw (Poland) immediately was associated by the listener to the general European crisis. At other time, Austria, Prague, Czechoslovakia had similar association.

The associational word, or phrase, is temporary and in direct relation to the current news happenings. It may at one time bring one group of associated facts and at another time still a different group.

Althought a list of such words would have little practical value, because of its ever changing associations, a list could be compiled at any time by a news editor which would have practical value. Such a list prepared in May of 1939 would include the following words:

1. European crisis--Hitler, Nazi, Chamberlain, Poland, Warsaw, Beck, Danzig, corridor, Der Fuehrer, Il Duce, Mussolini, etc.

2. United States and War--neutrality, Roosevelt, Borah, Johnson, Hearst, etc.

3. Sports--Joe DiMaggio, Donald Budge, Fred Perry, Lou Gehrig, Landis, Terry, Dean, Cunningham, etc.

4. Royal visit--King and Queen of England.

5. New York--World's Fair.

6. San Francisco--Exposition, Treasure Island.

7. Un-American Activities--Dies.

8. Election--Roosevelt, third term, Hopkins, Hoover, Landon, Vandenberg.

9. Aviation--Lindberg, Corrigan, clipper ships.

10. Business--Wall Street, Ickes, Hopkins, security, taxes, depression, prosperity.

The above list is only a partial list of similar words and news class associations that might be used in writing the association opening, either inadvertently or consciously.

Use of such words promotes brevity and terseness in radio news writing. An associational word, if correctly used and selected, eliminates the need for con-

siderable background or definite explanation. Examples of this type of opening appear below:

> Hollywood--Sally Rand was placed in a cell at the country courthouse today but flounced out again in a few minutes. She was released when Judge Harold B. Landreth reduced her bond from 2 thousand, 5 hundred dollars to one thousand dollars and set her assault and battery case for October 31st.

> Wellesley Hills, Massachusetts--Economist Roger W. Babson predicts an immediate world business boom.

> Warsaw--Foreign Minister Josef Beck today told Germany in a speech before the Polish parliament that Poland would tolerate new peace without honor.

STEREOTYPE OPENING

The stereotype opening employs the use of certain words with stereotype meanings to attract interest and create an immediate image of the news involved. Such words as CIO (Committee for Industrial Organization), AFL (American Federation of Labor), "reds" or Communists, investigation, probe, neutrality, conscription, etc. have definite accepted news interpretations to most persons.

Of course, the specific news association of such words change from time to time. In the summer of 1939, the words CIO and AFL were immediately associated with the fight between the two labor groups and the related news of strikes, wages, and labor conditions in general. "Communists" was associated with the un-American activities investigation by the Dies Committee and brought to mind such names as Harry Bridges, Strecker, etc.

Take, for example, the word crisis. Immediately today there is the association to the current European war. At other times it may have been the Spanish war or the invasion of China, depending on the focal point of "crisis" interest at the time. The word, scandal, also has a sure-fire news connotation to the average person.

Such words used in an opening sentence create immediate interest and are excellent for sustaining interest into the news paragraphs which follow.

Other stereotyped words are: White House, Hyde Park, New Deal, grand jury, G-men, gangsters, etc.

A few examples of this type of opening sentence appear below, with the key word underlined:

> Waterbury, Connecticut--The striking workers at the Waterbury Buckle Company have agreed to arbitrate a wage and seniority dispute.

Vienna--The Nazi police are rounding up Catholic priests in former Austria.

New York--A confessed Nazi spy testified today that he wrote to Adolf Hitler's party newspaper and got a job with the German espionage ring.

(Undated)--Europe was disturbed today by the threat of a diplomatic deadlock and an arms race between Great Britain and Germany.

ROUND-UPS

One of the ever present tasks for the radio news writer is to prepare the so-called "round-up" story, a condensation or union into one story of several stories of similar news subject matter.

The round-up story employes the summary technique and is one of the most valuable radio news writing practises because of its condensation effect. News stories that would run to several thousand words if used separately can be put together in a single story of a few hundred words. This method follows the modern newspaper practise which has become so popular during the past few years of categorizing news.

Necessary, of course, are news stories with similar subject matter. For example, all political news might be put into a single comprehensive story. Disaster news, sports, fires, accidents, foreign, labor, and financial news also can be so treated.

Methods of constructing the summary story are:

1. Summary lists.

2. Salient factor lead.

3. One, two, three sequence.

Use of the summary list is merely the listing in one-two-three order of the important developments in one class of news. This form usually includes an opening sentence followed by the developments in numbered order. For example:

The foreign news front today brought several important developments in tense situations.

1. Japan announced there would be no compromise in her plans to control foreign zones in China.

2. Russia put off indefinitely joining a non-agression alliance with Britain and France against Germany.

3. Italy announced a new armaments program.

The salient-factor construction builds the news story around the most important news item of the group with the minor items trailing at the end of the story. The important, or salient news, is treated exhaustively first with no mention of other news developments. These are "tacked on" to the main item.

The one, two, three sequence type of construction takes each item in order of importance, but does not conclude any one item until the others are mentioned. This form may begin with a comprehensive lead mentioning all developments and then devote a paragraph to each item, or it may start with the most important news item and follow with the others in order of importance.

Three examples of summary news stories are given below to assist the student in analyzing the form and in practising that form of news construction.

(1)

(Sports Round-up-a United Press feature)

New York--A hurricane in the football world, better known as demon upset, walked off with the highest honors during Saturday's gridiron battles. Four of the nation's most promising teams fell before the unpredictable upset jinx, and today, Alabama, Columbia, Pennsylvania, and Cornell are just ordinary ball teams.

All four were rolling in high gear until last Saturday. Then came the explosion. Colgate, twice defeated, whipped Columbia by two touchdowns. A comparatively weak Princeton Tiger came to life and buried the Pennsylvania Rose Bowl hopes between a 13 to 0 score. Tennessee, led by the mighty backfield ace, Cafego, walked over the Crimson Tide of Alabama 13 to 0. Syracuse, pulling the unbelievable, scored three times in the final period to defeat the favorite Cornell team, 19 to 17.

The other big league battle grounds showed games that were more or less predicted by the Friday-night experts. But there's no telling what the Monday morning quarter backs at Ann Arbor are saying today. They probably have a dozen reasons why Minnesota shouldn't have won the one Saturday. However, the Golden Gophers did win it, and Michigan left the ranks of the unbeaten on the not too short end of a 7 to 6 count. The Pitt Panther, of course, growled on toward the Rose Bowl. A 26 to 6 victory over Wisconsin seemed like no more than a Wednesday afternoon workout to the huskies of Jock Sutherland. The fighting Irish, of Notre Dame, played rings around an effective Illinois team but could score only twice.

At Cambridge, a powerful Army mule had to kick a little harder than was expected to get by the stubborn defense of Dick Harlow's Crimson eleven. And, as was expected, the highly touted Dartmouth Indians made short work of Brown. However, not until the Bruins had scared the Big Green team, though by scoring first. Duke took a close 6 to 0 decision from Georgia Tech Yellow Jackets in a game marred by fumbling. Northwestern and Ohio State battled to a scoreless deadlock in a conference tilt.

In the southwest, the headliner again is Texas Christian. The Horned Frogs turned on the power Saturday and slaughtered a good Texas Aggie team, 34 to 6. In the far west, the big game involved California's Golden Bears and UCLA. California, hailed as the best on the West Coast came through in fine style, winning 20 to 7.

(2)

(The Daily Chuckle-United Press)

There's nothing very exciting about being bitten by a lion, but when it happens in a Park Avenue apartment, that's news. And when the beast is dead, it's an epic story.

Things were pretty quiet yesterday in a New York police station, when a man phoned all in a frenzy. He needed help, he said, because his wife had been bitten by a dead lion. Quick as a flash, the police ordered an ambulance, and a radio patrol car raced to the scene. The story was true enough. Mrs. Agatha Atkins, a cook, had slipped on an animal skin and caught her foot in the open jaws of the beast. As a matter of cold fact, it was a tiger skin, not a lion, but a man can be pardoned a little inaccuracy when his wife is in a fix like that.

-

Here's one form of agriculture that's been suffering from crop control too long. Flea farms have been started in London to grow man's little insect enemies on a big scale. They're used for feeding tropical fish.

The special virtue of the flea is that is can be frozen for almost any length of time and thaw out as lively as ever. Tropical fish fans who want live food for their pets can buy the frozen edibles by the jar, drop a handful in the warm water of the acquarium and watch the fun.

-

Goodbye shag, goodbye streamlined clothes. The women of tomorrow are going back to the waltz and the billowing skirts that used to make father's heart go pitapat. At least, that's the way things look in New York City's Hunter College. The girls of the senior class proved themselves sentimental and proud of it, in a questionnaire put out by the college yearbook.

The editors wanted to know if their classmates preferred a slick modern yearbook or one of the old fashioned kind they could press violets in and weep over in years to come. The girls said they wanted to weep. They also voted for waltzes and crinolines, 2 to 1, and said they would rather live in Paris, Tahiti or Capri than Detroit, Chicago or Brooklyn.

Worst of all, the girls are cool to the modern male. A few would like James Roosevelt or Edsel Ford or the Poet Shelley as a husband, but 26 per cent have a yen for that flaming Italian lover of the past, Benvenito Cellini.

There's sunshine on Charles Barton's doorstep, but none in his heart, Barton runs a grocery store up in Frederickton, New Brunswick. Like a true nature lover, he stepped outside his door to enjoy the first touch of morning sun, and enjoyed it so much he didn't see a couple of men slip into the store behind him. He was still basking when they sneaked out again with every bit of cash in the place.

-

That famous telegraph service has done it again. A woman down in Brisbane, Australia, found she was too late to keep a street corner appointment with a friend. She sent a telegram with this address: "Mrs. Brown, short, dark, stout woman wearing glasses, waiting outside the Smith Building, Queen Street"; the message was delivered to the right woman just six minutes later.

(3)

(On the Farm Front-United Press)

Reports reaching the United States department of agriculture from foreign lands indicate that prospects are bright in many regions for bumper grain crops.

In the Argentine, for instance, favorable weather is reported in the wheat belt. As a result, prospects are bright for wheat, rye, oats, barley and flaxseed. Corn planting in the Argentine has made good progress and no reduction from last year's corn acreage appears probable.

In the British Isles, the 1938 barley crop is reported nearly 20 per cent larger than last year's crop. This large British barley crop means that more domestic malting barley will compete with imports, a large part of which reaches the British Isles from the United States.

A different picture is presented by the 1938 Canadian potato harvest. First estimates indicate a yield considerably below that of 1937. Late blight, and root rot have reduced the potato crop in Nova Scotia, New Brunswick and Quebec.

Turning to the Orient, the United States department of agriculture says that a large Manchurian soy bean crop is in prospect. The indications are that the supply of soy beans available for export from Manchuria in the next few months probably will be five per cent larger than during the past season.

Vegetable growers in Cuba have cut their plantings for the coming winter. Smaller acreages are reported for Cuban tomatoes, peppers, potatoes, egg plant and cucumbers. However, the winter lima bean crop in Cuba probably will be grown on an acreage as large as that of last season. Low returns on Cuban tomatoes marketed in the United States last winter are responsible for the reduction in this winter's planting of vegetables.

From July through September, according to the United States bureau of agricultural economics, wages paid to farm workers went down. And that is the season when farm wages usually are rising. The economics bureau says the reversal in form resulted in a decreased demand for farm help in the face of an abnormal supply.

The decline in wages was reflected in monthly rates since the day wages at the beginning of October were at about the same level as in July. The greatest drop in farm wages was shown in the New England states, on the Pacific coast, the north central states, and the west south central states.

This year's rice crop will be the largest on record. This is indicated in reports received by the United States department of agriculture. The Federal Surplus Commodities Corporation is making plans to buy part of the surplus of rice for relief distribution.

CHAPTER SEVEN

Writing the Commentary and Drama

Greater living drama can be found in the passing news scene today than in the pages of the greatest literary masterpiece conceived by the mind of man. It is a never-ending story of conflict in man's emotions and aspirations, his achievements and failures, a day-by-day epic spoken and written by the journalists of newspapers and radio.

To the lot of the journalist is the task of bringing to the masses the color and the action, the significance and interpretations of this multifarious spectacle. The radio journalist in his efforts to present the drama of the news may turn to the commentary and the dramatization.

The commentary to a great extent is like the novel, the short story or the play. Its success depends on the innate abilities of the author to conceive and describe the dramatic aspects of the passing news scene.

It is a loose form of newscast, flexible and as varied as the individual abilities of the commentators, who, without exception, prepare their own programs as well as deliver them.

The commentator's judgment in selection of subject, his reading, or speaking ability, his microphone personality, and the strength and validness of his interpretations and analyses will determine in the end his success as a commentator.

There are certain qualities necessary for effectiveness in the commentary. A good commentary should have: wide appeal, pleasing delivery, interesting subject matter, faultless and clear analysis, informational value, understandability, and color.

As we noted previously in this book, there are two basic types of commentary, the single subject and the multiple subject. The rest are variations of these two forms, varying according to treatment and purpose. The commentary does not have to have a news value in the sense that the formal newscast or the spot newscast has news value. It may deal with a subject which has lost its real, or primary news value, but still retains considerable secondary news value. In other words, the commentary does not necessarily report the news, but rather presents its secondary aspects, or its importance and meaning in relation to the news picture as a whole.

The commentary is directed to the interests of the majority rather than the minority of the news audience. To be effective it must appeal to and hold the interest of this majority. Breadth of appeal is an intrinsic quality without which the commentary would soon lose its standing.

PREPARATION

As we have seen in a previous chapter, the commentary is prepared in one of three forms, outline, note or essay type of script. This preparation requires considerable study, extensive reading and a thorough knowledge of the forces which make the news.

The successful commentator spends from three to four hours each day reading the newspapers and other news mediums. In addition considerable time is spent in collecting data and background information from reference sources. Personal con-

tacts with primary news sources are also kept by the commentator. Some commentators depend more on this first hand information than on digests of printed news information.

There are various methods of preparing a script. Some commentators write their script in final form, first draft, after reading and studying. Others take notes and write from these notes. Still others take notes on cards and shuffle the cards to the proper order before preparing the script. The script in these instances is outline, essay or note form.

Commentators who use the note or outline form of script do so because it gives them greater freedom of comment, and tends to make the broadcast sound natural and conversational, a much desired effect in newscasting. Too, these forms enable the commentator to change the content of the commentary at the last minute.

The essay form offers the commentator a guide and enables him to present a more unified and directed comment. Most commentators using this form of script digress from the written message whenever they think of some information which they believe adds to the value of the newscast. In addition, the essay form, because written, allows the commentator greater opportunity for polished expression.

PREPARATION STEPS

The steps in preparing a commentary are:

1. Study of the news.
2. Listing of interpretive facts or subjects.
3. Selection of important subject or subjects.
4. Research for background information for selected subjects.
5. Organization of material.
6. Writing of final script.
7. Corrections, changes.
8. Rehearsal reading.

In his prepatory study, the commentator must read with the purpose of discovering the interpretive angle or angles to the news. He usually is not so concerned with reporting the happenings, but in explaining why it happened and what it means to the listener.

Once a list of interpretive facts is completed, the commentator then selects from the list those he believes particularly important and worth inclusion in his broadcast.

When he has determined a subject, he immediately goes to work to secure the necessary background and explanatory information. Then the remainder of his task is one of organization and writing. If he had time, he does this very painstakingly, making certain that his thought is clear and judgments are correct. He usually edits the script very carefully, making certain that each word is the best word to convey his meaning and each sentence simple in its construction and easily understood.

If the subject of the commentary is singular, the commentator must be reasonably sure that it is a subject which will appeal to the majority of listeners, for he usually speaks to a polyglot audience with diversified special interests, but similar general interests. If the subject is plural, then selection is made to include subjects of interest to large special interest groups. Such a commentary will usually include one or two subjects of a general and broad interest appeal and other subjects of a great interest to a limited group. Such groups, or classes of listeners, would be women, sports fans, farmers, children, business men, persons interested in politics, science, art, hobbies, etc.

Usually a commentary should include one or more so-called human interest stories, which have a wide general appeal, or should incorporate the human interest angle, if the subject is singular.

CONSTRUCTING THE COMMENTARY

Before presenting a discussion of commentary construction, it is necessary to warn the student that in practise none of the forms described are followed rigidly, or without variations. The commentary to remain effective must keep flexibility.

For the single subject commentary several forms, or outlines, may be used. These are outlined below:

1. Simple Structure.

   A. Opening paragraph
   B. Body
      -1- Background
      -2- Narration
   C. Conclusion

2. Narrative-Comment

   A. Opening Paragraph
   B. Background
   C. Narration
   D. Comment
   E. Narration
   F. Comment
   G. Conclusion

3. Argumentative.

   A. Contention
   B. Substantiating Argument, facts.
   C. Conclusion

4. Straight Narrative.

5. Descriptive Narrative.

The simple structure type of commentary is the logical sequence type of writing. A statement of condition is made, background and explanatory information follows, and the conclusion or comment concludes the broadcast. In this form the writer omits the interpretation until he has given his listener sufficient explanatory material to assure the listener's understanding of the comments, or conclusion.

The narrative-comment type is similar to the simple structure type, but differs in that each point, or statement, is interpreted and explained in a one-two order. The conclusion is usually a summary of facts and interpretations.

In the argumentative commentary, the writer presents a viewpoint or conclusion and then supports this contention in the body of the script. The conclusion is a reiteration of the original contention.

The straight narrative type is merely the telling of a story in its logical sequence. The commentary, Long Live the King, reprinted in a preceding chapter, is an example. The story of the King's life and death was told simply, but effectively, in a simple, straightforward style.

The descriptive narrative can be used to provide the listener with a verbal picture of a news scene. It might be a picture of the living conditions in a war-torn city, a huge fire, a flood, a battle, a prize fight.

Of course, no matter what type of construction is used, the essential function of the commentary, that of interpretation should be carried out.

Construction of the multiple subject commentary is mostly a problem of selection of items and their arrangement in the most effective sequence. The most important item may be given first, or last, the important may be alternated with the less important, the serious with the light. The individual items usually follow the forms of the formal newscasts, which we examined in the preceding chapter.

DRAMATIZED NEWS

Although the techniques of producing a dramatized news program are similar to those used in any radio production, the dramatized news program is not the same as straight radio drama. The former is a reenactment of an actual happening; the latter is a make-believe happening, perhaps based on facts, but told in fancy. One requires a plot, and is essentially the same as drama on the stage or screen; the other has its plot and characters supplied by the actual happenings, and very little can be done to alter them to improve the quality of the drama.

The news drama, then, is an attempt to reproduce, by voices, music and sound effects, the drama in the news without distorting the news facts. Much of the news can not be dramatized because it includes nothing which is capable of being reenacted. For example, a report by a state department of agriculture on the crop outlook would be almost impossible to dramatize.

However, there is much in the news that can be effectively dramatized, and the radio journalist should be prepared to handle such an assignment.

Some of the rules for good radio drama are also applicable to good news dramatization.

Characters should seem natural, the speeches and responses should be natural. This is often easy in news dramatization because the actual words used are available; e.g., for some speeches, all congressional or legislative talks or debates, court testimony, some committee hearings, etc.

In radio, action must be established and identified by words and other sounds, only. The audience sees what's going on through mental image associations with the

spoken words. An example showing identification of action by words follows:

HE: (FADING SLIGHTLY) Come..be a sport.

SHE: (BACK) Bill! Let go my hand. You're hurting me!

SHE: (LOW...CLOSE) Don't look now, but here comes Mary. Let's hide behind these bushes.

The drama technique of identifying crowd action and thought by unidentified voices on a crowd background, either recorded or staged, is very useful in news dramatization. When a picture is blocked out by sound--as a crowd effect watching a football game, a crowd listening to an important speech, or the crowd outside Buckingham Palace waiting for word of their King's death--voices directly on the microphone (crowd sounds are off, or away from the "mike") carry the narrative and tell what the crowd is doing and thinking. Two or more persons "on mike" discuss what is happening, and unidentified voices "off mike" occasionally speak appropriate phrases to give meaning to the crowd effect. In this way, the listener is given the impression that the whole crowd is taking and thinking about the focal point of interest around which the scene is built.

For example: (From author's adaptation of the House of Seven Gables)

SOUND: (CROWD BACKGROUND THRU)

MAN I: (ON MIKE) She looked as if she'd faint... Did you see her?

MAN II: Yeah...that girl sure has a lot of pluck.

VOICE: (IN BACKGROUND) She oughta be burned!

ANOTHER: (SAME) String 'er up.

AD LIBS: Her mother was a witch, too. Show her no mercy. The poor child. KEEP THROUGH NEXT FEW LINES.

MAN I: The crowd is plenty mad, isn't it?

(and so on)

In news drama, as well as straight drama, it is necessary to convey impressions of time and place, and in news drama it is also necessary to make transitions from one news subject or scene to another. These techniques are:

1. The musical time interlude.

2. The sound interlude.

3. Fade-off, fade-on.

4. Narrator.

The musical time interlude is illustrated in the following example taken from straight drama. The technique is the same in news drama.

BILL: Be sure, now, Jim. ....At Joe's place in an hour!

MUSIC: COMES UP FAST..TIME INTERLUDE..FADES AS

BILL: WELL... right on time, Jim...good work, lad.

The sound interlude consists of breaking off, or fading out of the word scene on the sounds of the atmosphere of the last or concluding scene and breaking in or fading in on the sounds of the new scene. For example:

BILL: Be sure, now, Jim... At Joe's place in an hour.

SOUND: DOOR OPENS...CLOSES...FADE OFF STEPS.
FADE IN TRAFFIC NOISES
ESTABLISH...THEN

BILL: Well, right on time, Jim..Good work, lad.

And the fade-off, fade-in technique as shown here:

BILL: Be sure, now, Jim.. At joe's place in an hour.
(fading)... It's important, so don't be late.

(PAUSE)

BILL: (SLOW FADE IN) Well, right on time, Jim.
(ON MIKE) Good work, lad. Now for the job.

The use of the narrator is employed more frequently in news dramatizations than in straight drama, mostly because of the necessity in news drama of providing background information and of sticking to the strict interpretation of the news event. The narrator is simply an extra character and can come in after a musical or sound interlude or between a fade-off and a fade-in.

Of course, all these techniques can be used in any one script, or can be used in combination. The important thing to keep in mind is that it takes time to get from one place to another... and the audience must know not only where the scenes are taking place, but must be given time to make adjustments, mental and emotional, for scene changes.

Also, wide use is made in radio news drama of the cut-back technique, which is a fading from character lines or narrator back from the present to the immediate past. For example:

NARRATOR: And so today many are there in Europe's halls of politics who must wonder what has happened to the will for peace which so clearly marked that great hour at Versailles when Woodrow Wilson spoke those famous lines...(Fade)

WILSON: And so today we have a new peace, founded..etc.

To enable the student to study an actual script and learn the methods of writing a script, indication of sound, music, words, etc..... a condensed copy of a script showing the various typographical techniques is reprinted below.

WISCONSIN SCHOOL OF THE AIR--DRAMATIC PRODUCTION

SERIES: Trailer Travels - #3 TIME: 2:00 P.M.

TITLE: Visiting in Vermont DAY: Monday

STATIONS: WHA, Madison
WLBL, Stevens Point DATE: October 11, 1937

CAST: Mr. Thomas - young business man, straight, vital--about 35
Mrs. Thomas- sympathetic, maternal.
Dave
Joan - 10 year old twins.
Abe Larkin - native of Vermont, nasal twant-about 50.

SCRIPT WRITER:

PRODUCTION:

PRODUCTION NOTES: Automobile (starting, constant speed, etc.)
Underbrush
Falling, sliding rocks
Machinery-drill

****
****

SOUND: AUTO HORN

ANNOUNCER: Come along--on trailer travels.

SOUND: CAR STARTING - AND FADING INTO

MUSIC: THEME----------FADING FOR

ANNOUNCER: The Thomas family goes traveling! It's time for another in a series of programs planned to supplement.....(etc.).

MUSIC: THEME UP TO CLOSE

ANNOUNCER: Last week the Thomas family..Joan and Dave, the ten-year old twins, and their monther and father... left Boston, Massachusetts.....(etc.). They have left their car on a side road and are climbing single file up a trail to the summit of the hill.

PRODUCTION: THEY ARE WALKING SINGLE FILE SO THERE WILL BE VARIANCE IN THE VOICE DISTANCES.

SOUND: UNDERBRUSH CRACKING THRU:

JOAN: (PUFFING SLIGHTLY) I'm not a bit tired, are you, Dave?

DAVE: (PUFFING) Naw..this is duck soup...

JOAN: And we must have come a terribly long way already...(LOUDER AND SLIGHTLY OFF MIKE) How are you comin' Mother...?

MOTHER: Well, I am.,.and I'm not ashamed to confess up..I'm a tender-foot.. Come on, sit down Bill.. Joan, aren't you tired?

AD LIBS: SEATING THEMSELVES

JOAN: Me, I should say not ..., (etc.).

(Dialogue continues for several pages)

DAVE: (CALLING OFF) Yoo ..hoo..I'm way on top of a rock! Boy, what a view..

MOTHER: Oh, Bill..tell him to come down..he'll break his neck up there.

JOAN: (CALLING) Davey...Davey! You hafta come down..

DAVE: (CALLING OFF) Yoo..hoo! Hey! Hey! I'm slipping.

SOUND: (OFF)--FALLING ROCKS

(Dialogue continues)

MOTHER: (OFF) Come Dave and Joanie.. we're going to start...Mr. Larkin's coming with us to Rutland...(FADE)...

JOAN: Oh, goody...O.K. Mom, we're coming..c'mon, Dave. (FADE)

AD LIBS.....AS: FADING OUT ON BOARD

ANNOUNCER: So we leave the Thomas family for this week...but after they're rested up they'll be hitting the trail again..., etc..... Be on hand then, for Trailer Travels next Monday afternoon..... This is the Wisconsin School of the Air..

MUSIC: THEME TO CLOSE

CHAPTER EIGHT

Editing Radio News

Although the radio journalist is apt to be reporter, rewrite-man, editor--and even announcer--for a radio station, his work as editor is most important. It requires application of techniques and knowledge not required in other phases of radio journalism activity.

The work of the radio news editor involves the responsibility of the city editor of the newspaper and the work of the copy reader and rewrite-man. He is the sole judge of the news and on his judgment and abilities the program succeeds or fails.

A radio editor must be able to recognize news and to understand the complex and complicated forces which produce the news. He must keep on top of the news parade, whether it be in his immediate, or primary broadcasting area, or in the nation or world.

In a previous chapter we examined the sources whence the editor receives news and discussed the methods by which the editor keeps tract of the news. The editor keeps a log of news events and a record of tips or suggestions for news stories and special news programs. He also should have a newspaper clipping file for future events and another for past events and reference purposes.

MAKEUP

The news editor faces a problem of makeup quite unlike that which confronts the editor of a newspaper.

The first difference, the limited amount of time (space) available, is a constant problem. The newspaper offers anywhere from four to a dozen or more full pages (total) for the news. The radio editor must compress all the news into a brief fifteen or thirty minute period, actually only from ten to twelve and twenty to twenty-eight minutes of news reading time, the rest of the time available being used by commercials and station identification.

This means, according to word-time measurement, that the editor will have on a fifteen-minute program only about 2,000 to 2,500 words maximum for news items. All the important national, foreign and local news must be "boiled", or compressed, into these comparatively few words. At the same time, it must be done with a minimum of sacrifice of important news items.

At the average rate, an announcer reads approximately one hundred and seventy words a minute, the rate depending a great deal on the style of writing and the content of the news story. If the words are short and easily pronounced and the sentences are simple in construction and terse, the announcer will be able to read at a faster rate than if the sentences are long and complex and the words are hard to pronounce. This average rate of reading is used by the editor in estimating the amount of copy to be prepared for a given broadcast.

Time must be allowed on any broadcast for the opening and closing announcements, which usually require about two minutes time, and for advertisements, which require about one minute each. The number of advertisements usually varies from three to five, and the length of time for news is less or greater accordingly.

Assuming that the editor furnished four news broadcasts daily - two fifteen and two thirty minutes periods, for example - he will have an approximate maximum of twelve thousand, five hundred words to tell the news.

In comparison, the front page of The Chicago Tribune, December 15, 1938, contained approximately five thousand, four hundred words, one hundred and twenty headlined words, a cartoon, circulation promotion box, and a Christmas shopping notice. It is easy to imagine the task which would have confronted the Tribune editors if they had attempted to condense all the news of that December 16 issue to two and one-half full pages. But that is exactly what the radio news editor must do daily.

Condensation, careful editing to eliminate superfluous phrases and words, careful selection of news items to eliminate the unimportant, and terse writing must accomplish this end.

On a given day, the editor may have as many as four hundred stories from which to build a program. The wire will provide about three hundred, and the other sources another one hundred stories. On the average day, he probably will use no more than fifty of them.

SELECTION

In the final analysis, selection of news must depend on the editor's news sense, that indefinable ability to judge the correct value of news, which comes from a broad and thorough knowledge of world affairs and the interests of people.

However, an editor can improve this selection by studying the listening interests and habits of his audience. This is done by listening surveys of the broadcast area.

There are several accepted methods of determining listening interest. The two best for the purpose of testing news likes and dislikes are the questionnaire and interview methods.

The questionnaire method is the least expensive, although not as accurate or thorough as the interview method. A list of questions, so designed as to elicit definite rather than indefinite or general answers, is first prepared. These questionnaires are then mailed to listeners in all parts of the broadcast area. To furnish a workable and satisfactory sample, enough questionnaires should be sent out to result in a return of a total of filled-out questionnaires equal to at least five per cent of the total number of listeners in the area. To encourage replies, return stamped envelopes should be included. Tabulation of the answers will give the editor a definite idea of the news likes and dislikes and preferences of his listening body.

The interview method is expensive inasmuch as interviewers have to be employed, traveling and other expenses paid. This method takes a longer time, but it allows more detailed questions and more complete and correct answers. The interviews can be made by a house to house canvas or by telephone.

Because of the ever changing values of types of news, it is advisable to make the survey at least once a year, and, if possible, twice a year.

The survey results should not be used to formulate a rigid outline for broadcast makeup, but rather should serve as a reference. When conclusive preferences are shown in the results, the editor may use these to develop workable percentages for makeup purposes.

For example, a survey taken by one mid-western radio station showed that listeners in the broadcast area were more interested in stories about persons and happenings in the nation than in foreign countries, the state or the locality. Their interest in other classes was the same.

The necessity of making every news item count, makes mandatory the formulation of more scientific rules for evaluating news according to classes or categories. The survey provides basis for such rules.

NEWS SEQUENCE

The order of placing news items according to importance, or the sequence of the news, in a given broadcast can be arranged according to the editor's immediate judgment, that is, without system, or it can be arranged according to a definite plan.

Some stations establish the sequence according to a definite plan so that the listener can become accustomed to its placement and can regulate his listening accordingly. Other stations arrange the sequence haphazardly so as to encourage continuous listening.

Plans of arrangement, or sequence, are:

1. Concentric circle plan.
2. Dwindling Importance.
3. Rising Importance.
4. Alternating.

The concentric circle plan is used by many of the large stations and is based on proximity. The sequence is from the small circle, or the news close to home, to the large circle, or the news far away from home. According to this plan the order would be: local news, state news, national news, and foreign news. Within the circles the news would be given according to its importance.

The dwindling importance plan is not as frequently used. The sequence is from the important news to the less important, from the serious to the light. Contrasting to this plan, is the rising importance order, with the least important news first and the most important last.

Some stations alternate the important news with the unimportant, and strive to keep contrast between items. For example, a serious or tragic story would be followed by a gay or humorous story.

THE EDITOR'S DAY

To provide the student with an idea of the radio editor's job, the working day of an editor for a typical local station is reviewed below. The student should bear in mind that the description does not apply to network news work.

About ten o'clock in the morning, the news editor starts work. Immediately he sorts the wire news which has piled up on the teletype since he quit work about eleven o'clock the night before. This done, he reads the morning papers carefully, prepares his tip sheet and a tentative news schedule of important stories to be checked and developed later. This work requires about forty-five minutes.

Noon Broadcast

At about ten forty-five, the editor begins final preparation of the noon broadcast. He eliminates about one-half of the wire copy, edits the local copy which has been left on his desk and then arranges all the news items in a tentative sequence. As the noon broadcast is a half-hour program, he selects about ten thousand words, twice as many as he will be able to use in the final draft. This done, he turns to his phone to check on tips gleaned from the morning papers and to check spot news sources such as the hospital, police and sheriff's offices, etc. If he has a reporter, he calls him at some designated place or holds a conference with him in the office. When the local first editions of the afternoon papers arrive, he spends the remaining time until eleven forty-five reading them and completing his news outline.

At eleven-forty-five, forty-five minutes before the program goes on the air, the editor gets the copy which has come in on the wire since he last checked it. Selecting what news he wants from this copy, he includes it in his list of stories. Then he edits the entire collection of news, eliminating a story here and there, cutting this story or that in half, and copyreading the entire batch. This work requires speed and good judgment.

The copy worked over once, the editor starts again at the beginning and re-edits to shorten each item as much as possible and to insert the proper transitions and corrections. The completed script is then sent to the announcer, usually fifteen minutes in advance of the broadcast, to allow the announcer sufficient time to familiarize himself with the news and rehearse the reading.

The editor during the last fifteen minutes before the program goes on the air keeps close watch on the teletype and checks again the spot news sources. Any new stories are inserted in the completed draft and necessary corrections made. If there is not time to make a correction, the new development is given as a bulletin insert.

During the half-hour broadcast, the editor stays on the job to catch any news worth rushing to the announcer.

Day In Two Shifts

At one o'clock, the editor leaves the job for a bit of rest, usually until three thirty when he begins the second half of his day's work.

At three thirty, he visits the local office of the wire service his station is using and obtains whatever material they may have. Usually this is late local and state news which would not reach the radio office by the wire in time for broadcast.

Returning to the office, the editor spends his time until five o'clock read- and editing the new wire copy, checking stories, writing new stories and rewriting old ones, and examining the afternoon papers. Much of the original noon broadcast has to be discarded, new leads inserted, and additional material added.

Using the original noon broadcast script, he carefully re-edits it, inserting the new material.

From five o'clock until five fifteen, the editor spends his time checking his primary sources for developments not included in the stories in the afternoon papers. Usually a few minutes will suffice to get enough facts for a new lead.

At five fifteen the script goes to the announcer. Then the editor again stays on the job until the broadcast is completed. After the broadcast he goes home for a rest and dinner.

At seven thirty o'clock he is back on the job. Usually he first checks his primary news sources before sitting down to the job of editing and writing for the evening broadcast. As this is the last newscast, it is often prepared in summary form, which requires original writing of entire scripts, using the old news and whatever new material is available. At nine o'clock he again checks the news sources and begins editing the final draft of the ten o'clock broadcast. At about nine forty-five, the copy is sent to the announcer. The editor stays on the job until the broadcast is completed and then calls it a day.

Free Hours

Unfortunately, the editor does not have the most convenient hours, although he does have hours free during the day, which the newspaper worker does not have. With the eventual expansion of news staffs, the hours will become shorter and the work divided more than it is today. The editor also works a few hours on Sunday preparing, usually entirely from wire copy, two broadcasts, one at noon and the other at ten o'clock.

In the days time the editor has prepared three different scripts. An example of one of these completed scripts is reprinted below.

ANNOUNCER: And now today's latest news received by United Press wires since your newspaper went to press. Presented under the auspices of (name of sponsor).

NEWSCASTER: John B. Chapple referred the question of whether there should be a corrupt practise act prosecution against Julius P. Heil, the Republican nominee for governor, to Newell S. Boardman, assistant attorney general, late today and Boardman promptely referred the question back to Chapple.

Boardman and Chapple, in the attorney general's office, released a joint statement in question and answer form regarding the statement that the Ashland editor completed today detailing circumstances of what he charged was an attempt to bribe him to withdraw as an independent Townsend Republican candidate for United States Senator.

Boardman in this statement asked Chapple if he wanted to file a petition asking for a special proceeding and appointment of special counsel under the corrupt practises act.

Chapple inquired whether he had not performed his full duty in reporting these circumstances to the attorney general.

Boardman told Chapple that was a difficult question for him to advise upon and that he should be guided by private counsel.

"Is it not your duty to prosecute probable violations of the corrupt practise act?", Chapple inquired.

Boardman referred Chapple to the law without directly answering his question and Chapple announced he would have a further statement after making a study of the statute.

The law states that the attorney general must determine whether there is probable cause that prosecution could be sustained before recommending appointment of special counsel.

(pause)

Nearly forty of the ninety pupils attending the two-room Franksville, Wisconsin, grade school were shaken up or suffered minor injuries today in the explosion of an air pressure tank. The blast came while classes were in sessions, and drove the top of the school watertank through a basement wall twelve inches thick.

Parents in the Racine county community of about two hundred people heard the thud of the explosion and rushed to the school. Frantic mothers searched the dust laden interior of the building for their children while doctors hurried to the scene to give first aid.

Most seriously injured among the childred are Beverly Bartell, Betty Melter, Ralph Oley, Nellie Slater, and Jeanette Burroughs. Their ages range from ten to fourteen years.

Damage to the building is estimated at five thousand dollars.

(pause)

The skull of a girl about seventeen or eighteen years of age, who apparently had been killed by a blow behind the ear, was found in a hog lot today on the Eugene Saber farm in the town of Ironton, west of Reedsburg.

Saber, who found the skull, notified District Attorney John H. Rouse, and the bones were brought here by Sheriff Gus Erickson for examination by Dr. Robert L. Fenton, Saud county coroner.

Fenton believed the skull to have been that of a girl seventeen to eighteen years of age. He found evidence of foul play in a fracture on the left side of the head behind the ear, asserting it probably was caused by a heavy blow.

The coroner said death probably had occurred four or five years ago.

(pause)

A plot so melodramatic it sounded like fiction, was disclosed today in the government's trial of three persons on charges of being Nazi spies.

Gustave Rumrich, a confessed Nazi spy and star witness for the government, said plans were made to kidnap Colonel Elgin, commander of a coast artillery station, in order to steal secret mobilization plans.

The plot, Rumrich said, involved the use of a fountain pen, loaded with poisonous gas, with which Elgin, commander of Fort Totten, Long Island, was to be subdued. The plot, he said, was rejected by higher-ups.

Rumrich also told how the German government instructed him to secure information of the du Pont and Bethlehem armament plans. He said naval secrets were stolen by the spy ring.

(pause)

And today, in another investigation, an alleged Communist, ringleader was accused of conceiving "the strategy of the sit-down strike in Michigan".

Jacob Spolansky, a Detroit sheriff's investigator, charged that Joseph Kowalski was behind the sit-down strike technique. He further charged that Kowalski once was active in the Soviet secret service, and is now in charge of "all industrial operations of the Communist party in America".

Spolansky testified before the Dies committee investigating un-American activities.

(pause)

Meanwhile today in Trenton, New Jersey, Norman Thomas, the socialist leader, lost a court fight for permission to speak in Jersey City.

Supreme Court Justice, Joseph Bodine, dismissed Thomas' petition for a writ to compel Jersey City authorities to let him speak. Bodine ruled that Daniel Casey, Jersey City director of public safety, was within his rights in refusing Thomas permission to speak in Journal Square. Casey withheld the permit on grounds disorders might result if the socialist were permitted to speak.

(pause)

World highlights in the evening news:

While the United States today worried about spies and "isms" here's what happened on the international scene:

Great Britain is reported ready to seal its friendship pact with Italy. It is said reliably in London that Prime Minister Chamberlain will recommend that parliament ratify the long-pending treaty.

Meanwhile, Germany stretched her economic tentacles to the east and Great Britain turned her attention to western trade. It was announced that Germany has signed a credit agreement with Poland, making a total of four such pacts between Germany and eastern Europe and Asia Minor.

(pause)

In London, Anthony Eden warned Britain that she must arm to the teeth if she is to hold her place in a world organized for war. The former foreign secretary and a militant foe of the dictators added that Britain must deal with complex domestic problems, in addition to armament. Eden made specific mention of Britain's unemployment.

(pause)

Meanwhile in Vienna, a former Austrian judge, a victim of Nazi hatred, committed suicide in his cell. Dr. Johann Langer, who was imprisoned at the time of the Anschluss with Germany, hanged himself while awaiting trial for handing down seventeen verdicts of death against Nazis. He is reported to have been marked for reprisal even before the union with the Reich.

At the same time in Vienna, old restrictions on Catholics were continued and new ones added. Jews also felt the brunt of Nazi attacks.

(pause)

British warplanes hovered over Jerusalem today, as British troops laid siege to the old city. Two thousand soldiers and four thousand Jewish police were mustered to combat Arab rebels. The rebels are strongly entrenched behind the city's ancient walls, and are in control of the quarter. Bursts of rifle and machine gun fire were exchanged across the walls from time to time during the day.

(pause)

And today in Rome, Mussolini's editorial mouthpiece warned that the formation of an anti-facist league by American Jews may become a boomerang.

The newspaper Giornale D'Italia implies that reprisals may be taken against Jews in Italy. The paper pointed out that Italy's treatment of Italian Jews will be governed "by the attitude of international Jewry towards Italy."

(pause)

And today, fourteen Americans who fought with the Spanish Loyalists came back home, after being released from rebel prison. They were freed through the intercession of Ambassador Claude Bowers, and said seventy-five fellow Americans are still in the rebel prison. One of the returning soliders, Charles Barr of St. Aubrun, Ohio, had been shot through the head. He told reporters: "I was glad to give my eye for the cause".

(pause)

Luck, skill, and "the grace of St. Christopher" brought the giant liner, Queen Mary, safely to her pier in New York today.

The huge ship was docked under her own power, in a ticklish maneuver, when a strike prevented tugboats from guiding her into her slip. Without tugs to hold her line, the big 86 thousand ton ship was at the mercy of the slightest wind or tide.

But Commodore Robert Irving, took his courage in his hands, and piloted the liner into her pier "just like a ferry-boat". When the job was finished he said:

"I haven't stopped shaking yet."

Irving tended to belittle his feat. He said slack tide and a lack of wind made it possible for him to take the chance. Then he added:

"Any experienced master could do the same thing with good luck."

Irving felt luck was with him, after he had invoked the aid of St. Christopher, patron saint of travelers. Mrs. Richard Joy of Detroit had given him a small model of the saint on his last voyage.

"So," said Irving, "I spun the medal around and said: 'Well, Saint Chris, what about it?' Saint Chris said: 'Go to it' and so, on Christopher's advice I did."

(pause)

But today, while shipping was handicapped by the New York tugboat strike, good news came for labor from Detroit.

Approximately 35 thousand men will be called to work by General Motors company within the next two weeks. Alfred Sloan, junior, chairman of the huge automobile concern, announced the employment plan in connection with an upward revision in production schedules. Sloan also revealed that salaries will be restored to the levels existing before a reduction was ordered last February.

And Wall street felt the news:

Automobile issues resumed market leadership late today. The spurt developed after General Motors Corporation announced the reemployment plans, the upward salary adjustments and plan to build up inventories during the winter.

General Motors spurted to a new high for the year, followed by Chrysler. Large blocks appeared. Packard and Studebaker turned active at rising prices.

Wall Street regarded the General Motors announcement as the tonic the market needed to resume its rise into new high ground for the year. When motors started up, the marked turned active and tickers were unable to keep pace with the rush of buying.

(pause)

Here are the names that made news today:

American Catholics were told today that their greatest heritage is religious freedom, unhampered by fears of a political dictator.

The speaker was Bishop John Morris, of Little Rock, Arkansas, who addressed a luncheon honoring Cardinal Mundelein, of Chicago, who is the papal legate to the National Eucharistic Congress. The 100 thousand delegates to the religious congress at New Orleans also heard a direct message from Pope Pius, broadcast from Castel Gandolfo, in Italy.

His Holiness urged Catholics in the United States to be "a shining example of Catholic faith and virtue" in these troubled times.

(pause)

Funeral services were held at New London today for a well-known Wisconsin newsman, Carl Mason. The editor and traveler, who died after a brief illness, had worked on newspapers in Sheboygan, Marinette, Appleton, Stevens Point, and Winona, Minnesota.

(pause)

At Pittsburgh a miracle of science has restored the sight of one eye to Walter Van Horn of Verona. An operation, performed seven days ago, was proclaimed a success today when bandages were removed and Van Horn exclaimed: "I can see".

Van Horn's good fortune was made possible by the sacrifice of Franklin Parsons of Beaver Falls. He gave up the cornea of his eye which had been hopelessly injured. As he expressed it:

"This eye certainly is no good to me. I hope it will be of use to someone else".

And today it is.

(pause)

The New York police department is all in a dither. Some one has complained that the "stop" gesture of traffic patrolmen looks too much like a Nazi salute. As a result, it is reported that Commissioner Valentine has issued secret orders to his men to figure out a new signal. One member of the force suggested traffic patrolmen equip themselves with "wig-wag flags like boy scouts". Another recommended they be sent to school to learn how to wiggle their ears.

(pause)

Railroad officials say no one was injured in a passenger-freight train crash near Maribel, twenty miles east of Green Bay today. The locomotive pulling the North Western's No. 317 passenger train was derailed and a caboose and refrigerator car were smashed when the passenger train struck the slow moving freight.

The track was cleared quickly. Engineer Mac Mayer and Fireman Elmer Dahin of Green Bay escaped serious injury when they leaped from the cab of the passenger locomotive just before the accident.

COPY READING

In addition to reading radio news copy for errors, in fact, spelling, grammar, the radio editor must direct his attention to further condensation, by elimination of unnecessary words, phrases and sentences; to transitions; to announcing aids, and to the elimination of all libelous matter and "scare" stories, or stories not in the interest and convenience of the public, and stories not in good taste.

It is the copyreader's job to make the news easy for the announcer to read and easy for the listener to understand. This is not always easy to do, especially when it is also necessary to keep the news short. Condensation by elimination of superfluous words, phrases, sentences, and shortening of titles, paragraphs, phrases and sentences can be attained without sacrifice of clarity.

In the following paragraph, taken from a piece of radio news copy, it is shown what can be done by the copyreader to shorten a paragrph by elimination of words and phrases only. Seventeen words have been deleted and two added. In time, this amounts to about one-tenth of a minute saved, but ten paragraphs similarly treated would save a whole minute of time, which is sufficient for a long news item of one hundred and fifty to one hundred and eighty words. (The deleted words are underlined; the inserted words are in parentheses)

> About four hundred and sixty times in the last fourteen months, Valencia, in Loyalist Spain, has been bombed from the air. Three of its ten districts have been wiped out. About three thousand persons have been killed and more than twice that number (six thousand) have been wounded.

Shortening of titles is not as frequently possible inasmuch as most writers of news, newspaper or radio news, usually employ the shortest title possible and yet maintain accuracy of identification. However, some newspapers do not permit great freedom in condensation of titles. In radio, however, any title can be shortened as long as identification is not lost or confused. For example:

> "state farm statistician" for:
> "chief statistician for the division of markets in the department of agriculture."
>
> and
>
> "U.S. aerial survey director" for:
> "directors of the federal aeronautical land survey".
>
> and
>
> "hoboe king" for:
> "king of the hoboes of America"

Insignificant as such practises may seem to the uninitiated, they prove valuable to the news editor faced with the ever present necessity of "boiling", or condensing the news. Anything that saves time in newscasting is valuable, because time itself is so valuable.

This same condensation technique as applied to an entire news story is illustrated in the following example, in which the deleted words are underlined and insertions are in parentheses:

> Washington--A surgeon of the famed Mayo Clinic (surgeon claims) says he believes medical patients are entitled to have something to say about the cost of medical care. The surgeon, Hugh Cabot, (testified) was called from the Rochester, Minnesota,

clinic as the first witness in the governments anti-trust case against the American Medical Association(,which with) The Association, and the District of Columbia Medical Society, (is) are accused of trying to stifle the cooperative health movement.

The government has called a (the) twenty-three man grand jury to hear the case. It is empowered, by majority vote, to determine whether the two medical organizations violated the anti-monopoly laws.

Cabot made no secret of his friendliness toward the co-operative health movement shortly before he entered the locked jury room.

He told reporters (outside the locked jury room) that the practises of organized medicine in many sections of the country are "medieval" and that if the cost of that type of service were nothing "it would be too high". He referred specifically to the deep South where, he said, he goes quail hunting and investigatting and "nobody knows I'm a doc."

"Doctors are not economists", said Doctor Cabot. "The tendency in the medical profession to say that they are the only ones to deal with the problem won't work out. It's a problem for the community. It can't be remedied by the doctors themselves."

The case before the grand jury, when completed, will set a precedent which may lead to similar trials throughout the country. The justice department has charged that the problem existing in Washington is typical of situations in other cities where cooperative health groups have organized.

In the above story the copyreader has taken out, or deleted, eighty-one words and added only twelve, a saving of sixty-nine words, or about three-eighths of a minute of time. If this were done to twenty-five stories in a fifteen-minute program, more than nine minutes of reading time, or approximately one thousand, five hundred and thirty words, enough for ten one-minute length stories. Ten more stories added to any newscast would make it considerably more valuable news program because of the greater amount of information disseminated.

Condensation should never be so diligently practised as to telescope the news too much. If this is done, whatever savings are made will be destroyed by the loss of listening effect and quality. The listener, although able to listen to and understand about two hundred words a minute, is not able to understand facts presented in too concentrated form as well when he hears them as when he reads them. Especially is this true of statistics, lists of names, or other data.

AIDS TO THE ANNOUNCER

At all times the radio editor must keep in mind the fact that the news he is preparing will be read to the listener and not read by the listener. Radio news reaches the brain through the ears and not through the eyes. For this reason, the editor must be careful to keep the news readable for the announcer. The copy should be "clean", that is it should have no errors in it and should be legible.

In addition, there are other editing techniques which make reading easier for the announcer and assist him in his delivery. These methods are:

1. Substitute easy words for hard words.
2. Avoid alliterations.
3. Use simple rather than complex sentences.
4. Avoid long sentences.
5. Phonetic spelling.

Not only will these practises aid the announcer, who must read rapidly and accurately, but they will make the news easier to understand for the listener. Words beyond the grasp of the average listener's vocabulary leave a gap in the meaning of the news and sometimes spoil easy understanding by presenting a mental obstacle which distract the listener's concentration on the essential subject matter.

Alliterations, or, "tongue-twisters," have no place in radio news, although two or three words with similar letter construction do not necessarily make difficult reading.

Because it is difficult for the average mind to retain complicated or detailed information at first impression, long sentences, especially if complex, are taboo in radio news and should be shortened or broken up by the editor.

The following sentence, taken from a newspaper story, is an excellent example of a difficult radio sentence. Try reading it out loud.

> Although the governor did not amplify his accusation against Bridges, nor did he explain how the evidence had been cinched, those who heard him recalled recent newspaper dispatches in which the commissioner of immigration for the states of Washington and Oregon was credited with filing newly drawn affidavits with federal officials, purportedly aimed at the San Francisco longshoreman who guided the course of two maritime strikes, and now is C.I.O. organizer for the Pacific coast.

The practise of providing phonetic spellings for the announcer is not generally followed in radio news offices today, although it is a valuable aid to announcers. In practise, the editor compiles a list of such spellings, especially for foreign words the pronunciation of which is not known or not established. In this manner a station can obtain uniformity in the use of these words. Nothing sounds much worse than two announcers on the same station pronouncing the same word differently, or one announcer pronouncing the same word two different ways in the same newscast.

A short list of words, with suggested pronunciations, is presented below:

Der Feuhrer---(Dare- Feu'roar)
Daladier------(Day-lah-dyay')
Munich--------(Mu-'nick)
Prague--------(Prahg)
bona fide-----(bo'-na-fie'-dee)
or
(bo'na-fyde)
Beaubien(Sen.)-(Bo-be-yan)

Czech----------(Check)
Tokyo----------(Toe'-keeyo)
Cardozo--------(Car-doe'-zo)
Briand---------(Bree-'an)
Shanghai-------(Shahng'-high')
Versailles-----(Var-sigh')
Canton---------(Can-tohn')
plebiscite-----(plehb'-ith-site)
Hawaiian-------(Hah-wy'-yahn)
Aleutian-------(A-lu'-shin)
Lithuania------(Lith'-u-ay-niha)
Memel----------(May-mehl)
Franco---------(Frahn-co')
Bonneville-----(Bon'-vihl)
Chinooks-------(Shih-nooks)
Diaz-----------(Dee-ahs)
Marquis--------(Mahr-key)
San Diego------(San-dee-ay'-go)
Cristobal------(Cris-toe-bal')

The method of showing phonetic spellings in a news script is illustrated in the following story taken from the Christian Science Monitor radio news service.

A new hero has arisen in the German popular mind. He is not German, yet the Germans feel it was he more than anyone else, save Der Fuhrer (Dare-Feu'roar) himself, who made the German triumph possible. The new German hero is England's Prime Minister, Neville Chamberlain. Mr. Chamberlain has become almost as popular in Germany as Herr Hitler, himself, according to Demaree (Day-mar-ee) Bess, a Monitor staff correspondent.

All official newspapers have accorded Mr. Chamberlain handsome tributes. They also gratefully mention Premier Daladier (Day-lah-dyay) of France for his part in the Munich (Mu'-nick) negotiations. One German newspaper has said that Mr. Chamberlain and Herr Hitler have bridged the gap between western European democracies and the so-called totalitarian (toe-tal-i-tar-yan) states.

German enthusiasm, which has burned in recent days as never before, is as much aroused over the hopes of peace as over the victory itself, says Mr. Bess. And the two figures in the peace victory upon whom the light falls most prominently are: first, Herr Hitler, and second, Mr. Chamberlain.

Prague (Prahg), having paid the price of Europe's peace bows its head in sorrow and regret. But Berlin cheers.

THE OPENING: THE CLOSE

In addition to his numerous editorial duties, the news editor usually prepares the stereotype opening and closing paragraphs for the newscast. These are familiar to all radio news listeners.

The opening paragraph is merely a brief introduction and may or may not include the commercial identification. It identifies the program and because it does so, is usually repeated for each broadcast over long periods of time. The closing paragraph is a "goodbye" to the listener. It marks the end of the newscast and gives the announcer an opportunity to add a personal touch of friendliness.

Both the opening and closing paragraphs should be:

Friendly---to win the listener's confidence.

Informal---to make it a personal invitation to listen.

Brief------to shorten waiting period.

Original---to establish identity of newscast.

Animated---to stimulate interest.

The opening and closing paragraphs vary little for the different types of newscasts and can be handled by the announcer who reads the news or by a separate announcer. In the case of the commentator, the opening is usually an introduction connected with the commercial, or advertisement, and the close likewise.

In many spot newscasts, the opening and closing paragraphs are the only script prepared by the news staff. For example, in a recent international broadcast by the Duke of Windsor from Verdun, France, the opening was as follows:

ANNOUNCER: The National Broadcasting Company now takes you to Verdun, France, for a talk by the Duke of Windsor.
(pause)

DUKE: Hello, America. Hello, NBC. This is the Duke of Windsor speaking to you from Verdun, France. I am speaking tonight from Verdun where I will spend a few days visit at this great battlefield of the Great War.

And the closing paragraph was:

ANNOUNCER: You have just heard His Highness, the Duke of Windsor, speaking to you from Verdun, France. This is the National Broadcasting Company.

An opening for a formal newscast might read as follows:

NEWSCASTER: Good afternoon. This is Bud Hardy speaking presenting the Sunday afternoon edition of the KPO Radio Reporter. This news program is compiled from the world wide facilities of the International News Service.
(continues with news)

The closing paragraph for a straight or formal newscast might read as follows:

ANNOUNCER: This concludes the mid-day edition of the World On Parade, compiled and edited from complete reports of the International News Service. KGO will present another newscast at seven o'clock this evening and eleven o'clock tonight. This is (name of announcer) speaking. The World on Parade has come to you from San Francisco. This is the National Broadcasting Company.

THE TRANSITION

In most newscasts, the radio editor must unify his news items, not only to prevent the staccato effect of many varied items, but also to aid both the announcer and the listener. This accomplished by the use of pauses and the transitional phrases and words.

Where the dateline is used, transition is gained by merely the use of the pause between each item. The dateline established sufficient break to keep the items from melting together.

When the dateline is not used, the transition is vitally important. Transition can be accomplished by:

1. The transitional word or phrase.
2. The transitional paragraph.
3. Label statements or headline.

The pause is used with each of these to definitely mark the break from one item to another.

Words and phrases which may be used include: At the same time, meanwhile, in the meantime, in another part of the world, nation, country, etc.; returning from the national to the local scene, turning to, we find, and tonight, today, etc.; let us take a look at, however.

The transitional paragraph is a bulky but effective method of gaining transition. This method makes a very definite and understandable break and thoroughly establishes the movement from one news subject to another. For example:

> While England worried about the Nazis, the Nazis themselves worried about several things. Three definite problems confronted the Third Reich.

The label statement or headline is used mostly when the news is edited in category form. Each label marks the beginning of a new category of news. Such labels might be: In the Wisconsin News Tonight, On the International Scene, Labor News, Names in the News, Quirks in the News, Sports News.

The finished news script, complete with transitions, will appear like this:

ANNOUNCER: Good Evening. This is (name of announcer) bringing you the nightly commentary on the news of the day, compiled and edited in the (name of station) news room.

(pause)

NEWSCASTER: First, the weather. Showers, etc.....
(pause)

Another new twist turned up today in the Wisconsin political news. While Senatorial Candidate John Chapple awaited the attorney general's opinion ....., (etc.).
(pause)

Turning from the local to the international scene we find:
The British....., (etc.).
(pause)

And today, Representative Dies said the United States....., (etc.).
(pause)

Meanwhile in Spain, the Spanish Loyalist command tonight....., (etc.).
(pause)

And tonight in the Far East, two hundred thousand Chinese.....,(etc.).
(pause)

Five persons were killed late today....., (etc.).
(pause)

In the national political scene Senator Wheeler... ...., (etc.).
(pause)

Let's take a look at the day-old Big Ten results of Saturday....., (etc.).

PUNCTUATION

Generally, punctuation for radio news is the same as in any other type of writing. The exception is that in radio news punctuation marks denoting major pauses are used more frequently. The dash, or double dash, is usually used to mark a pause of any great length. It is always used after a dateline.

In the body of a story, the dash is employed whenever a major pause will give greater effect to the reading. For example, in the following story:

> Niagara Falls--Social note: The former Mrs. Ruth Ryan Owen and her Danish husband are enjoying a typical American honeymoon. The newlyweds are at the Falls. They'll stay until Wednesday--then take a trip to Yellowstone National Park.

Because radio news should be an approximation to the spoken English, it is best to use apostrophes generously. In such combinations as "he'll, they'll, I'm, he's, they're" etc. use of the apostrophe is a distinct aid to natural reading. In conversation we do not say "he will, they will, I am, they are" but use the combination, or elision, which is more natural in conversation.

Although the practise has not yet come into use, it seems logical that the Spanish system of punctuation, the use of punctuation marks other than the period at the beginning of the sentence as well as at the end, would increase reading ease. The announcer would then be pre-warned of the type of sentence following and would not have to "read ahead".

THE WATCHDOG

The editor is the watchdog of radio news. Once the news script leaves his hands, there are no others to stay a mistake or eliminate undesirable news. As the final guardian, the editor checks the copy for errors, for libelous matter, and for news which may not conform to certain rules of good taste.

"Cleaning" the copy, as this latter practise is known, is not yet a general practise in all radio news offices, but it is well established in the news offices of the networks, which have developed long lists of "don'ts".

Some of these don'ts of radio newscasting may be listed as:

1. Don't use vulgarisms or words which are not in good tastes.

2. Avoid any possible libel.

3. Don't send out stories about missing persons unless they are really important persons.

4. Don't use stories of accidents when victims are unknown, unless story is of unusual importance.

5. Don't send out stories which tend to incite the public.

6. Don't use stories based on unconfirmed reports unless absolutely necessary. If so, say they are rumors, or unconfirmed.

7. Don't deviate from the facts in processing a story.

8. Don't use unpleasant stories such as gruesome murders, certain sex stories without "cleaning" them.

9. Don't mention physical handicaps of individuals.

The law makes no exception for radio when libel is concerned. For that reason the radio news editor must understand the libel laws and know libelous matter when he reads it. In the eyes of the judges the radio is as responsible for libelous matter broadcast as is the newspaper for libelous matter printed. And, as in the case of printed libel, all those who handle a news program on the air, are equally responsible for punishment for broadcast of a libel.

It is not the purpose of this chapter, but of a later chapter, to present a detailed analysis and study of the problem of libel by radio. Here it's necessary merely to point out to the prospective radio editor his responsibility to guard against libel.

Generally, the editor can assume that anything is libelous which holds a person up to public hatred, contempt, or ridicule, or which imputes to one short-

comings in his trade, office, calling or profession, or which injures one in his trade, practise, calling or profession.

Of greater concern to the editor, however, is the danger of punishment by the Federal Communications Commission which, in the interest of the public, rules radio's behavior. This body has the power to fine a radio station or revoke its license; the latter has been the greatest threat. For judgment the Commission has one broad standard:

All broadcast (including news) must be in the "public interest, convenience, and necessity".

Partly for this reason, but mostly because of the importance of keeping the good will and respect of the public, radio has exercised a self-censorship of its news programs. This censorship is largely applied by the networks today, but inasmuch as the networks set the pace for the practises of the local stations it is likely that the censorship shall be copied in part, if not in full, by these local stations.

The National Broadcasting Company's broadcasting standards which apply to news casting illustrate the extent to which the networks have gone to protect the public interest in news programs. These rules, as listed in the 1939-40 RADIO DIRECTORY, are reprinted below:

1. All news shall be reported from an unbiased non-partisan viewpoint.

2. News shall be treated factually and analytically, never sensationally.

3. News announcements involving crime or sex shall be avoided unless of national importance.

4. News shall not be broadcast in such a manner as might unduly create alarm or panic. No flash stories about accidents or disasters shall be broadcast until adequate details are available.

5. No suicide shall be reported, except in the case of a nationally known figure.

6. No lotteries, gambling odds or similar information shall be broadcast which might tend to cause listeners to gamble on the outcome of an event.

7. No libelous or slanderous news is permitted.

8. The news announcer shall not deliberately distort the news by any inflection of the voice.

9. Fictional events shall not be presented in the form of authentic news announcements.

10. No legal or medical advice is allowed in news broadcasts, except when it is an essential part of legitimate news from official sources.

The other networks also have similar rules which ban all news which is not in good taste or which is apt to incite the public, and have greatly limited other kinds of news published freely by the newspapers. In other words, there is a self censorship of all news which is not in "the public interest, convenience and necessity".

The ban on sex, crime and "juicy" news stories in newscasts on the air, developed from protests by parents against such news during that time of the day when children were listening, that is, the hours between four or five o'clock in the afternoon until eight or nine o'clock at night.

The "don't" against exciting the public went on the books following the reaction to a news broadcast of a Dartmouth College tragedy, in which nine students lost their lives. First broadcasts of the fire were meager and studios in the East were deluged with telephone calls from all over the country from frantic parents, with children at Dartmouth, wanting to know if their kin were among the dead.

The networks learned another lesson when they broadcast a news item about a race riot in New York's negro section, Harlem. Police sent to the riot found their work almost impossible because of the large crowd which came to "see the excitement", as one of them explained it. Most of these people had heard the newscast, jumped in their cars and driven to Harlem. Some came from as far away as Greenbush and Brooklyn to "see the fun".

Another ban of the networks is against news stories of suicides unless they are of major importance, such as the Kreuger and Coster suicides.

One network has included in its "dont" list stories mentioning the physical handicaps of individuals, such as stuttering, cross-eyes, etc.

This "don't" went on the list after the commentator received a letter from a listener who had been embarrassed while dining with his fiancee. The commentator had extolled the physical perfection of the American girl and added: "You rarely find one with thick ankles, which, of course, are always a catastrophe." Unfortunately the listener's fiancee had thick ankles.

Into this growing list of taboo items have also gone news stories explaining the preparation of chemical which might be good for killing insects and germs - but, also the human being. In fear that the listeners might attempt the preparation of such mixtures, the stories were banned.

So to the many worries of the radio news editor goes the additional worry of being a watchdog for the news. But if radio news is to continue to grow and be worthwhile it must continue to serve the listener as best it can, to his best interest and education.

RADIO AND NEWSPAPER NEWS

For the purpose of offering an objective study of the difference between news copy prepared for the newspaper and that prepared for the radio, four stories are reprinted below. The underline is used to indicate variations in the newspaper copy and the broken underline, the variations in the radio news copy. Parts of the stories which do not appear at all in the other, that is radio or newspaper copy, are enclosed in brackets.

STORY I

(Newspaper)

New Orleans, (Oct. 17--UP)--George Cardinal Mundelein arrived (by special train) from Chicago today as the personal representative of Pope Pius XI during the Eighth National Eucharistic Congress in (this old American city of Catholicism).

(It was the first time Cardinal Mundelein had served as a papal legate and the first time that such a legate had visited New Orleans.)

One hundred thousand Catholics from all parts of the United States lined the streets (from the Union Station) to famous St. Louis Cathedral, (along part of the route traveled by this city's first Eucharistic procession two hundred and four years ago.) Papal flags fluttered over the avenues (under a rain-threatening sky).

(High state and city officials), Archbishop Joseph Francis Rummel, of the New Orleans (archdiocese) and one hundred and fifty archbishops and bishops greeted the Cardinal and joined the procession.

(Down narrow streets of the old French quarter marched the long procession of priests in the colorful habits of the Dominicans, Franciscans, Redemptorists, Jesuits, Oblates, Fathers of the Blessed Sacrament, Josephites, Fathers of the Holy Ghost and others.)

(Radio)

New Orleans--George (William) Cardinal Mundelein of Chicago received a colorful welcome today as he arrived in New Orleans to attend the Fifth National Eucharistic Congress. The Chicago prelate is the personal representative of Pope Pius.

Cardinal Mundelein was greeted at the railway station by Archbishop Joseph Francis Rummel of New Orleans, and one hundred and fifty other archbishops and bishops. All of them joined a procession along streets bedecked with papal flags to historic St. Louis Cathedral. An estimated one hundred thousand Catholics from all parts of the United States lined the streets to watch the procession pass.

STORY II

(Newspaper)

Hollywood, (Oct. 17--UP--) Scandal-shy Hollywood hoped today that Ruth Etting's present husband shot by her former husband, would recover. If he doesn't, there'll be a murder trial and a sensational probing of the movie colony's social

structure. If he does, it was confidently predicted that there would be no prosecution.

Meryl Alderman, thirty, (a musician), Miss Etting's present husband, was reported in a fair condition from a bullet wound in (the lining) of the abdomen, and physicians believed he had an excellent chance to recover.

(He could not say, and Miss Etting would not say, whether prosecution would follow his recovery, but "Colonel" Martin (Moe) Snyder, forty-three, her former husband whose furious jealousy of her was well known in the theatrical world during their marriage, announced blithely in jail that he would not be prosecuted, that Miss Etting would see to that.)

Snyder said he hadn't intended to shoot his former wife's present husband, that the gun had gone off by accident. (Alderman, Miss Etting and Snyder's daughter, who is Miss Etting's secretary, told a different story. Snyder shot him in jealous rage, they said, and, if Miss Etting hadn't gotten her own pistol, and if his daughter hadn't fired at him, he would have shot them all.

(Radio)

Hollywood--The scandal-shy film colony is hoping today that Ruth Etting's present husband won't die of a shooting mix-up. If he succumbs, the famous singer's former husband will face trial for murder and Hollywood's family life will get another unpleasant airing. If he lives, the chances are strong that the case will be allowed to die quietly.

Thirty-year old Meryl Alderman, (who married Miss Etting secretly three months ago, was shot in their home yesterday by Martin Snyder, whom the singer divorced last year.) Snyder says the gun went off by accident. This morning Alderman is reported in fair condition from a bullet wound in his abdomen. Doctors believe he has an excellent chance of recovery.

(STORY III)

(Newspaper)

Panama, (Oct. 17--UP--) Four Germans, a woman and three men, were held for investigation today upon the charge of an army sentry that they had taken photographs of a heavily fortified Panama canal area. Cameras which the Germans possessed where confiscated.

Ingeboro Guttmann, Hans Schakow, Gisbert Gross, and Edward Robert Kuhrig (drove in Kuhrig's automobile yesterday through the gates into the coast defense area of Fort Randolph).

(A sentry reported that they were going to the Post Exchange restaurant and that, in reply to his specific question whether

they had cameras with them, replied that they did not.)

(Soon afterward, it was asserted, a sentry saw members of the group taking photographs in the Galeta Island area, a key to the Fort Randolph defenses.)

(It was reported that when the sentry challenged them, the Germans showed no immediate sign of submitting. The sentry, it was added, presented his rifle at the Germans and took them prisoner.)

Major General David L. Stone, commanding, ordered all four held at the Fort deLessops' guard house pending investigation and possible charges.

(Miss Guttmann and Schakow were said to be employed by the German Hapag Lloyd Steamship Line at Cristobal, C. Z.)

(Radio)

Cristobal, Canal Zone -- Four Germans tonight were ordered held for trial on charges of spying on United States coastal defenses in the Canal Zone. One of the four defendants is a woman. Bail for each of the four persons was fixed at fifteen thousand dollars. A preliminary hearing has been scheduled for next Thursday. They were arrested yesterday while taking photographs of the Fort Randolph defenses in the Panama Canal Zone.

United States authorities turned the four over to the Canal Zone police who ordered them arraigned in magistrates court. Their cameras were confiscated. The defendants are listed as Miss Ingeborg Guttmann, Hans Schakow, Gisbert Gross, and Edward Kuhrig.

Conviction of the charges on which the Germans are held is punishable by a ten thousand dollar fine, two years in prison, or both.

STORY IV

(Newspaper)

Chicago, (Oct. 17--UP--) Rudolph Sikora, thirty-one, the "perfect husband", goes on trial today for the slaying of the man his wife loved--a case which the wife's unrelenting attitude has raised from an ordinary love triangle to one of the most unusual in Illinois criminal court records.

Sikora loved his wife. He scrubbed floors for her, wash the dishes, cooked for her. But she loved Edward Solomon, (thirty-five, an accountant), who read poetry, talked to h culture and the music of the masters, and told her her s fettered by a husband she did not love.

(The wife, Margaret, twenty-two, a dark, slender brunette, has refused to aid her husband and, although the state will demand the death penalty,) will take the stand this week to testify against him. It will be the first time in an important murder trial in Illinois that a wife testifies against her husband. Previously a wife could not give testimony damaging her husband, but under a state law enacted last year she can now testify for or against him in material issues.

("Rudy was all right", she testified at an inquest into the slaying." He was a perfect husband and did everything he could for me, but I loved Eddy and wanted to marry him".)

(Another unusual feature in the case is that Sikora's mother-in-law, Mrs. Elizabeth Boehme, will testify for him. She aided him during unhappy days of his marriage and has stood by him since the slaying. Defense attorneys said she would testify she tried to help him break up her daughter's affair.)

(Sikora is dark and slender, of a quiet and timid nature.) (Early on the morning) of August 22, he waited (on a street corner for five hours) until Solomon appeared, then shot him (five times with a target pistol. He stood near the body until police arrived.)

(He met his wife four years ago while they were employed by the same firm. At the time of the slaying, they were separated. She had told him frankly that she loved Solomon and had asked for a divorce. He had refused.)

(After the slaying, he told police he had "done the only thing left to do")

("If there is any justice", he said, "I will go free.")

(Defense Attorney W. W Smith, said Sikora's defense would be based on the unwritten law and that the slaying took place while he was temporarily emotionally insane.)

(Radio)

Chicago--The testimony of a wife who once called him the "perfect husband" may be the means of convicting Rudolph Sikora of a murder charge. Sikora, a thirty-one year old clerk, was willing to scrub the floors, wash the dishes and cook for his slender, brunette wife for years. But for affection she turned to Edward Solomon, (a university graduate) who talked glibly of poetry and music. Sikora laid in wait for his rival and shot him to death on a street corner last August 22nd.

Mrs. Sikora will be the first wife to be called to testify against her husband under the modified Illinois law. Previously, a wife was not permitted to give damaging testimony.

(As selection of a jury began today, prospective jurors were carefully questioned on whether they had any prejudices against this procedure. Each talesman also was asked by prosecutors if he had any scruples against capital punishment.)

CHAPTER NINE

Radio Speaking

Strictly speaking, the oral phase of broadcasting is no more a part of radio journalism than is stereotyping, printing and circulation a part of the journalism of printed publications. Announcing is in the real sense only a vehicle for transporting information from studio to the listener. Like the printing press, the announcer merely puts the information into a form which can be easily transmitted to the individual.

Although the student preparing primarily for a radio journalism career should concentrate his efforts in journalism studies rather than in speech, it is important that he know the fundamental principles of effective radio speaking. Even though he never utters a word into the microphone, he will find this knowledge valuable in editing and writing the words the announcer reads.

However, if the student aspires to the role of commentator, he must train in the practises of radio speaking as thoroughly and conscientiously as the announcer, for the commentator is both journalist and announcer. He is the writer, the editor and the announcer for his program, as has been pointed out in previous chapters.

For those students interested in the speaking phase of radio activity, the best plan is to supplement studies in the field of speech with a few appropriate courses in journalism. A knowledge of what news is, and the forces that make news will make a better announcer, even though he never writes a line of news copy. For those students interested in the purely journalistic phases of radio, the best plan is to concentrate study in journalism with supplementary study in speech techniques.

JOURNALISTIC FUNCTION

The announcer is to radio journalism what the printing press and the carrier boy are to the newspaper. All three are mediums which carry the news to the consumer - the reader and the listener. The announcer transforms the news script into a personal message to the listener. The presses put the written message on to paper and the carrier boy delivers it to the reader.

It is the announcer who is the contact man for the writer and editor of radio news. It is he who extends a verbal hand across the air waves and shakes the mental hand of the listener. Much of the success of this mental handshake depends on the friendliness and sincerity of that communication.

In another comparison to the newspaper, we may say that the announcer's voice serves the purpose of the newspaper headline. What the makeup man does with type faces and sizes, the announcer does with verbal emphasis. The announcer must be the guide to correct listening, for it is he who controls the news message.

TWO MAIN PROBLEMS

The two basic problems of radio speaking are those of sight reading and voice control, or correct speaking. All the techniques of radio speaking can be classified under these two main headings. Both are essential to good oral style, and it is toward perfection in these two abilities that the student must direct his attention.

The ability to speak effectively through the microphone is not easily acquired, because perfection in that art - if we may call it an art, requires not only careful study and application of knowledge, but constant practise.

It is as true in radio speaking as in painting or writing, that "practise makes perfect". Reading and studying alone will not make an effective radio speaker. It takes practise and more practise. The oft quoted rule for success, "keep everlastingly at it", well could be the motto for the student who aspires to be a radio announcer.

Sight Reading

As in most oral reading, radio speaking, which is really reading, involves the problem of rapid assimilation and projection of ideas, rather than the mere repetition of the written sentences and paragraphs word by word.

The radio speaker is really a conversationalist. The personal element in broadcasting - i.e., the ever present person to person communication--prohibits any great amount of formality in the radio message. It is a constant "me to you" combination. This makes it all important that the announcer read conversationally.

Effective sight reading is the sine qua non element in effective radio speaking.

The student should practise sight reading. Take a text book, a magazine, or better yet a newspaper. Read a paragraph or two of the printed matter and then lay the material aside and attempt to repeat in your own words the essential ideas and facts. Do it over and over again until you develop the habit of reading paragraphs, not words and sentences.

The eye - and the mind - has a natural ability to take in more than is within its immediate focus. The musician in a band or orchestra does it when he reads his music and follows his director at the same time. The radio speaker, whether he be news announcer or actor in a radio drama, does it. This is accomplished by decreasing the intensity of the eye's focus to detail of the printed paragraph and widening the focus to include the entire paragraph.

Before any attention is given to the more complicated techniques of radio speaking, the student should master this practise of sightreading. He will soon discover when he steps before a microphone that without the ability to scan reading matter, rapidly and with comprehension, his mastery of speaking techniques will be quite useless. Good speaking depends a great deal on the ease and speed with which one reads.

SPEAKING TECHNIQUES

Correct reading practises, however, do not necessarily insure effective radio speaking. It takes much more than that to achieve that perfection in voice, or word delivery, which is so essential to successful communication, the ultimate goal of all radio speaking training and preparation.

The student must analyze his voice qualities and speaking habits to determine their weaknesses so that by practise he can correct these weaknesses and build an effective radio voice. All weaknesses in voice and speaking habit, of course, can not be corrected by practise alone. Some defects, especially structural defects, must be corrected by competent speech teachers.

For the purpose of aiding this self analysis, let us take a brief look at some of the elements of effective radio speaking; first, those of voice quality.

Flexibility

Flexibility of voice means, perhaps, versatility in control of the voice so that desired tone, pitch, volume, force and enunication can be achieved. In other words, adequate range. Flexibility of voice can be obtained through practise.

The student should practise speaking with full use of his lips, tongue and larynx so that he does not, as most of us do in conversation, "swallow" his words or talk in a lazy monotone. The correct qualities of voice are obtained through control of the muscles which regulate the lips, tongue and larynx and the muscles of the diaphragm which control the breathing.

The best radio voice is a well modulated one with a deep rather than a "thin" tone.

Variation in pitch is essential in radio speaking because of the necessity of proper emphasis. Little or no variation in pitch invariably results in a "dull", uncommunicative voice.

The student should distinguish between volume and force. Volume is depth, bigness and fullness in the vocal tones. Force is intensity of tone. Generally speaking, it is better to use force than volume. The volume should be moderate, always under control, or the speaker will be given to "blasting" the microphone. "Blasting" occurs when great volume is used, causing the sensitive microphone to distort the sound. Intensity, or force in speaking, gives meaning and weight to words without distorting their natural sound.

Much could be written about the necessity of correct enunciation, but inasmuch as that is really a problem of speech training it will only be touched upon here. Exactly correct enunciation is more important in radio speaking than in other speaking because of microphone amplification of voice defects. The subtlest defects in enunciation are brought out by this sensitive instrument. Especially is this true of the "s", "sh", and "r" sounds. The former two if not handled carefully produce a marked hissing. The latter produces an irritating, rasping "br-r-r". The "a" is also troublesome and those who in conversation drop their consonants, especially the final "g", will have an unpleasant surprise when they first hear their own voice played back from a recording.

Communication

A radio speaker may have a perfect voice and yet may fail to be a successful radio speaker if he can not communicate. The good radio voice not only has tonal qualities, but it attracts attention and holds the listener's interest.

How can one achieve communication? Generally speaking, he can do it first by having something to say, second by saying that something sincerely and with enthusiasm, and third by being friendly.

The radio speaker must have a sincere desire to tell his listener his message. He must wholeheartedly desire that his listeners believe what he is saying. He can not be commanding or condescending.

In addition, the radio speaker must understand what he is saying. If the words he utters have no real meaning to him, it is likely that they will have

little or no meaning to the listener. Study of scripts before going on the air will help much. If there is some statement which is not clear, the announcer should have it explained to him before he attempts to read it to his audience.

Timing

Part of the general element of communication, but in itself a separate problem, is the matter of correct timing, the spacing of sentence thoughts so as to eliminate that smoothness and monotony which is called "readiness" in radio. The announcer should never betray the fact that he is reading; his message should always appear to be extemporaneous.

By use of pauses to break up sentence thoughts into their simplest units the speaker not only eliminates "readiness" but achieves opportunity for proper emphasis of important units. This timing should never be extended to a point where it becomes jerky. Rhythm is essential in good radio speaking, but it can be a rhythm of parts rather than the whole as a unit.

It is difficult to say what is good timing and what is bad timing. However, any timing is better than no timing at all.

Timing also involves the problem of rate of speaking. Most radio speakers today use a rate of about one hundred and sixty words a minute. There are some radio speakers on the air today who speak as rapidly as two hundred words a minute, and there are others who speak only one hundred and twenty-five words a minute. Each announcer must learn through experience to use that rate which is effective for his style of delivery. There can be no hard and fast rule of thumb for rate of speaking.

Confidence

It may be meaningless to tell the student that he should be confident when speaking into the microphone, for confidence probably only comes with experience and some taste of success. Confidence is vitally important to effective radio speaking, or any speaking for that matter. Not only does confidence tend to increase the performers proficiency, but his confidence carries over through his message to the listener.

Pronunciation

It is sometimes difficult to determine the one correct way of pronouncing a hard word, and probably the many different pronunciations of certain words heard on the air are explained by that fact. However, usually there is only one correct way to pronounce a word and unless there is a better authority the dictionary should be the announcer's guide.

The student should start at once building his vocabulary with special attention to the correct pronunciation of words. This takes constant study and practise. Again the formula of "being everlastingly at it" is a good one. Not only should the student learn to pronounce correctly new words coming into his experience, but he should check his pronunciation of old words.

Become a good friend with your dictionary. Don't only use it as a reference, but study it. Get in the habit of reading it each day. If no more, learn at least one new word each day. Pick the words most likely to be understood by the average mind, for it is to that mind that most of radio messages today are directed. Learn technical words such as those used in medicine, engineering, warfare,

etc. Get acquainted with the fundamental rules for pronunciation of foreign words. They may help you out of a tough spot some day.

The principle elements of radio speaking have been only briefly considered in this chapter. The student should not be misled by this general treatment, but should bear in mind that practise with individual attention by the teacher is the only sure method of receiving adequate training for a career as a radio announcer. If possible, the student should also study detailed problems of public speaking under the guidance of specialized speech teachers.

CHAPTER X

Limiting Factors

There are certain factors in broadcasting which limit and handicap radio as a medium for news dissemination.

These factors are both physical and psychological. In the former category are the factors of time, impermanence, instability of audience, and uncertainty of listener contact. Psychological factors include auditory limitations, listening habits, listening competition, and group listening.

TIME

Part of the problem of time limitations has been discussed in a previous chapter in connection with editing the news program, and now we shall briefly consider the time factor as it limits radio as a news medium.

The news program is only one of many programs which may be broadcast from a station and as such it must keep within certain definite time limits. Newspapers may expand the size of a given issue to as many pages as the proprietors decide the news is worth in relation to the cost of expansion, but this is not usually possible in radio. A newscast must end and begin "on the nose" (on time). If it is too long it may be cut off by the close of the program. And if it is allowed to run over the program period, another program loses time; if a commercial program that would mean trouble for the station.

In addition, there is no "holding the presses" in radio. A newscast starts on the second scheduled and if there is big news breaking it must be brought in during the newscast period, or held until there is an opportunity to interrupt another program.

Literally, the program schedule of a radio station is built on the face of the clock, with the quarter hour points the measuring units. The newscast is just a small part of this program and it must be so shaped to fit into the whole time pattern.

The average local station furnishes its listeners four newscasts each day, and they are usually of fifteen minutes duration. This average station therefore can offer its listeners a total of one hour of regular news listening each day, but inasmuch as each newscast must be complete and adequate in itself more than fifty per cent of each newscast program must be carried in the following newscast. Thus, actually there is only about thirty minutes of total news time.

One solution to this problem would be to give more time to news. In view of the fact that news programs are becoming more popular with advertisers, it is possible that radio may devote more time to news in the future. A partial solution of the problem would be to make greater use of the bulletin newscast through the use of courtesy tag-lines and cooperation with the sponsors of other programs.

IMPERMANENCE

Facsimile broadcasting of news, or reproduction of printed news in the home through radio facilities, may soon solve one of the major problems confronting the radio journalist today--the problem of impermanence of broadcast news.

The newscast today is as impermanent as sound itself. Once heard the words are gone. There is no record, nothing for the listener to check back to for classification or further study.

Furthermore, the newscast can be heard at a certain time only. The newspaper may be read at any time after it is delivered to the home and it may be referred to as often as the reader wishes, maybe a month or a year after the date of publication. The listener must be near his radio when the news goes on the air. If late, he misses part of the program; if not near a radio, he misses that particular program forever.

This limitation in radio news makes it necessary for the editor to repeat the news, to make each program as complete a summary of the day's news as possible in the hope that a listener will get to hear at least one of the day's newscasts.

Facsimile may bring a solution to this one problem. With the facsimile machine recording each newscast and supplementary material, each broadcast can be devoted to entirely new information for each program, but the day of general facsimile is not yet near.

AUDIENCE INSTABILITY

The radio audience is in constant fluctuation and at no time does the news editor have any definite measurement of the size or makeup of his audience. If the makeup of the audience of a given station's broadcast area is consistently within narrow variations, this instability is at a minimum, and most of the fluctuation is in size of audience rather in the type of listener.

The fluctuation of audiences presents the editor with a difficult problem in selection of news and in time of broadcast, especially if he is attempting to construct a news program or programs to catch the special interests of certain groups.

Solution of this newscasting problem is found in systematic and thorough examination of the listening group as to type of listener, news interests, time of listening, etc. This can be done with considerable accuracy, if the station desires to spend the money needed for listener interest surveys. This method is exactly the same as that used by newspapers and other periodicals with marked success in recent years.

By establishing the time of radio listening for the majority of his audience, the editor can be reasonably certain of the size of the audience for a given newscast. Inasmuch as listening habits are not constant, as a rule, there still remains a wide fluctuation in the size of audience.

Most editors today solve this problem by presenting a varied selection of news items, with emphasis on those items of a general and wide appeal. This shot-gun method, however, could be improved by the more scientific survey method.

LISTENER CONTACT

Similarly, the editor is never certain how long a given listener is receiving his program. By a mere twist of the dial the listener can change stations.

This factor in newscasting gives the listener a very important control over the makeup, or content, of the news program. The editor is constantly aware of this fact and strives, or rather should strive, to prepare a newscast which will

hold the listener's interest and keep him within the listening group. This one factor has done more than anything else to keep extensive and detailed advertising from news programs. Almost all listener surveys show a decided opposition to too many advertisements.

Here then, we find the unseen, silent listener dictating the newscasting policies to a greater extent than does the newspaper reader. We have seen previously how this factor operates to encourage self-censorship of news by the networks.

PSYCHOLOGICAL FACTORS

There are also certain psychological factors intruding into the general problem of news broadcasting and limiting its effectiveness.

First, there is the all important factor of auditory limitations, or the inability of the listener to retain as much of what he hears as of what he reads or sees. It is true that an individual can hear more words per minute than he can read, but generally he retains less of what he hears. From this factor has developed the rule of simplicity, which was discussed in a previous chapter. The more complicated the sentence structure and thought of a news item, the less the average listener will retain and, consequently, the more ineffective will be the newscast.

Second, is the factor of listening habits. At what time of the day is there the largest potential audience for a news program? Generally, this has been established as the hours between six and nine o'clock at night. Although this may be true for the nation at large, it is not necessarily true for each and every broadcasting area. The news editor should determine the best broadcast time in his own area.

Why does a person listen? What does he want to hear most? What type of news does he want? How does he listen? While he reads, works, or plays? Or does he give full attention to the radio?

The answers to most of these questions are not yet known. Radio has not yet gone far with the study of the radio news audience, although much attention has been paid to general radio listening interests and habits. It is in the answers to these questions relative to news listening habits that the radio journalists will find the material for producing much more effective newscasts.

Still a third factor, is the competition for the listener's attention. No one station can control a listener's attention, nor can any one program. The news program on station A competes with all the other news programs within reach of the listener's receiving set. It also competes with all the other programs which are on the air at the same time.

In addition, there are the external attractions, such as social engagements, movies, the auto, business, etc., which take the listener away from the radio when the news is being broadcast.

All these tend to keep the total of listeners in constant flux, but they should result in programs of high quality and great appeal. This in itself will be good, if it brings vast improvements in the quality of radio news.

A final psychological factor to be considered is the factor of group listening. Probably no other news medium is as influenced by this factor as is the radio. Reading a newspaper is mostly a practise of the individual. Seldom does the family sit around while one of its members reads aloud the daily papers. The radio, however, may be heard by all of the family at the same time.

In any family there is a diversity of interests not only in general radio programs, but in news programs as well, and often the news broadcast may be tuned out for mother's or sister's favorite program, which may not be news. This factor not only increases the competition, but it makes necessary a type of program that will meet the interests of the family as a whole and not offend any one member.

We have seen in a previous chapter how the networks have been influenced in their selection and processing of the news by this group listening factor.

CHAPTER XI

Controlling Factors

Broadcasting, whether it be of news or any other information or entertainment, is controlled by three factors: (1) the listening public, (2) the Federal Communications Commission, and (3) the libel laws.

We have seen in previous chapters how the public, albeit to a large extent unwittingly, has brought about improvements in the caliber of radio news programs. We have seen the networks responding to public reactions in their development of rules of good taste conforming to the wishes of those who have complained to the network executives. Small, independent stations are likewise responding to the public demand for good taste in news programs.

THE PUBLIC

The public is one of the most important of the forces controlling newscasting today, because the great unidentified audience is the sine qua non of all newscasting. It is axiomatic that a radio station must keep the attention and good will of its listeners, or fail.

This tremendous public control has been registered with emphasis in two incidents which received wide newspaper publicity at the time. These were the Mae West Garden of Eden skit and the Orson Welles' Martian Invasion panic.

The public's reaction to the treatment of biblical characters and subject matter in the Mae West broadcast, sponsored by the National Broadcasting Company, was immediate disapproval and served as a guide to public opinion of what the Federal Communications Commission later called "wanderings from the field of good taste".

This single broadcast, part of one of the most popular programs on the air at that time (December, 1937) resulted in more than two thousand letters to the NBC and the FCC. Of these, six hundred were received by the FCC, four hundred of which were protests, one hundred and twenty-five of which censored the FCC for taking action, and seventy-five commended the federal body for taking action.

> (The FCC merely reminded the NBC officials that the skit was not in "good taste" and that they should guard against further wanderings from the field of good taste.)

The NBC received one thousand four hundred and eighty-six letters, one thousand and thirty-five of which were protests, the balance of which favored the program or protested the protestors. NBC's apology the next week brought further protest because, it was charged, the announcer had not sounded sincere in his apology; the public had not forgiven easily, or completely, what it thought a violation of its canons of good taste.

Reaction to the Orson Welles' program, which dramatized an imagined invasion of Martian warriors of the earth, brought a more serious and dangerous reaction. Hundreds of persons apparently believed the invasion was actually taking place and near panics occurred in some sections of the country. In the February, 1939 issue of Radio Digest the program, "War of the Worlds", was commented upon as follows:

Nothing ever put on the air has stirred up such a tempest of both indignation and amusement.

This magazine further reported actual happenings as follows:

Patrolman John Morrison was on duty at the switchboard of the Bronx Police Headquarters when "all lines became busy at the same time". Plugging in, Patrolman Morrison heard a man shouting: "They're bombing New Jersey!"

"How do you know?"

"I heard it on the radio. Then I went to the roof and I could see the smoke bombs drifting over toward New York. What shall I do?"

Not all listeners were terrified. A San Franciscan roared into the telephone: "My God, where can I volunteer my services? We've got to stop this awful thing!"

The city power plant at Concrete, Washington, failed at the height of the broadcast, plunging the town into darkness. To the already terrified populace, this was the final proof. Many of them fled into the surrounding hills, would not return to their homes until posses had been sent for them.

A Pittsburgher entered his home in the middle of the broadcast to find his wife clutching a bottle of poison, screaming, "I would rather die this way than like that." He snatched away the poison and succeeded in calming her.

Running into an Indianapolis church during evening services, a hysterical woman drove the congregation into a panic-stricken flight when she screamed: "New York is destroyed! It's the end of the world! You might as well go home to die! I just heard it on the radio!"

A New Jersey man telephoned the Dixie Bus terminal in New York to "keep your buses out of the war zone". He refused additional information saying, "The world is coming to an end and I have a lot to do."

Near panic of entire sections of the nation gave the broadcasting industry and those who do, or would, control it something to think about. Actually it was serious, for it demonstrated the power of radio to control the thoughts and actions of individuals.

This broadcast resulted in six hundred and twenty-five letters, of which three hundred and seventy-two requested disciplinary action and the others endorsed the action taken by the FCC, which merely commended the Columbia Broadcasting System for its "regretful and apologetic concern" over the incident.

These two broadcasts have resulted in a closer scrutiny of programs by both the network systems and it is doubtful if we will hear a repetition of either type program. Such is the power of the public to regulate broadcasting. As pointed out with examples in a previous chapter, this extends to news as well as other type programs.

A single protest by a listener has been known to result in a change by broadcasters in a given program. Most of the "ioni's" now in force were the result of public disapproval. One letter is sufficient when the industry sees the danger of a certain practise for the radio industry depends on the public's good will and support, as we have seen in Chapter VIII, EDITING RADIO NEWS.

THE FCC

The Federal Communications Commission, federal agency controlling all phases of the radio industry, in addition to other mediums of communication, has been called the most powerful peacetime body in the United States. And rightly so, for it has the power of censorship and the power to invalidate the right of freedom of speech. Fortunately, the FCC has not yet exercised its infinitive powers.

Governmental control of radio began in 1912 when, as a result of the confusion during and after the Titanic disaster, a law was enacted which established federal control of all ship-to-shore communications. This act established the principle of government licensing of private facilities and instituted the temporary license plan, the radio industry's pet peeve today.

When in 1926 a federal court invalidated this radio act of 1912, chaos came into the broadcasting industry. An indiscriminate use of the available air channels, of which there are only ninety-six in North America, resulted in bedlam on the air with great interference between stations and a general limitation of the extent and effectiveness of broadcasting. The confusion brought Congressional action and the Radio Act of 1927.

Radio Act, 1927

With but a few changes, this act was renewed in 1934 as the Federal Communications Act which provides a Federal Communications Commission to administer its rules and govern the activities of radio, in addition to other forms of communication.

Title one of this act gives the FCC the right to "perform any and all acts, make such rules and regulations and issue such orders, not inconsistent with this act, as may be necessary in the execution of its (the Commission's) functions." Thus is the power of the FCC over all radio communication.

The Commission itself is composed of seven commissioners appointed by the President at a salary of $10,000 a year. Not more than four may belong to any one political party and no member may have any financial interests in radio or any other employment. The work of the Commission was originally divided among three divisions - broadcasting, telegraph and telephone.

The power of the FCC in radio control is in its right to license broadcasting stations, and although these licenses were provided by law for three year periods the Commission in practise has demanded renewal of licenses every six months. Application for a license, or renewal, must be filed at least thirty days prior to examination or to the date of expiration of an old license. Each licensee is required to waive further claim or right to his broadcasting privileges beyond that allowed in the license. Naturally such practise has caused the broadcasting industry a great deal of trouble and expense for every six months a complete and detailed application must be prepared and presented to the Commission.

In addition to this licensing power, the Commission has the right to impose fines not greater than $10,000 and prison sentences of two years, or both, for violation of the radio laws.

Licenses can be revoked for false application, for conditions revealed by later statements of fact which would have prevented licensing in the first place, for failure to comply to rules and regulations, and for violations of the Commission's rulings.

A Flexible Standard

The Commission's decisions are governed by the extremely flexible standard of "public interest, convenience and necessity". The Act fails to define what is the public's interest, convenience or necessity. However, although the Commission has not yet legally defined the meaning of that clause, its action in several cases has established the Commission's definition of the contentious clause.

It is important to note, also, that no station has yet lost or been denied a license because of violations of the public interest, necessity or convenience.

One of the most beneficial functions of the Commission has been the allocation of the available ninety-six broadcasting channels. Of these, forty are clear channels, four high power regional, forty regional and six local channels. Six of the total have been allocated by mutual agreement and courtesy to the Canadian broadcasting stations.

The Commission also determines hours of broadcasting for each station, maintains certain technical standards and fosters experiments, such as the experiments in facsimile now being conducted throughout the country.

No Direct Censorship

The Commission is denied the power of direct censorship of programs, although its indirect censorship is as effective. The individual station can censor its own broadcasts, except political broadcasts. Although it may deny the use of its station to all political speakers it can not deny the use to one and permit it to another. The act states:

> Nothing in this act should be understood to give the Commission the power of censorship over radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated as fixed by the Commission which shall interfere with the right of free speech..no person within the jurisdiction of the United States shall utter any obscene, indecent or profane language by means of radio communication.

Other clauses of the act prohibit the broadcasting of false distress signals, promotion of lotteries, development of monopolies, granting of licenses to aliens, foreign cooperations or governments. The government preserves the right, however, to take over all stations in a national emergency.

Although the Commission is denied the right of direct censorship of radio programs, the licensing and judicial powers of the governmental body give it rather complete final powers of censorship. As we noticed in the Mae West and Orson Welles' broadcasts, there was no censorship but indications of Commission disapproval effectively eliminated such programs.

Such action by the Commission will eventually establish a lengthy and complete list of taboos in broadcasting. These standards will be followed as closely as if they were parts of the original law. The power of licensing is in itself sufficient censorship freedom.

RADIO LIBEL

Sooner or later the radio news editor faces the question, "Is this libelous?" And because he is the one who must determine the answer, and bear the responsibility of libelous matter slipping through on to the air waves, he will want to know about libel as it concerns broadcasting.

Briefly, anything which is libelous in any other forms, newspaper, magazine, book, spoken, letters, etc. is very likely libelous when broadcast.

It is difficult to provide a detailed rule of libel which will apply in all cases. However, it is safe to say that anything which holds a person up to public hatred, contempt or ridicule, or which imputes to one's shortcomings in his trade, office, calling or profession, or which injures one in his trade, practise, calling or profession is libelous.

Application of this rule to questionable news copy, plus the development by the editor of a sense of libel, will very likely be sufficient as a workable basis to keep the editor free of legal snarls and difficulties. It is in the development of a sense of libel, however, that the radio journalist will find his most dependable weapon against libel suits.

Libel Study Important

A radio journalist should make a thorough study of libel as it applies to newspapers, for, at present, the radio station carries the same responsibilities. A course in libel, or a study of libel laws and cases should be undertaken by every student of radio journalism.

A knowledge of radio defamation is also necessary. In the following pages a review of radio defamation is presented. Unfortunately, there is a dearth of legal precedent or information on the subject.

There have been only five cases,[1] and no supreme court rulings to clarify the basic differences between radio defamation and other forms of defamation. There is not, as yet, any agreement as to the actionable basis of radio defamation. Is it libel or slander? Or can it be both under different circumstances.

Under the common law, radio defamation would be actionable only as slander, being dissemination of the spoken word. But immediately there arises the fact that broadcasting usually involves a record of some kind. This brings radio defamation within the field of libel. Strangely enough, a ruling handed down more than three hundred and thirty-five years ago in the case de Libellis Famosis (5 Co. 125a.) upholds this conclusion. Since then, there have been other rulings holding that when there is a written record, defamation is actionable as libel, not slander. (Lamb's Case, 9 Co. Rep. 59b; McCombs v. Tuttle, 5 Blackf. (2nd.) 431; Peterson v. Western Union, 72 Minn. 41; Adams v. Lawson, 17 Gratt (Va.) 25 a.)

In most broadcasts there is a record of some kind, usually written in the form of a script. Sometimes a record is made during the broadcast, a practice known as recording. It is also possible that a written record could be made by

[1]Sorenson v. Wood, 123 Neb. 348; 243 N.W. 82; 82 A.L.R. 1098 (July 1932); Miles v. Wasmer, 172 Wash. 466;20 Pac. 847 (1933); Coffey v. Midland, 8 F Supp. 899 (1934); Meldrum v. Australian Br. Co., Vict. L. R. 425 (1932); Singler v. Milwaukee Journal Co. 218 Wis. 263; 260 N. W. 431 (1935)

a listener who might copy the broadcast in shorthand. Often there is no record, as is the case with the "ad lib," or extemporaneous remark.

The importance of determining this basic definition can be seen when one considers that many utterances are actionable when written or printed, which would not be actionable if merely spoken, without averment and proof of special damages. (Pollard v. Lyon, 91 U.S. 225; Leonard v. McPherson, 146 Col. 616; Williams v. Riddle, 445 Ky. 459; Hearst v. New Yorker Staats Zeitung, 71 N.Y. Misc. 7, 144 N.Y. App. Div. 896; Colby v. Reynolds, 6 Vt. 489).

The reason for stricter liability in the case of libel is that a written defamation may be circulated more widely, and can therefore do more harm; that it is more permanent in form and "perpetuates the scandal;" and that it involved deliberation (Clement v. Chivis, 9 B & C. 172; 109 Eng. Rep. 64; Tonini v. Cevasco, 144 Cal. 266; Augusta Evening News v. Radford, 91 Ga. 494).

Three of the present cases of record have touched upon this basic problem, although they do not agree. In Sorenson v. Wood, broadcasts from a written record were classified as libel. In Meldrum v. Australian Broadcasting Company, the court ruled that broadcast defamation is an action of slander not libel, and in Miles v. Wasmer, the court ruled that if actionable, broadcast defamation is slander, not libel. In Singler v. Milwaukee Journal Company, the question was not considered, although the court ruled: " ... it is a serious question whether the case is governed by the law of libel or slander." In Coffey v. Midland, the court intimated that the defamation was libel.

It is likely that state legislatures will eventually be forced to define broadcast defamation. Some states have already enacted laws classifying it as libel. California, Illinois and Oregon added such a law in 1931, and North Dakota two years before.

There still remains unsettled, however, the question of radio as an interstate medium of communication. Part of this problem was considered in State of Illinois v. Broucek (unreported) when the court retained jurisdiction in a case involving radio defamation although the words originated in a station outside the court's jurisdiction. The judge retained jurisdiction on the grounds that the damage occurred within his court's jurisdiction.

In view of this, and in consideration of that fact that broadcasting generally involves a record of some kind, it is likely that courts will continue to consider broadcast defamation as action in libel, with the exception of the extemporaneous word, or "ad lib" which may be considered as actionable only as slander.

Publication

There seems to be less disagreement on the question of broadcasting as a form of publication than on the basic differences between libel and slander. It was established in Sorenson v. Wood that broadcasting is analagous to the dissemination of a newspaper in the matter of publication.

This analogy was pointed to by the court in Coffey v. Midland and was implied in the Miles v. Wasmer decision.

In Coffey v. Midland, the court ruled that "there is a close analogy in such a situation and the publication in a newspaper of a libel, and the station carries the same libel risk as the newspaper." In Sorenson v. Wood, the court ruled that the law of libel as applied to newspapers is applicable to the radio station.

The American Law Institute ruling (Volume on Torts, Sect. 504, page 756) defines publication of defamatory matter as "...its communication intentionally or by a negligent act to one other than the person defamed," but fails to take a stand on the liability of radio as an original publication.

The Institute points out that radio station proprietors are at least liable under circumstances which would make a disseminator of defamatory matter liable under the general rule of communication to a third party, that is, if they fail to exercise reasonable care to prevent publication.

No opinion is given by the Institute on the liability of a radio station for defamatory matter by a person not employed by the station if they could not have prevented publication by exercise of reasonable care. The Institute also does not rule on the question of liability irrespective of precautions taken to prevent publication.

Liability

The theory of absolute liability has been applied to radio defamation since it was established in the original case, Sorenson v. Wood. This liability extends to the announcer, the sponsor, the radio station and the station owner (Miles v. Wasmer).

In the former case, the court drew the newspaper analogy and laid down rules which assimilate the field of radio to the domain of the daily newspaper. Proprietors, editors-in-chief and managing editors are considered to be publishers of any defamatory matter appearing in a newspaper and are liable for defamation, (Morse v. Times Republican Printing Co., 124 Iowa 707, 100 H.W. 867 (1904); Walker v. Bee News Publishing Co., 240 N. W. 759 Neb. (1932); Barnes v. Campbel 59 N.H. (1879); even when ignorant of content. (Peck v. Tribune Co., 214 U.S. 185, 29 Sup. Ct. 554 (1909); Taylor v. Hearts 107 Cal. 262, 40 Pac. 392 (1895); Shepard v. Whitaker, L. R., 10 C.P. 502, 32 L.T.R. 402 (1875)).

In the Sorenson v. Wood case, the court ruled as follows:

"The defendant company, like most radio broadcasters, is to a large extent engaged in the business of commercial advertising for pay. It may be assumed that this is sufficient, not only to carry its necessarily large overhead, but to make at least a profit on its investment. For it appears that the opportunities are so attractive to investors that the available airways would be greatly overcrowded by broadcasting stations were it not for the restrictions of the number of licensees under federal authority. Such commercial advertising is strongly competitive with newspaper advertising, because it performs a similar office between those having wares to advertise and those who are potential users of those wares. Radio advertising is one of the most powerful agencies in promoting the principles of religion and politics. It competes with the newspapers, magazines and publications of every nature. The fundamental principles of the law involved in publication by a newspaper and by a radio station seem to be alike. There is no legal reason why one should be favored over the other, nor why a broadcasting station should be granted special favors as against one who may be a victim of a libelous publication."

Equal liability of the speaker and the radio station owner was based in the Sorenson v. Wood decision on the following reasoning:

"The publication of libel by radio to listeners over the air requires participation of both the speaker and the owner of the broadcasting station. The publication to such listeners is not completed until the material is broadcast. As

they must co-operate to effect the publication of libel, there cannot be said to be a misjoinder."

In Coffey v. Midland, it was pointed out that the radio station carries the same libel risk as a newspaper, and can insure itself against libel damages by adjusting its advertising rates.

The ruling, in part, follows:

"The conclusion seems inescapable that the owner of the station is liable. It is he who broadcast the defamation. I conceive there is a close analogy between such a situation and the publication in a newspaper of a libel under circumstances exonerating the publisher of all negligence. The latter prints the libel on paper and broadcasts it to the world. The owner of the radio station prints the libel on a different medium just as widely or even more widely read. In the case of newspaper publishers, absence of negligence is no defense (Peck v. Tribune Co., 214 U.S. 185-189; 29 S.Ct. 554; 53 L. Ed. 960, 16 Ann. Cas. 1075), yet he is not helpless. He knows that without any fault of his or of anyone of his employes, someone, sometime, surreptiously may insert in his paper some line of libel. He takes that risk. He can insure himself against resulting loss through subscription and advertising rates he charges, or otherwise. A radio station owner is in an analgous position."

If the newspaper analogy is to be followed, it is logical to assume that the station owner may be liable for another's utterances on the basis of agency or employment under the law that a corporation is responsible for libel published by its employe in course of his duty, even those in violation of instructions (Fogg v. Boston & L.R.R., 148 Mass. 513, 20 N.E. 109), or by the theory that one who procures a libel is himself liable (Pickford v. Talbott, 211 U.S. 199 (1908)).

In Miles v. Wasmer, the court held everyone connected with the publication of the defamatory matter liable. The defamatory words were included in an advertisement for a monthly publication. The publisher hired one of the station's announcers to read the advertisement. The court held the station owner liable because he furnished the means "by which the defamatory words could be spoken to thousands of people." The publisher was held liable because he paid for the time, and the announcer was held liable because he not only read the defamatory matter, but edited it before he read it. The court based its decision on the Sorenson v. Wood ruling which held a radio station to be absolutely liable.

The absolute liability of a radio station was extended to include broadcast of network programs in Coffey v. Midland. The fact that the defamatory words originated in the studio of the Columbia Broadcasting Co. if New York did not relieve the Midland Broadcasting Co. of liability, because it was the Kansas City station which was responsible for publication the court ruled.

The theory of absolute liability carries a threat to the freedom of radio as a worthwhile service to society. If unconditionally liable for all utterances, station owners are likely to eliminate the political speech, as they can do under the provisions of the Radio Act of 1927 and the Communications Act of 1934. In view of this danger, and the efforts of the radio industry to gain privilege, it is likely that liability will become conditional, either through statutory law or interpretation.

Criticisms

The Sorenson v. Wood decision has been severely criticized by students of radio law and by the radio industry as too harsh. The newspaper analogy is not reasonable, they argue, because of the differences in control of publication. Radio publication is spontaneous and in the case of the extemporaneous remark, there is no possible way to halt or eliminate the defamatory words. Where a script is involved, the station has similar opportunities to the newspaper to review the matter, but as scripts are not always followed exactly by the reader, this is not a satisfactory protection.

Too, the radio is being held responsible for conduct over which it has no control, a practice contrary to the general principle of the law of torts (Davis, Law of Radio Communication). The absence of a relationship between the principal and the agent should at least put liability on the basis of negligence and malice (146 H.L.R. 133).

Defenses

As yet, there is no accepted defense for the radio station proprietors against libel. Attempts to gain statutory protection have failed, as have the various defense pleadings in cases of record.

The Civil Liberties Union introduced a bill in the House in 1935 which provided that there be no civil or criminal liability for broadcasts by anyone not an officer, employe, agent or representative of the licensee on any public, political, social or economic issue. The bill was defeated.

In New York, a bill providing defense of due care and no knowledge was introduced in the legislature, but was likewise defeated.

If the courts are to look on radio as analagous to the newspaper in publication, it may be that they will eventually grant radio similar defenses for libel. Radio has turned also to other rulings in its search for protection.

Venders of news publications, for example, have been held not liable on the basis of ignorance of libel (Emmeus v. Pottle, 162 B.D. 354; Weldon v. Times Book Co., 28 T.L.R. 143; Street v. Johnson, 80 Wis. 455).

Telegraph companies have been held not liable when the libel is not apparent in the message transmitted (Peterson v. Western Union, 72 Minn. 41; 67 N.W. 646; Nye v. Western Union, 104 Fed. 628; Western Union v. Cashman, 149 Fed. 367). This defense was denied in Coffey v. Midland as not applicable to radio publications.

There is a basic privilege granted radio stations by the common law which provides a qualified privilege to comment on matters of public interest or to discuss conduct of public officials (Snively v. Record Publishing Co. 185 Col. 565, 198 Pac. 1) but legal precedent established by cases of record ignores this privilege.

To give a more complete and detailed analysis of radio defamation, the five important cases of record are briefly reviewed below.

Sorenson v. Wood
(1932)

This case was a libel action brought by C. A. Sorenson against Richard F. Wood, a political candidate. Sorenson enjoined Wood and KFAB, Nebraska, the broadcasting station.

Defenses offered were a denial of the charges, misjoinder of defendants, lack of censorship powers, no knowledge and retraction.

The Supreme Court of Nebraska on review held that:

1. Radio station is liable for defamatory statements uttered by a political speaker.
2. Radio defamation is libel not slander.
3. Censorship provision of Radio Act of 1927 merely prevents licensee from censoring words as to their political and partisan trend, and does not give radio stations privilege to join in publication of a libel.
4. Owner of station and speaker properly enjoined.
5. Libel laws applying to newspapers apply to radio station.

The United Supreme Court on appeal by Sorenson, on December 4, 1933, dismissed the appeal in a per curiam opinion, ruling that there was no real dispute between the parties and the question sought was moot, and that the Nebraska Court did not hold the Radio Act of 1927 invalid, and its decision was based entirely on common law.

Meldrum v. Australian Broadcasting Co., Ltd.
(1932)

This case was a £ 3,000 damage suit brought by an art and music teacher alleging no special damages but charging that he had been subject to "public scandal and ridicule and was injured in his calling.

The court ruled that there was nothing to indicate to the listener that words had been read from a prepared script and that the "important matter is what listener understands and not what speaker meant," and that the action was one of slander not libel.

Miles v. Wasmer
(1933)

The suit was a libel action for defamatory words spoken over Station KHQ, Spokane, Washington. Defendants were the station owner, the station itself, the announcer and the sponsor of the advertisement in which the defamatory words appeared.

The court ruled that:

1. The words were slanderous per se.
2. No claim for special damages so it was not necessary to prove malice.

3. Sponsor liable because he prepared the article, paid for the time, and hired the announcer to read it.
4. Announcer liable because he spoke the defamatory words and edited the script.
5. Station liable because it furnished the means for publication and was operated for a profit.
6. Not necessary to determine defamation libel or slander because the plaintiff was at least slandered by reading the manuscript in the studio.

Coffey v. Midland
(1934)

This suit was based on defamatory words spoken by an employe of the Remington Rand, Inc., in the New York Studios of the Columbia Broadcasting Company and rebroadcast through station KMBC at Kansas City.

The suit started in the state courts and was removed to the federal district court.

The court ruled that the case was not severable and remanded it to the courts of origin. It also ruled that:

1. Liability is the same for words rebroadcast as for words spoken originally in station studio.
2. Station is liable no matter what the circumstances.
3. Station carries same libel risks as a newspaper and can insure itself against loss by adjusting its rates.
4. Non-liability of telegraph company or telephone company extended to words only while they were on the wire between New York and Kansas City.
5. Confirmed the rulings in the Sorenson v. Wood and the Miles v. Wasmer cases.

Singler v. Milwaukee Journal
(1935)

The problems of radio defamation were not directly involved in this case, which mostly was concerned with determining the meaning and truth of statements charging Singler with extortion and being a racketeer and Chicago gangster.

The court ruled that there was a serious question if the case was governed by laws of libel or slander, but that considered as libel the most the plaintiff could urge was that there was a jury question as to the defamatory character of the broadcast and therefore it was unnecessary to determine libel or slander.

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