

1945

NBC
PROGRAM POLICIES
AND
WORKING MANUAL



NATIONAL BROADCASTING COMPANY, INC.

SIC
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IN
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FOREWORD

FROM its inception the National Broadcasting Company has recognized the need for the maintenance of the highest possible standards of service. In announcing the formation of NBC, the Radio Corporation of America published a newspaper advertisement on September 14, 1926, which stated:

"Any use of radio transmission which causes the public to feel that the quality of the programs is not the highest, that the use of radio is not the broadest and best use in the public interest, that it is used for political advantage or selfish power, will be detrimental to the public interest in radio, and therefore to the Radio Corporation of America . . . The purpose of the (National Broadcasting) Company will be to provide the best programs available for broadcasting in the United States."

The National Broadcasting Company provides a radio broadcasting service to 152 stations in the United States and Canada. Six of these stations are owned and operated by the National Broadcasting Company; all of the rest are independently owned and are linked to NBC through affiliation contracts. The National Broadcasting Company has no voice in the management or operation of any of the affiliated stations.

Through these 152 stations comprising the network the programs originated by the National Broadcasting Company may be heard in practically every home in the United States. Thus NBC not only undertakes to serve each of its affiliated stations with programs of the highest standard and strong competitive values in a diversified field of human interest, but also assumes its social responsibilities to the entire radio audience within the range of each of the stations affiliated with the Company.

In addition to the business institutions operating broadcasting stations affiliated with the National Broadcasting Company, there are hundreds of other organizations and business establishments, representing the social and economic structure of the United States, associated with NBC in presenting programs which pervade every field of human endeavor. There are the several hundred manufacturers and distributors of merchandise who have found in broadcasting a vital aid in the economical distribution of their

products. These are the advertisers who sponsor many of the Company's most popular programs.

The money derived from the sale of time is not only NBC's principal means of financial support but likewise provides substantial revenues for its affiliated stations. Out of the Company's share of the advertiser's dollar is met the cost of a wide variety of public service programs which are furnished to NBC's affiliated stations during approximately half the total hours of each broadcasting day. The Nation's leading exponents of education, religion, music, labor, agriculture, government, politics, and social planning through NBC have been provided the use of the most powerful medium of mass communication yet devised by man. Such organizations as the National Education Association, the Federal Council of Churches of Christ in America, the National Council of Catholic Men, the American Jewish Committee, the American Legion, the American Red Cross, American Farm Bureau Federation, General Federation of Women's Clubs, National Association of Manufacturers, United States Chamber of Commerce, American Federation of Labor and the Congress of Industrial Organizations have been given time in which to present the viewpoints and interests which they represent.

Similarly the Company cooperates wholeheartedly with government departments and agencies by affording time, talent, or both, on behalf of the war effort.

All of the programs presented by the organizations named, as well as by the business institutions sponsoring commercial programs, must conform to program policies and practices of the National Broadcasting Company which are designed for the sole purpose of providing programs essentially in good taste regardless of the age, sex, race or religion of the listener.

The program policies of the National Broadcasting Company were first codified in January 1934. As the experience of the Company has grown these policies have been subjected to revision in the light of that experience, but always with a sound concept of public service. NBC also subscribes to the Code of the National Association of Broadcasters which governs the ethical and business standards of the broadcasting industry.

The National Broadcasting Company presents herewith the 1945 Edition of its Principles and Policies pertaining to programs, together with a Working Manual for Continuity Acceptance.

I. PRINCIPLES AND PRACTICES PERTAINING TO PROGRAMS

Radio entering the home and the family circle thereby incurs certain specific obligations. Programs should be so designed as to be generally acceptable for family audiences.

No program should lower the moral standards of those who receive it.

Law, natural and divine, must not be belittled, ridiculed, nor must a sentiment be created against it.

As far as possible, life should not be misrepresented, at least not in such a way as to place in the minds of youth false values on life and human behavior.

A. RELIGION

- 1. Deity.** The use of the Deity's name, or reference to His powers and attributes, is permissible only when used reverently.
- 2. Creed.** Statements and suggestions which ridicule or deride religious views, creeds and customs are prohibited.
- 3. Sacraments.** Baptism, marriage, burial, or other sacraments and ceremonials must be treated with good taste and accuracy whenever they are referred to.
- 4. Ministers.** Ministers of religion represented in their calling shall not be presented as undesirable characters or be made the subject of amusement.

B. RACE

No program will be acceptable which derides, misrepresents or unfairly attacks the different aspects of race, creed, color or national origin.

C. MARRIAGE AND THE HOME

Since marriage and the family are recognized and approved institutions of our society, respect for the sanctity of marriage and the home must be maintained.

- 1. Adultery.** Adultery, or free love, when the theme is essential to the plot, shall not be presented as attractive or glamorous, nor

should they be subjects for comedy, for thus ridicule is cast upon the essential relationships of home, family and marriage, and illicit relationships are made to seem permissible and socially acceptable.

2. Triangles. In the treatment of the triangle, no inference should be left that extra-marital relations are socially or morally justifiable, and offenders should never be portrayed sympathetically.

3. Divorce. Divorce is not to be introduced in dramatic presentations gratuitously as the solution of any problem.

D. SEX

The treatment of sex themes should be within the limits of good taste and decency.

1. Intimacy. Scenes of passion, excessive, lustful, or intimate (in the legal sense) must never be used. Passion should not be suggested or treated outside the necessities of plot development.

2. Double entendre. Suggestive dialogue must never be used. Suggestive situations should not be introduced or referred to.

3. Prostitution. White slavery and sex perversion are not proper subjects for entertainment or dramatic programs.

E. CRIME

The themes of crime and punishment shall never be presented in a way that will exalt the criminal or enlist sympathy in his behalf, or disparage law and justice. Crimes shall always be punished, either specifically or by implication. The technique and methods of crime shall never be presented in detail nor in a manner to inspire imitation.

1. Murder. Murder, or revenge as a motive for murder, shall not be justified. Brutal killings, torture or physical agony shall not be presented in detail.

2. Kidnapping. Episodes involving the kidnapping of children are forbidden.

3. Rape. The crimes of seduction or rape should not be introduced unless necessary for plot development, in which case their introduction should not be explicit, vivid or detailed. They should never be subjects for comedy.

4. Suicide. Suicide shall never be presented as a satisfactory solution of any human problem.

5. Classics. The presentation of plays generally recognized as classics whose plots are concerned with murder or other crimes shall be in accordance with the highest standards of dramatic art.

F. HORROR

1. Sound effects. Horrifying sound effects, unessential to plot development or calculated to mislead, shock or unduly alarm the listener, shall not be used.

2. Death. The death of any character shall not be represented in any manner shocking to the sensibilities of the public. No character shall be depicted in death agonies.

G. EXPLOITATION OF CRIMINAL NEWS

Appearances or dramatizations of persons featured in current criminal or morbidly sensational news stories are not acceptable.

H. SIMULATED NEWS MATERIAL

Non-news programs shall not be presented as authentic news broadcasts.

Fictional events shall not be presented in the form of authentic news announcements. Likewise, no program or commercial announcement will be allowed to be presented as a news broadcast using sound effects and terminology associated with news broadcasts. For example, the use of expressions like "Here's news," "Bulletin," "FLASH!", "Stand by," "Attention," etc., are reserved for the announcement of news bulletins exclusively and may not be used for any other purpose except in rare cases where by reason of the manner in which it is used no possible confusion may result.

I. PROFANITY AND OBSCENITY

Sacrilegious, blasphemous, profane, salacious, obscene, vulgar or indecent material is not acceptable for broadcast, and no language of doubtful propriety will be sanctioned.

J. INSOBRIETY AND NARCOTIC ADDICTION

Insobriety and excessive drinking must not be portrayed as desirable or as prevalent factors in American life.

In general, the mention of intoxicants should be kept incidental to the development of plot or character.

Reference to narcotic addiction should be avoided as far as possible, because of the known fact that mere mention is potentially dangerous to susceptible persons. It must never be presented except as a vicious habit.

K. DEFORMITIES AND INSANITY

Material which depends upon physical or mental imperfections or deformities shall not be used in a way to give offense to sufferers from similar defects.

The presentation of insanity, or mental or physical maladjustments, for any sort of plot development will be judged on the basis of good taste.

L. REFERENCE TO INDIVIDUALS

References, whether jocular or serious, to living individuals shall be made only within the limits of good taste.

M. MISLEADING STATEMENTS

Exaggerated claims and false and misleading statements in entertainment or straight commercial copy and all other forms of misrepresentation are prohibited. This applies to misrepresentation of origination point of program as well as to all other matters. Any words or sound devices which may tend to mislead or unduly alarm the public must be avoided.

N. SPEAKERS

NBC reserves the right to pass upon the qualifications of speakers on specialized, technical or scientific subjects.

II. POLICIES APPLICABLE TO NEWS PROGRAMS

Those who exercise a stewardship over the broadcast facilities of this nation have the duty to bring to radio listeners a full and impartial presentation of news and public affairs, and of men and events important to public understanding. The fundamental purpose of news and opinion in a democracy is to enable the people to know what is happening and to understand events.

The editorial responsibility of the NBC in its service of news, commentary and public discussion is to maintain freedom of expression, but to guard against inaccuracy, unfairness and partiality; to see that all important phases of opinion are reflected in its broadcasting services; to cooperate in every way with public authority and government in the interests of national defense and civilian morale; and, finally, to eliminate from the current day-by-day news and commentary, the slanderous or the malicious.

Under the principles stated, the following rules are applicable both to commercial and sustaining programs:

1. **Identification.** In the presentation of news, commentary and opinion, each shall be properly identified.
2. **Libel, slander.** All news reports, statements or speeches must conform to the law, particularly the laws covering such matters as defamation, sedition, etc.
3. **Sensationalism.** News must be treated factually and analytically, never sensationally.
4. **Treatment.** News shall not be broadcast in such a manner as to unduly create alarm or panic.
5. **Crime, sex.** Stories of crime or sex must at all times be handled without morbid, sensational or alarming details, and treated with the judgment required in broadcasting to a universal audience.
6. **Lotteries.** No lotteries, gambling odds or similar information tending to cause listeners to gamble shall be broadcast.
7. **Professional advice.** No legal or medical advice is allowed in news broadcasts, except when it is an essential part of legitimate news from official sources.

8. Censorship. Nothing shall be broadcast which deviates in the slightest from the Code of Wartime Practices for American Broadcasters, as published by the U. S. Office of Censorship.

9. Opinion. The expression of important, interesting or significant opinion may, of itself, be news; therefore every care must be exercised to credit opinion to its source and differentiate very clearly between a statement of fact and a statement of opinion.

10. Political news. NBC shall handle political news with complete impartiality, presenting names of rival candidacies or candidates or political issues, so that the presentation may be fairly balanced as to news value.

11. Commercial programs. News and commentary on sponsored programs must conform to the program and sales policies of the Company. No "middle commercials" will be permitted in news programs.

III. DISCUSSION OF PUBLIC ISSUES

The requests of all individuals, groups or organizations for time to discuss public issues of a controversial nature shall be considered in the light of the contribution which their use of time would make to the public interest and toward a well-balanced program structure. Each such request will be considered solely on its individual merits without discrimination and without prejudice because of the identity of the individual, group or organization desiring such time.

The policy of the National Broadcasting Company on public issues of a controversial nature is one of open-mindedness and impartiality. In connection with its own sustaining programs, the Company attempts at all times to give fair representation to opposing sides of every controversial question which materially affects the life or welfare of any substantial group.

The National Broadcasting Company does not censor the opinions of speakers who have been given time on the air. It must, however, check for violations of the law and for inaccurate, defamatory and seditious statements, as the courts have held broadcasters responsible for damaging statements made over their facilities.

IV. POLICIES APPLICABLE TO MEDICAL ACCOUNTS

The advertising of medical products presents problems of such intimate and far-reaching importance to the consumer that it is necessary to consider separately the standards established by the Company in respect to such advertising.

The hour of the broadcast and the appropriateness of the broadcast theme to the time of its presentation are factors that influence all radio programs. This is especially true in the case of programs promoting the sale of medical products.

In addition to the general commercial standards of NBC, advertising copy of medical products is subject to the following standards:

A. FACTS

NBC will not accept advertising of a medical product unless all material facts concerning the product are made known to the Company, and verified and approved by the Continuity Acceptance Department.

B. CLAIMS

Due to the personal nature of the broadcast message, the Company reserves the right to strict control of claims made in medical advertising copy and to the phraseology in which these claims are made.

C. OPINION

No blanket statements purporting to reveal the opinion of a substantial portion of the medical profession or other specific groups or professions in relation to the product advertised may be made in any of the continuity or advertising of the product, unless accompanied by satisfactory proof.

D. MORBIDITY

The Company cannot accept commercial copy which, in its opinion, describes or dramatizes distress or morbid situations involving ailments.

E. HABIT-FORMING DRUGS

The Company will not accept a product for advertising which contains dangerous or habit-forming drugs as defined by the Federal Food, Drug and Cosmetic Act of 1939.

F. COMPLIANCE WITH GOVERNMENT REGULATIONS

The Company will not accept advertising of any medicinal preparation which fails to comply in advertising copy with governmental rules and regulations.

G. TERMS

The words "safe," "without risk," and "harmless" or words of similar meaning will not be accepted in medical copy.

H. SELF-MEDICATION AND SELF-DIAGNOSIS

The Company will not accept advertising copy which endorses any product designed for relief of ailments known to be chronic, or unremediable, or for conditions in which self-medication or self-diagnosis presents a risk. Books dealing with self-medication or self-diagnosis likewise will not be acceptable for advertising over Company facilities.

I. CURES

No claims that a product will effect a cure are acceptable.

V. POLICIES APPLICABLE TO CHILDREN'S PROGRAMS

In addition to all policies and standards of the Company being applied to children's programs, especial care should be exercised where the values of right feeling and good taste are concerned.

A. RESPECT FOR LAW

All stories must reflect respect for law and order, adult authority, good morals and clean living.

The hero or heroine and other sympathetic characters must be portrayed as intelligent and morally courageous. The theme must stress the importance of mutual respect of one man for another, and should emphasize the desirability of fair play and honorable behavior. Cowardice, malice, deceit, selfishness and disrespect for law must be avoided in the delineation of any character presented in the light of a hero to the child listener.

B. ADVENTURE

Adventure stories may be accepted subject to the following limitations:

- No torture or suggestion of torture.
- No horror—present or impending.
- No use of the supernatural or of superstition likely to arouse fear.
- No profanity or vulgarity.
- No kidnapping or threats of kidnapping.
- In order that children shall not be emotionally upset, no program or episode shall end with an incident which will create in their minds morbid suspense or hysteria.

C. COMMERCIAL COPY

It is consistent that fair play and considerate behavior be reflected throughout the commercial copy as in the script itself. The greatest possible care must be used to see that no misleading or extravagant statements be made in commercial copy on children's programs. When promises are made as to the benefits to be derived from use of the product advertised, it will be necessary to submit proof that such promises are valid and truthful and will be kept.

D. CONTESTS AND OFFERS

Contests and offers which encourage children to enter strange places and to converse with strangers in an effort to collect box-

tops or wrappers may present a definite element of danger to the children. Therefore, such contests and offers are not acceptable.

E. DRAMATIZED APPEALS

No appeal may be made to the child to help characters in the story by sending in box-tops or wrappers; nor may any actors remain in character and, in the commercial copy, address the child, urging him to purchase the product in order to keep the program on the air, or make similar appeals.

F. SECRET CLUBS

The forming of clubs is often introduced on children's programs. Sometimes initiation requirements and other rules of such clubs are disseminated in code form. Full details concerning the organization of a children's secret society or code must be submitted to the National Broadcasting Company at least ten business days before its introduction on the air. In time of war or national crisis the Company specifically reserves the right to revoke its approval and require eliminations or substitutions in whole or in part of program content in code form.

* * * * *

Programs designed primarily for an adult audience often appeal to juvenile listeners. Such programs must avoid the use of any material likely to encourage among juveniles a disrespect for, or violation of, established rules of social conduct.

VI. UNACCEPTABLE BUSINESS

The Company considers each application for the purchase of time for commercial broadcasts over the facilities of the Company solely in the light of the nature of such program, the products or services to be advertised and the contribution to the public interest. When requested, samples of products to be advertised, or information concerning them, shall be submitted to NBC for approval far enough in advance of the initial broadcast to permit full consideration. Classifications of products and services printed below are unacceptable for commercial broadcast over the facilities of the Company.

1. **Professional services.** Professions in which it is deemed unethical to advertise. For example: physicians, lawyers, dentists, osteopaths, chiropractors, oculists, optometrists, and others.
2. **Stocks and bonds.** All forms of speculative finance intended to promote the purchase of specific stocks, bonds, etc. Proposed programs advertising the general services of financial institutions will be subject to approval in each specific case; after consideration if accepted will be subject to Federal, state and local regulations relating thereto.
3. **Cures.** Medicinal products for which claim is made to cure or which encourage either self-diagnosis or self-medication.
4. **Cathartics.** Cathartics, including foods or beverages advertised primarily for their value as cathartics. Also products generally known and used exclusively as cathartics.
5. **Hygiene products, deodorants.** Personal hygiene products, including body deodorants.
6. **Reducing agents.** Reducing agents, including foods and beverages designed solely to perform that function.
7. **Restoratives.** Products to restore natural color to hair, eyebrow dyes, hair growers, depilatories, and products advertised to remove wrinkles.
8. **Fortune telling.** Fortune-telling, astrology and other forms of occultism.

9. **Mortuaries, etc.** Cemeteries, memorial parks, mortuaries, morticians, casket manufacturers, and other products or service associated with burial.

10. **Wines and liquors.** Wines and liquors. Beer is acceptable, subject to local and federal laws.

11. **Firearms and fireworks.**

12. **Matrimonial agencies.**

13. **Racing organizations.** Horse racing organizations and racing publications desiring to use our facilities for the purpose of giving odds or promoting betting.

14. **Employment services; schools.** Schools, individuals and organizations that imply promises of employment or that make exaggerated claims for the opportunities awaiting those who enroll for its courses. Likewise advertising for employment, except in particular cases approved by the War Manpower Commission.

VII. CONTINUITY ACCEPTANCE STANDARDS FOR ALL COMMERCIAL PROGRAMS

A. COMMERCIAL STANDARDS ENFORCEMENT

1. Dead-line for continuities. All continuities, including the words of all spoken lines as well as the wording of the commercial copy, must be submitted to the Company at least forty-eight hours in advance of the broadcast, except when the nature of the program, such as comments on the news, does not permit. The forty-eight hour "dead-line" does not affect the advertiser's privilege of making changes in his commercial copy later.

Ad-lib programs on which written continuity cannot be supplied because of the nature of the program will be subject to strict supervision and control by the NBC Production Director assigned and will be reported on by him to the Company from time to time.

2. Dead-line for electrical transcriptions. Electrical transcriptions of programs and commercial announcements for use on NBC owned and operated stations are subject to the rules and conditions described herein and must be cleared through Continuity Acceptance in advance of broadcast.

Electrical transcriptions produced and/or recorded by NBC Radio Recording Division must be cleared in advance of recording through Continuity Acceptance if the client contemplates using them on NBC owned stations.

3. Approval of program or announcement material. All continuities, including the words of all songs or spoken lines as well as the wording of all announcements and a list of the cast, are subject to the approval of the Company.

The Company reserves the right at any time to revoke its approval of and to require of the advertiser, eliminations or substitutions, in whole or in part, of program or announcement material which the Company deems inconsistent with its standards or policies in effect at the time.

The Company reserves the right to investigate the accuracy of all statements and claims made in copy submitted for broadcast over its stations, and will not accept statements or claims which cannot be proved to its satisfaction.

4. Auditions and previews. The Company reserves the right to require the advertiser or his agency to furnish a performed audition of a contemplated commercial program, far enough in advance of the first broadcast to allow for full consideration.

5. Musical and literary material. Upon request by the Company, evidence of the right to use musical or literary material must be supplied to NBC at least three full business days in advance of the broadcast.

6. Duplication of music. For the protection of both NBC and the advertiser, written lists in duplicate, showing correct titles, composers and copyright owners of the music to be used on the program are to be submitted to the Company at least one week before the broadcast, for copyright clearance. No changes may be made thereafter without approval of the Company's music rights department. When two or more advertisers using nearby periods submit programs containing the same musical number, the advertiser or his agent first submitting his detailed program shall have preference in the use of the number, and NBC may notify the other advertisers to submit a substitute number, subject to the same restrictions as to duplication.

7. Impersonations. When a living character is impersonated, written authorization of impersonation must be furnished for individual broadcasts or covering specific periods of broadcasts by a given sponsor, and it must be clearly announced at least once in the program that such impersonation was made, unless the nature of the presentation makes it obvious that impersonation was made.

8. Testimonials. The laws of a number of states prohibit the use of a person's name for trade or advertising purposes without the written consent of such person. When there is submitted to NBC any script containing a testimonial or other use of a person's name for trade or advertising purposes, it must be accompanied by an original or photostatic copy of the written consent of the person whose name is to be used. Upon request original consents will be returned to the agency for its files after a copy has been made by NBC.

Blanket releases from agencies covering specific periods of broadcasting also will be acceptable provided the agency in writing will assume responsibility for obtaining written releases on all testimonials used.

9. Displays. Any plans for displays, sampling or distribution of material on NBC premises must be discussed with the Company at least a week prior to the broadcast at which it is intended any of these are to be introduced. Wherever possible, the Company will endeavor to assist the advertiser to carry out his plans. There are products, however, which may not suitably be introduced for sampling in studios, and there are times when displays may conflict with other programs. Therefore, the Company reserves the right to reject such plans if, in its opinion, they are impossible or impracticable of execution.

B. PROGRAM CONTENT

1. Sponsorship. Announcement of sponsorship must be made on all commercial programs, as required by the Federal Communications Act.

2. Defamation. No defamatory statements will be permitted. Statements which tend to undermine an industry by attributing to its products generally faults and weaknesses true only of a few, and statements which are derogatory to an individual, a group, a trade, a profession, an institution or an industry must be avoided.

3. Competitors. Commercial programs shall not introduce derogatory reference to any competitor or his products.

4. Prices. Statements of prices and values must be confined to specific facts. Misleading price claims or misleading or derogatory comparisons tend to challenge the integrity of all advertising and must not be used.

5. Cross references. No announcement shall be made on any NBC program calling attention to a program broadcast over competing facilities. Introduction of guest artists from another network may include an identifying reference to the name of the artist's sponsor or sponsor's product.

6. Identification of guest artists. Guest artists under contract to motion picture or theatrical producers may be introduced with an identifying reference to the name of their employer. Reference may be made to the title of a motion picture or other performance, in which the artist appears, but not to a picture or performance in which the artist does not appear.

7. Litigation. While factual statements are permitted on news programs, comment on, or discussion of, pending or prospective litigation must be avoided. Comment on pending court cases or hearings before administrative bodies may tend to interfere with the administration of justice. The simulation of court atmosphere in commercial announcements is unacceptable since it may tend to reflect upon the dignity of the judicial system.

8. Appeals for funds. Appeals for funds are generally unacceptable. The advertiser must clear with the Company before entering into agreements to publicize appeals for funds through his radio program.

9. Dramatized appeals. Dramatic action may not be used as a basis of appeal for help in the commercial portion of the program. The fictitious character of the radio play may not be introduced into the commercial for the purpose of inducing listeners to purchase a product or send for a premium in order to correct or alleviate a fictitious situation, as for example:

"By sending in a box-top (wrapper or other consideration, including money), you will help Widow Jones to pay off the mortgage" or "you will help to send Johnny to school," etc.

10. Point-to-point communication. Point-to-point communication is not permitted. A broadcasting station departs from the terms of its license when it broadcasts a message intended primarily for a specific individual and not intended to be received by the public.

11. Call letters. In order to protect the identity of broadcasting stations and to prevent misunderstanding, broadcasters must clear with the Company any use of radio station call letters that may be necessary to the plot or action of broadcast programs.

12. Dramatized commercials. When dramatized commercials are used that involve statements by doctors, dentists, druggists, nurses or other professional persons, the lines must be read by members of these professions reciting actual experiences, or it must be made clear to the listener that the scenes enacted are fictitious. As stated in further detail under Principles and Practices pertaining to Programs, fictional commercial copy shall not be presented with any devices or treatments associated with authentic news broadcasts.

13. Testimonials. Testimonials must reflect the authenticated experiences or opinions of competent living witnesses, and testimonials will not be accepted which contain claims unacceptable in other forms of commercial copy.

14. Announcers' testimonials. NBC announcers or other employees of the Company may not give personal testimonials on the air, nor personally endorse the advertiser's product, nor ask listeners to purchase the sponsor's products as a favor to themselves. Promises for the performance of the product may not be given in the first person singular by Company employees.

15. Distress signals. Use of the letters SOS, of sound effects spelling out the SOS signal or of any spoken distress signal such as "May Day," which is employed in connection with radio telephony, is prohibited.

16. Length of commercial copy. In order to maintain good program balance, commercial copy shall be limited to the following total number of minutes and seconds:

LENGTH OF PROGRAM (Minutes)	NEWS PROGRAMS (Day & Night)	ALL OTHER PROGRAMS	
		Day	Night
5	1:20	2:00	1:45
10	1:45	2:30	2:00
15	2:15	3:15	2:30
25	4:15	2:45
30	4:30	3:00
60	9:00	6:00

Exceptions: The above limitations do not apply to participation programs, announcement programs, shoppers' guides and local programs falling within these general classifications.

17. Serial Dramatic Programs. In serial dramatic programs which require a synopsis of preceding installments at the beginning, or a closing statement concerning future installments, such synopsis and statement shall be as brief as possible. It is recommended that each day's installment of new story material shall be given a minimum of 10½ minutes in a 15-minute program.

In order to conform to the National Broadcasting Company's requirements for the maintenance of the highest possible standards of service, all commercial broadcasting is subject to the regulations detailed in the "NBC Program Policies and Working Manual." These policies adequately cover NBC's standards for program periods, both network and local. However, additional regulations are necessary in order to maintain these same standards of quality for announcements and station breaks which are largely commercial in content. The following regulations have therefore been established to govern all NBC Operated Stations including WRC.

ANNOUNCEMENTS

- I. All announcements must be restricted to periods programmed for their use.
 - A) Not more than three announcements are to be scheduled in a 15-minute program.
 - B) Not more than six announcements are to be scheduled in a 30-minute program.
 - C) In periods of other than 15 minutes or 30 minutes the number of announcements to be scheduled must be in direct proportion to the above, I-A and I-B.
- II. Announcements, whether live or recorded, must be in harmony with the programs in which they are placed and must not be scheduled at an inappropriate time of day.
- III. Announcements are restricted to 125 words if live or one minute if transcribed.
- IV. Announcements are subject to removal to another period on 24 hours' notice to advertisers and to cancellation on two weeks' notice, either by the station or the advertiser.

STATION BREAKS

- I. Station breaks, where authorized for sale, may be scheduled only at the hour, half hour, and quarter hour.
- II. Station breaks, whether live or recorded, must always be compatible with the program content of preceding

and following programs and will not be scheduled at an inappropriate time of day.

III. Station breaks are restricted to 25 words if live or a maximum of 12 seconds if transcribed.

IV. All station breaks are subject to cancellation on two weeks' notice either by the station or the advertiser.

Each order for announcements and/or station breaks will be considered on the basis of the product to be advertised, the method of presentation of the commercial message and the content of the commercial message.

Sound effects of any kind are not permitted in live announcements or station breaks.

Mention of advertisers' programs or talent on competing stations is not permitted in announcements or station breaks.

To insure proper handling of your commercial copy it has been found desirable to establish the following deadlines for delivery of copy to the station:

- (a) Continuity for evening programs to be submitted by noon of the broadcast day.
- (b) Continuity for morning or afternoon programs to be submitted by 3:00 P.M. of the day preceding broadcast.
- (c) Continuity for programs on Saturday evening, Sunday and Monday morning to be submitted by 4:00 P.M. Friday.

C. CONTESTS

Proposed prize contests must be submitted for forwarding to the New York Continuity Acceptance Department of NBC in advance of the first public announcement in any medium tying in with the radio program, and at least ten days prior to the first broadcast of information concerning such contest. NBC will permit the broadcasting of contests only when they comply with the following regulations:

1. Equal opportunity. Contest must offer the opportunity to all contestants to win on the basis of ability and skill, rather than on chance. Games of chance are not acceptable.

2. Submissions. The basis upon which contestants' submissions are judged must be clearly stated in each announcement of the contest except where all details are withheld in favor of a "teaser" announcement of a pending or current contest.

3. Decisions; duplicate prizes. The decision of the judges is final. Duplicate prizes must be awarded in case of ties. These provisions must be stated in the continuity except where all details are withheld in favor of a "teaser" announcement of a pending or current contest.

4. Closing dates. Closing date of the contest must be made known to NBC when the contest goes on the air. If the contest is to be of short duration, its closing date must be stated during the first broadcast announcement of the contest; if of long duration, the termination date must be announced at least two weeks in advance.

5. Facsimiles. While advertisers may require contestants to submit box-tops, wrappers or other evidence of purchase of products, it is recommended they also provide that reasonable facsimiles thereof will be equally acceptable.

6. Approval of awards. Contest awards or prizes must be approved by NBC prior to the first announcement of the contest.

7. Announcement of winners. Contest decisions should be made promptly, and the names of winners must be released as soon as possible thereafter. The announcement, whenever possible, should be made during a later program of the same series. When the broadcasting of the complete announcement of winners is undesirable because of its length, NBC must be supplied with the names of winners and other necessary information to place in the hands of one person as authorized and designated by NBC who will be in a position to answer inquiries.

D. OFFERS

1. Approval. Full details of proposed offers, including samples of premiums and "build-up" copy must be submitted for investigation and approval at least five full business days before the first announcement is to be broadcast. NBC must be given assurance that no premium offered over its facilities is harmful to person or property.

2. Luck and superstition. No premium that depends upon its alleged "luck-bearing" powers for its attractiveness or in any fashion appeals to superstition can be approved.

3. Termination. It is desirable that announcement of the termination of an offer be made as far in advance as possible. When the advertiser wishes to withdraw his offer, announcement must be broadcast to the effect that listeners' letters in response to the offer may be postmarked not later than midnight of the business day following withdrawal of the offer.

4. Complaints. If a monetary consideration is required, the advertiser must agree to honor any complaints indicating dissatisfaction with the premium by returning the consideration. The advertiser must also hold NBC and the stations free from all liability in connection with the offer. Where offers require a consideration the premium may not be described as a "gift" or as "absolutely free."

5. Address for returns. All announcements on offers which require a written response from the audience should indicate that such responses be addressed not to NBC or an individual station direct but to the sponsor, in care of NBC or the individual station or to such other address as may be desired.

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