

NBC Transmitter

Devoted to the Interests of NBC and Its Affiliated Stations



STATIONS MARK 20TH ANNIVERSARY OF NBC AFFILIATION—Upper left: Niles Trammell (right) NBC president, presents bronze plaque commemorating 20 years of WTIC (Hartford) affiliation to J. W. Randall, president of Travelers Insurance Company, owner of station. Upper right: During same evening, P. W. Morency (left), WTIC general manager, received the War Council Medal from Governor Baldwin. Lower left: W. S. Hedges (center), NBC vice-president, presents trophy to M. L. Burbank, president of Outlet Company, owner of WJAR (Providence). WJAR manager Jack Boyle is at right. Lower right: S. B. Hickox (left), NBC station relations manager, awarded a double-decade plaque to W. H. Rines, WCSH (Portland, Me.) managing director. John Hogan, WCSH special events chief is at right.

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NBC Transmitter

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SCORE OF PROGRESS

Three NBC affiliates — WTIC, Hartford, Conn.; WJAR, Providence, R. I., and WCSH, Portland, Me. — were recently presented with bronze plaques marking their 20th anniversary of association with the NBC network.

On the occasion of the presentations, NBC president Niles Trammell, stated: "Since one is known by the company he keeps, the National Broadcasting Company takes particular pride in being known for the stations affiliated with the NBC network."

Mr. Trammell, whose remarks were made in Hartford, at the WTIC ceremonies, declared that radio's widespread acceptance in the United States is due to a large degree to the voluntary assumption by the broadcasters of their social responsibility.

He pointed out that while radio's primary obligation as a mass medium is toward the majority of the people, broadcasters also take great pains to serve minority groups.

PROMOTION INGENUITY

A two-page layout of NBC affiliates' Parade of Stars promotional efforts is featured on pages 8 and 9 of this issue. The photographs are typical of the showmanship and salesmanship at NBC stations from coast to coast. Space limitations prevent more complete station representation.

However, the originality and completeness of the promotional efforts portrayed convey the flavor of the Parade of Stars efforts at all stations that comprise the NBC network.

Local as well as network programs were jointly promoted in the individual campaigns designed at winning additional listeners for programs that have already proved their popularity.

CBC CELEBRATES ITS TENTH ANNIVERSARY

TORONTO, ONT. — On November 2, the Canadian Broadcasting Company celebrated its 10th anniversary—a notable milestone in its enterprising career.

In 1936, after a four-year struggle to uphold the principles of a national broadcasting system under the state-created Canadian Radio Broadcasting Company, the Canadian Parliament drafted a new radio act, thereby establishing the Canadian Broadcasting Corporation—a combine of 22 owned and affiliated stations, a staff of 132 people, and a corporate investment of under \$2,000,000.

At that time the total power of all Canadian stations was only 78.2 kilowatts—little more than the power of one of CBC's four 50-kw. stations today. On the air a total of six hours a day, CBC started the New Year in 1937 reaching no more than half of Canada's radio public.

CBC has in 10 years progressed from such small beginnings to a prominent spot among the world's broadcasting systems. According to Dr. Augustin Frigon, general manager, two of the precepts responsible for the successful rise of CBC have been: (1) to provide "a powerful instrument intended to bring Canadians together in a unified nation with its own characteristics and aspirations" and (2) to "bring to Canadians the best possible programs produced both in the U.S.A. and in Canada and used by commercial firms to advertise their goods."

Today, CBC looks back on a fine record of accomplishment. It now operates on three main networks, with a combined total of 11 stations of its own and 53 basic affiliated, privately-owned stations. In addition, more than 85 other outlets are

available to one or another of the three nets. The corporation has increased its operating staff almost tenfold since 1936. And broadcasting an average of 16 hours a day, CBC now reaches 96.1 per cent of Canada's radio homes.

As proud of its achievements as every member of the staff is CBC chairman A. Davidson Dunton. In analyzing his organization's success he has given much credit to CBC's resourcefulness. Said Dunton: "Canada wants good broadcasting. The only answer can be in quality. . . . Where we have done outstanding work, it has not been because we had more money or more manpower or more equipment, but because some people applied their brains to make very effective use of what was available."

Examples of this resourcefulness and enterprise stud this 10-year span. On December 12, 1936, CBC for the first time broadcast the voice of the Prime Minister making the proclamation of George VI's accession to the throne. And an all-time Canadian record was set when the network broadcast continuously for 23 hours on Coronation Day.

One of the most resourceful and far-reaching jobs done by CBC's engineering division was that of broadcasting the 91 programs connected with the visit to Canada of England's King and Queen in May and June of 1939. Many months before the royal visit engineering facilities were prepared to cover special broadcasts from every part of the Dominion. When the royal couple went on the air from Winnipeg on Empire Day, CBC engineers had arranged to use every important communications facility in Canada. The broadcast was then beamed round the world to the entire British Empire.

Through this experience, CBC found itself in a splendid position to carry on its work at the outbreak of war. It did a notable job in developing overseas broadcasting units, training wartime personnel, and assisting the government in carrying out important wartime missions. In addition, helping the Free French Forces establish communications overseas led CBC to a strategic point in constructing the government's own short-wave station.

Another highlight in Canadian radio progress was the establishment of the CBC National News Service in 1941.



MOBILE PROMOTION.—WGL, NBC affiliate in Fort Wayne, Indiana, utilizes the backs of 65 Safety Cabs in the city, plugging the station and network. Copy reads "Farnsworth WGL Your NBC Station."

'Listen and Learn,' WBZ-WBZA Series, Now Used By Schools in 50% of Massachusetts Towns and Cities

BOSTON.—Nearly half the cities and towns in Massachusetts are using the WBZ and WBZA daily educational radio series "Listen and Learn" as an in-school listening supplement to their curriculum.

On the air daily—Monday through Friday—at 9:15 a.m., the series features programs covering vocational guidance, civics, citizenship, literature, science and music appreciation.

To augment classroom listening, programs are transcribed for later use as desired. Topics considered in broadcasts are the subjects of student discussion.

These Westinghouse stations were among the first commercial broadcasters in this country to present an educational program. The WBZ and WBZA series dates from 1923. City and state educators throughout New England have given this classroom-listening plan their enthusiastic endorsement and an estimated 100,000 students in public, parochial and private schools in six states will participate in the 1946-1947 series.

The radio programs, although designed principally for young students, are of interest to adults, as evidenced by the fact that over 9,500 adults are enrolled in the Tuesday feature "Sewing Is Easy," a sewing course conducted by Mrs. Esther Cooley Page, of Massachusetts State College at Amherst.

The Massachusetts State Department of Education gives its complete support to

the in-school listening program, and last April, Dr. John B. Desmond, Jr., commissioner of education, created an Office of Radio to encourage the educational plan by radio among other stations.

Earlier in the year, the commissioners of education of the six New England states established the New England Committee on Radio in Education in "an effort to promote better cooperation between the broadcaster and the educator."

Over 5,000 copies of teachers' handbooks have been issued New England instructors as a teaching guide in the classroom by George W. Slade, educational director for WBZ and WBZA.

All programs are presented in cooperation with the Massachusetts Department of Education and the New England Committee on Radio in Education. A committee on script outlines meets each year with officials of WBZ and WBZA to help prepare broadcasts for the in-school listening series.

"Listen and Learn" is only part of the educational service by the Boston and Springfield stations, a service which includes programs under three headings—in-school listening, out-of-school listening, and adult education.

"The New England Junior Town Meeting of the Air" is an example of out-of-school listening, while the Sunday series "Open for Discussion" is prepared especially for adult education.

School Officials Cooperate With WHAM Vocation Series

ROCHESTER, N. Y.—Station WHAM in cooperation with the Rochester High Schools is sponsoring a series of weekly programs entitled "Youth Looks Ahead."

The purpose of this series is to assist students in the proper selection of their future work. Outstanding leaders in the various occupational fields discuss with students the many factors involved in selecting suitable work, duties of the worker, personal qualifications, educational preparation, earnings, opportunities in the field and present trends.

This series supplements the school guidance programs by giving students an opportunity to meet and hear recognized authorities. There is a question and discussion period with active student participation during the broadcast.

All Rochester high schools will be invited to send a number of students to the programs. Students will be selected upon the basis of their interest in a particular field of work. Interested adults are invited to participate in each broadcast.

It is hoped that this series will stimulate students toward further study of a vocational field. Each program tends to arouse the students' interest and create a desire for additional information which may be secured from the school guidance teachers, school and public libraries and conferences with people working in the field.

The executive committee for the series includes: Homer Bliss, director of WHAM special service programs; Charles Gates, school principal; Russell McCarthy, assistant manager, Industrial Management Council; Margaret M. Miner, girls' adviser, Charlotte High School; Paul C. Reed, director, visual and radio education, Rochester schools; Howard Seymour, coordinator of guidance services, Rochester schools, and C. Everett Woodman, director, United Educational Service.

CHICAGO.—The American Medical Association, in cooperation with NBC, started its 14th consecutive year of public service broadcasting with a new dramatic series, "Doctors Then and Now," on December 7. The new series, dealing with a century of American medical history, presents dramatizations of the lives of men who have contributed to medical progress.



MAKE-BELIEVE GRIDIRON.—Responsible for thrilling its own engineers and its listening public were the above staff members of KOA (Denver). Recreating the Colorado-Texas U. football game from the station's studios—complete with crowd sound effects, band music, game "color," and commercials—KOA announcer Starr Yelland (second from left) gave a realistic "play-by-play" description of the game.

WGKV Conducts Display Contest for Retail Stores

CHARLESTON, W. VA. — Display is going through a rapid-fire transition period. This skilled profession is experiencing the change from an infant endeavor to a fully grown adult field of retail business.

WGKV had long recognized these facts and had formulated a plan and set forth a course of action to bring to the public the interesting picture of the part displaymen play in society.

Charleston, comparable to many larger cities, had been conscious of keen attention to fine display work. During the latter half of September, the entire WGKV staff began substituting deeds for words and scheduled a new, original series of public interest programs. A special contest for displaymen, with the cooperation of the Charleston Display Guild, was incorporated in the shows which attracted widespread interest.

WGKV, to promote more active enthusiasm and to show appreciation to the display profession on behalf of its listening audience, offered two separate awards.

For the program presentation, each member of the Charleston Display Guild chose a topic for his discussion, with Gil Brooks who handled the interviews for WGKV. The program theming did not adhere to one continuous format, but varied from day to day. Each presentation was built around the individual displayman's personality and the character of his work.

The climax came on a select air time especially programmed for a Friday night. A presentation dinner was held at the Daniel Boone Hotel and WGKV made it a program originating point.

Colonel B. W. Venable, WGKV personnel manager, made the awards. The trophies were presented to Bernard Miller, display advertising director of Polan's Specialty Shop, for the finest fall apparel display and to H. R. Burgruff, display advertising director of the O. J. Morrison department store, for the most outstanding fall merchandising window.

Trade magazines for the display field heard of the successful operation here and gave the effort considerable space. Reports were received by the members of the guild that their work was to be continued by many others in the field — especially in the South — and it is likely other stations may follow WGKV's pattern.



BUILDER'S PROBLEM.—Karl Wyler, vice-president and general manager of KTSM (El Paso, Texas), is in the throes of erecting a new building to house his radio station. So far, he has a beautiful hole in the ground, some forms for pouring the concrete, and some fine looking blueprints. Here he sits, disconsolate over the lack of bricks, of hardwood flooring, of plumbing fixtures, of wiring, and a thousand and one other things that plague the would-be builder today. Karl says it isn't as bad as it looks, and thinks that he's made very good progress since ground was broken in August. The new building may be ready next May.

Tucson 'Town Crier' Program Promotes Community Service

TUCSON, ARIZ.—“The Town Crier of Tucson,” a daily 15-minute program, is accomplishing for KVOA the task of creating a local editorial page in its radio newsroom.

By using letters from listeners, occasional guest personalities, and comment on the trend of events in the community, “The Town Crier” is bringing about civic improvements and airing the sentiments of the community on timely topics.

A recent example of the program's effectiveness is shown by the results obtained when a listener wrote that trash had not been collected promptly. “The Town Crier” contacted the city refuse department and told them of the complaint. It was found that only two trucks are available to cover the entire city, which has an approximate population of 93,000.

A few days later, City Manager Phil Martin, Jr., telephoned KVOA and asked for a copy of “The Town Crier's” script covering this matter. The outcome was that the trash department borrowed trucks from other departments and speeded its collections by having volunteers working on Sunday.

Talks and Scripts Form Basis for NBC Publication

NEW YORK. — A new magazine has been published by the National Broadcasting Company's information department. Titled “NBC Digest,” it is published quarterly under the editorial supervision of Horton Heath, director of information.

According to Heath, “the Digest is intended as a public relations, rather than as a promotional, medium. In general, it will present addresses made over the NBC network on national and international subjects, representing a cross-section of NBC public service programs.”

The first edition, of which 10,000 copies have been printed, includes talks by Secretary of State James F. Byrnes, Veterans Administrator Omar N. Bradley, and U. S. Reparations Commissioner Edwin W. Pauley; a discussion of the Paris Peace Conference on the “University of Chicago Round Table,” and excerpts from NBC's broadcast of the first atom bomb test at Bikini.

“We will probably include one dramatic script in each issue,” Heath said. The first issue contains the script of “Future Indicative” by Lou Hazam, the June 15 program of the “Home Is What You Make It” series.

In addition to talks and dramatic scripts, the magazine contains “Chords and Discords,” a sampling of listener letters received by the information department; brief excerpts from NBC comedy programs, and an article on the use of radio and television at Bikini by Arthur F. Van Dyck, scientist of the RCA Laboratories at Princeton.

On the editorial advisory board of the NBC Digest are: Irene Kuhn, assistant director of information; Anita Barnard, manager of the information department's correspondence division; Dwight B. Herrick, manager of the public service department; Francis C. McCall, manager of operations of the news and special events department; Miriam Hoffmeier, of the research department's program analysis division; Richard P. McDonagh, manager of the script division, and James McLean, magazine editor of the press department.

At present it is intended to sell the magazine only through subscription. Copies are listed at 15 cents; a year's subscription is 50 cents. The magazine's format is of convenient pocket size.

NBC AFFILIATES AND AGENCY MEN GATHER AT NAB CONVENTION



Niles Trammell, president of NBC, and Lorenzo F. Balerio-Sicco, president of Inter-American Association of Broadcasters and president and general manager of Difusoras Del Uruguay, chat at NBC's Palmer House party during the convention.



A point is made by Clarence Moore (center), KOA, with Frank Russell, NBC vice-president of Washington (left), and William Hedges, NBC vice-president in charge of planning and development.



Howdy Meyers, of NBC Central division; Jules Herbeux, NBC Chicago program manager; Charles Lyon, NBC announcer, and Walter Wade, president of Wade Advertising Agency.



Bart Rowan, of WGY (Schenectady, New York), chats with Joseph E. Baudino, KDKA (Pittsburgh) general manager. More than 1,000 representatives of affiliated stations, advertising agencies, and the press were guests of NBC at the Palmer House cocktail party.



Ken R. Dyke, NBC vice-president and director of broadcast standards and practices; John Outler, general manager of WSB, Atlanta, and I. E. Showerman, general manager of NBC's Central division.

CALL LETTER PROMOTION

Showmanship and Salesmanship Blend in Campaign Marking WEAF's Changeover to WNBC

By JAMES M. GAINES
Manager, WNBC

After 24 years of identification under the call letters of WEAF, the station's name was dramatically changed to conform with the famous initials of the National Broadcasting Company. The changeover to WNBC permits listeners to identify the station with the network of which it has been the key outlet for the entire period.

The call letters WNBC were acquired early in 1945 but it was felt that the changeover should be delayed until the war ended. During the interval they were used on an NBC field transmitter.

The effective date of the changeover was set for Saturday, November 2. There were only seven weeks in which to affect the physical changeover of the property as well as familiarize millions of listeners with the significance of the change.

We also had a competitive job since another New York station was changing its name on the same day. Thus, the changeover became an "all-out project." All network departments pitched in to help.

Heaviest promotional concentration involved the use of radio itself. The original announcement of the change was carried on all WEAF news programs on September 25. Starting the next day, personalities on all local programs started talking about the change in detail, driving home the point that "nothing changed but the name—same stars—same day and hour—same place on the dial."

A station break campaign building in intensity started October 16 when all station identifications carried an additional line: "WEAF soon to be WNBC."

Beginning on October 21, two special evening chainbreak announcements were added each night.

For one week prior to the changeover the following type of announcement was used in every chainbreak:

"You are tuned to 660, WEAF—the National Broadcasting Company in New York. Next week when you hear (title of preceding show) at the same time and at the same place on your dial—660, this station will be called WNBC."

After the official changeover, we added



STATION IDENTIFIERS.—When WEAF changed its call letters to WNBC, New York's Governor Thomas E. Dewey (left) and Niles Trammell, NBC president, handled the microphone for the first new station identification announcement.

the tag "formerly WEAF" to all station identification for several days but this was dropped as quickly as practical.

Network shows cooperated by cutting records which in the familiar voices of the stars themselves called attention to the change, and several top network programs talked of the changeover on the coast-to-coast facilities of NBC.

On Friday, November 1, WEAF presented a light documentary program of its history entitled "One, Two, Three, Woof" and this program as well as all on-the-air promotion built to a climactic, special program "Hail and Farewell" on which the actual change of WEAF to WNBC occurred on November 2.

"Hail and Farewell" brought WEAF oldtimers to the air both in person and on recordings. It also presented all of our station's current stars in condensations of their programs and outlined many of the station's activities in public interest broadcasting.

During the "Hail and Farewell" pro-

gram the cue for the first WNBC station break was given by Governor Thomas E. Dewey of New York and the station break itself was spoken by NBC president Niles Trammell. Appearing on the show were Keith McHugh, vice-president of the American Telephone and Telegraph Company—which founded WEAF—Fred Allen, Edgar Bergen and Charlie McCarthy, Ben Grauer and many others. The program extended for one hour and 15 minutes from 5:30 to 6:45 p.m.

"Hail and Farewell" met with favorable critical comment and evoked hundreds of telegrams and letters from listeners. But, our on-the-air promotion didn't end with "Hail and Farewell."

Our various local programs continued for several weeks to urge listeners to write in for stickers to paste over the WEAF pushbuttons on their radios.

The promotion department, assisted by the network advertising and promotion department, prepared full-page advertise-

(Continued on page 14)

AFFILIATES HELP CIVIC GROUPS PROMOTE UNDERSTANDING OF UNITED NATIONS



Moderated by Emerson S. Smith, KDYL's "Something for the Ladies" featured a round-table discussion on peace by Salt Lakers born in other United Nations.



Observing United Nations Week, Florida's Rep. George Mathers (right) introduced Selden Waldo, head of the U. S. Junior Chamber of Commerce, to WIOD listeners. Occasion was a UN rally broadcast.



W'SJS sponsored a student panel discussion of the UN. Above are winners of a contest among Winston-Salem schools to select those with best understanding of UN.



Ernest Kovacs, WTTM announcer, introduced Lyra Ribeiro, of the UN Secretariat (left), and others, on "Trenton Talks It Over," WTTM's weekly civic forum, in recognition of NBC's UN Week.

KVOO Gives Time and Effort To Boost Tulsa Youth Work

TULSA, OKLA.—KVOO here is one radio station that attempts a comprehensive program of youth work. The reason? The station theorizes that juvenile delinquency is traceable to idleness.

Thus, KVOO offers a variety of youth projects, among them "Safety Party" built around accident prevention for young people. "Teen Town Dance," a weekly broadcast for Tulsa's teen-agers and others.

A typical side activity was the recent visit to KVOO of the Columbian Squires, Knights of Columbus youth organization. Officials of the Squires, explaining that they were trying to give their members some knowledge of the world of business into which they soon were to enter, contacted the station with an eye toward arranging a tour, during which the business of broadcasting could be explained.

George Heuer, chief counselor, and C. J. Hays, civic counselor for the Columbian Squires, arranged the trip with Howard Hamilton, KVOO engineer.

Teachers Get FM Data

MILWAUKEE, WIS.—A demonstration of frequency modulation presented by engineers of the WTMJ-FM staff was given to more than 300 science teachers, in Milwaukee for the annual Wisconsin State Teachers Convention.

Talks on the technical advantages of FM were given by Phillip Laeser, supervisor of FM and television engineering for WTMJ-FM, and Edward Cordes, chief construction engineer of the station.

A special one-hour dramatic program was broadcast from WTMJ-FM to demonstrate the rejection of interference.

Records for Answers

SALT LAKE CITY.—KDYL has a novel NBC Parade of Stars tie-in.

Disc Jockey Charles Baker spins a platter and tells his air audience that he'll give it away to the first person telephoning with the correct answer to a question.

The question is posed by presenting an excerpt from an NBC promotion piece or with a few seconds of a headline show with the audience being asked to identify the voice or sponsor.

Safety in Street and Home Stressed in KVOA Programs

TUCSON, ARIZ.—The news that "all's well," bell-rung by the town criers of two generations ago, has been reversed by KVOA in its "Town Crier" program, which is currently warning the Tucson citizenry that all may not be well—on the safety front.

In cooperation with the Arizona Highway Patrol special emphasis is being placed on the traffic dangers to motorists, cyclists, and pedestrians. But highway safety is only a part of KVOA's project. School boy safety patrols, the fire and police departments, the sheriff's office, and county and city offices are represented on the five-a-week series.

In addition, household hints of a preventive and curative nature are given, in order to emphasize all aspects of the safety problem.

KVOA, through this public service feature, hopes to close its safety campaign with a successful ring of the "Town Crier's" bell, indicating that, safety-wise, "all's well" in Tucson.

NBC AFFILIATES SHOW INGENUITY IN ORIGINAL AUDIENCE-BUILDING



Inspired by the network's mammoth Parade of Stars broadcast, KOA (Denver) ran its own half-hour "local edition." Produced by Bill Walker, the show featured singers, musicians and announcers—all well-known to Rocky Mountain audiences.

WMBG (Richmond, Va.) obtained the main Virginia State Chamber of Commerce in the Hotel for this photo layout of NBC



Bob Hope's book formed the background display for this window arranged in Trenton, N. J., by WTTM.

Station and network received attention when Texans obtained "blimp-cast" last-minute news compiled by the WFAA newsroom. The Dallas station flashed the headlines on a neon sign attached to a dirigible.



WBRE (Wilkes-Barre, Pa.) set up this photo display of NBC stars as one of the highlights in its NBC Parade of Stars tie-ins. The window proved to be a top-notch attraction.

In the Pittsburgh area, a "Shower of Stars" was staged by KDKA when promotion pieces were dropped from planes. A prize for most complete set was offered. Pilots check aerial map before taking off.

IDEAS TYING-IN WITH NETWORK'S PARADE OF STARS CAMPAIGN



The Hope eye caught the Hope face when Bob visited Philadelphia. Here, he inspects KYW's Parade of Stars display.



WSOC uses display methods to attract attention to its newscasts from Efird's department store in Charlotte, N. C. WSOC's Clyde Clem interviews Mrs. Helen Workman, a department manager of the store.



Parade of Stars contest conducted by KGF (Porte.) won wide attention. Bonnie Newburgh is given radio for an impersonation of Eleanor Steber.



Thousands of visitors to the Texas State Fair passed through the WFAA (Dallas) booth where they were able to hear programs, see stars' photos and caricatures, and receive literature about NBC programs.



An alarm clock game is getting tremendous attention on the WSYR (Syracuse, N. Y.) "Timekeeper" program, and this window display helped win new listener-participants. Placards, like one at the left, are being distributed.



A show window on Atlanta's famed Peachtree Street carries the Parade of Stars message of WSB. Tie-in was made between station and the Davison-Paxton department store.

NBC GETS TOP HONORS IN CLEVELAND PLAIN DEALER POLL ; CAPTURES 8 OUT OF 15 PLACES IN ALL-AMERICA ROSTER

CLEVELAND. — With "Fibber McGee and Molly" in first position, NBC came off with eight out of 15 winners in the "All-America Programs" classification of The Cleveland Plain Dealer 1946-1947 Readers' Radio Poll, results of which were announced November 17. NBC scored two-to-one against its nearest competitor in this top program category of the annual Cleveland balloting.

Here's the way (in order) the readers rated the first 15 radio programs: "Fibber McGee and Molly" (NBC), "Fred Waring Show" (NBC), "Radio Theater" (CBS), "Metropolitan Opera" (ABC), "Information Please" (CBS), Bing Crosby (ABC), "Theater Guild" (CBS), New York Philharmonic (CBS), "One Man's Family" (NBC), "Fred Allen Show" (NBC), Bob Hope, (NBC), "Voice of Firestone" (NBC), "America's Town Meeting" (ABC), NBC Symphony Orchestra (NBC) and "Telephone Hour" (NBC).

The poll's All-America Radio Eleven yielded seven places to NBC names. Bing Crosby (ABC) was chosen as captain of the personality team, which included (in order voted) Bob Hope (NBC), Fred Allen (NBC), Arthur Godfrey (CBS), Edgar Bergen (NBC), Fred Waring (NBC), Kate Smith (CBS), Don McNeill (ABC), Red Skelton (NBC), Fibber McGee (NBC) and Art Linkletter (NBC).

Lowell Thomas, NBC commentator, according to Radio Editor Robert S. Stephan, "ran away from his field in straight news reporting taking over 50 per cent of the total vote."

NBC's Bob Hope was a two-to-one choice over his nearest rival in the comedians' classification of the poll. NBC took seven out of nine places in this competitive list, winning the first five positions in consecutive order.

Fred Allen topped the variety show category, in which NBC won seven out of 11 places, again taking the first five positions in a row.

The NBC Symphony Orchestra came off with first-place honors in the symphonic program category, being followed, in order, by the New York Philharmonic (CBS), the Cleveland Symphony (MBS) and the Boston Symphony (ABC).

NBC's Gracie Allen, Molly McGee, Judy Canova, Vera Vague and Eve Arden won five of the seven places in the comedienne's winning roster.

Five of seven places in the "middle music" winning group went to NBC shows, namely "Telephone Hour," "Voice of Firestone," "Fred Waring Show," "American Album of Familiar Music," and "Harvest of Stars" with James Melton.

NBC's James Melton and Christopher Lynch were the only regularly-heard classical male singers in the winners' box. In the popular classification, the winners included Bing Crosby (ABC), Perry Como (NBC), Frank Sinatra (CBS), Dennis Day (NBC) and Dick Haymes (CBS).

NBC scored in the classical female singers' list with Eleanor Steber and in the popular list with Jo Stafford. In the quiz category, NBC had three high-raters in "Dr. I.Q.," "Quiz Kids" and "Truth or Consequences." Scoring high in the dramatic program group was NBC's "Cavalcade of America" and "Mr. District Attorney." Educational winners included NBC's "University of Chicago Round Table" and "Cavalcade of America."

Radio-Newspaper Program

SALT LAKE CITY. — KDYL and The Salt Lake Telegram presented their "Inquiring Editor" program from the Utah Educational association convention here in October at the beginning of another season during which the program is being aired from various high schools.

The program features H. F. Kretchman, editor of The Telegram, in the title role with Kay W. Richins, KDYL production manager, as master-of-ceremonies.

Questions are confined to current events, and the program is presented at assembly periods during the week with a team of four boys competing against four girls for rebroadcast each Saturday.

A picked team from Jordan High school opposed a team from Davis High school in the kickoff broadcast from the UEA convention, and Salt Lake's East High School provided a musical interlude midway in the half-hour show.

LOST AND FOUND



LOCATES RING—Lieutenant-Colonel Herbert C. Freuler being interviewed by NBC's Bjorn Bjornson on the "World News Roundup" after being told of lucky find.

WASHINGTON, D. C.—Thanks to an NBC broadcast from Tokyo, a Marine hero is recovering a good luck ring taken from him by the Japs after the capture of Wake Island.

Speaking from Tokyo one night on the NBC "World News Roundup," correspondent George Thomas Folster reported that the Army had recovered jewelry and personal property belonging to former American prisoners. Among the items, Folster said, was a ring engraved on the inside with the name of Herbert C. Freuler.

Following the broadcast a Marine captain in Arlington, Virginia, telephoned the WRC newsroom suggesting the ring might belong to a Lieutenant-Colonel Freuler stationed at Quantico. WRC got in touch with Colonel Freuler and brought him to Washington to tell the full story of the ring on the "World News Roundup."

Second FM Affiliate for WTMJ

MILWAUKEE, WIS.—The new call letters of The Milwaukee Journal's frequency modulation station at Wausau, as requested by Journal Company officials and approved by the Federal Communications Commission, will be WMJT. The Journal operates WTMJ, NBC affiliate.

This is the second FM venture for The Milwaukee Journal which constructed the first FM station west of the Alleghenies in 1940. WTMJ-FM has been operating regularly since that time.

Farmers From 3 States Attend KDKA Conference

PITTSBURGH, PA.—More than 60 leading agriculturists from three states in the district met with KDKA executives in the station's Fifth Annual Farm Radio Conference recently to discuss ways of extending the station's farm service.

The agricultural leaders arrived to hear the famed early-morning "Farm Hour" program. Following the broadcast, breakfast was served in one of the studios and then the all-morning session began.

Main speaker was Dr. Lyman E. Jackson, dean of the School of Agriculture at Pennsylvania State College, whose topic was "Looking Forward in Agriculture."

Second speaker was W. R. Gordon, extension rural sociologist at Penn State, who spoke on "The Rural Community Forum As a Means of Understanding Today's World."

The station's regular Saturday morning program, "Rural Youth News," an interview of a group of 4-H members from another county, was broadcast, and a discussion was held as to the merits and means of improving the program.

Robert E. White, educational director of KDKA, spoke on "What Radio Can Do to Stimulate Rural Thinking." White described KDKA's "School of the Air" and offered to help the rural leaders establish the program in their districts.

The welcoming address was made by KDKA's general manager, Joseph E. Baudino. The meeting was under the chairmanship of Homer H. Martz, KDKA's agricultural director.

KDKA's farm service, which marked its 25th anniversary this year, began on May 19, 1921. On that day, J. K. Boyd, local representative of the Department of Agriculture, prepared the first market report for broadcast by E. S. Bayard, then editor of *The National Stockman and Farmer*. Boyd is still associated with the Department of Agriculture in Pittsburgh, and Bayard is editor of *The Pennsylvania Farmer* in Pittsburgh. Bayard was present at the conference.

NEW YORK.—Mary Margaret McBride, WNBC commentator, received the Society of Audubon Artists award certificate for her work in radio at the Society's Honor Day observance at the American Academy of Arts and Letters on December 3.

TELEVISION FORUM USES NEW METER FOR VOTING

SCHENECTADY, N. Y.—A new television show, known as "The Jury of Public Opinion" and using General Electric's new opinion meter which electrically measures the composite attitude of groups of individuals, had its premiere in the studio of WRGB—television affiliate of WGY.

In this program 12 persons are chosen as a jury. The master-of-ceremonies briefly presents a question pertaining to some national issue or something which a group of average persons would be familiar with. After the case is presented, the jury is asked to register its opinion on small dial instruments. On a six-foot dial, similar to the face of a clock, the combined opinion of all 12 is registered in degrees from zero to 100, either "for" or "against."

Once this opinion is registered, the question is presented to a table of four experts who discuss the issues pro and con for a limited time. Then the jury is asked to again register its opinion. The dial on the opinion meter tells in an instant whether the feeling of the 12 jurymen has been swayed one way or another from their original opinion.

It is planned to present the show bi-weekly at WRGB and to discuss two or three of the prevailing subjects before the public on each program.



AUTO PHONE—I. E. Showerman, general manager of the NBC Central division, is the first to use the new radiotelephone unit installed in the station wagon used by the special events crew of Station WMAQ (Chicago). The new equipment makes possible two-way communication between the station and reporters. The man at the wheel is Frank Schnepfer, NBC engineer.

Extensive School Tie-Ins Used by 2 NBC Affiliates

TUCSON, ARIZ. KVOA, in performing an educational service to Tucson residents, is presenting a daily series of programs beamed at local schools.

Monday through Friday at 11 a.m. the station offers a variety of interesting academic programs which are rapidly becoming integrated as a valuable part of the schools' curricula.

Monday's program — "Building Arizona," produced by KVOA—dramatizes Arizona history.

Tuesday and Wednesday programs are prepared and produced by the schools themselves. Supervised by the teachers, students of the Tucson schools put on a series covering history of Mexico and South America, geography, and current events. Another series features guidance in conversational Spanish, prepared for even early primary grades.

Thursday's "Standard School of the Air," on the air for its ninth year and planned and prepared by the Standard Oil Company of California, is a course in music history and appreciation.

KVOA's weekly line-up concludes with presentations by the students of the Pima County Schools, who frequently add guest lecturers to their programs.

FORT WAYNE, IND.—In presenting the second year of its popular educational series, "Fort Wayne School of the Air," WGL has added three new programs to its airtime curriculum. The station, during the first year of the plan, won wide attention to its radio educational efforts.

"Analysis of the News," Monday mornings, is patterned so that grade school pupils can readily grasp important current events. Weekly dramatic and musical programs, written, produced, directed, and participated in by school personnel, have also been added.

The three-times-weekly series, produced in conjunction with the Fort Wayne School System, is one of the most popular and extensive educational projects engaged in by a local station. Broadcast during school hours, WGL's "School of the Air" is heard by most of the Fort Wayne schools, which have radio sets in their classrooms for the purpose of supplementing curricula with this audio-education series.



The artist's sketch of Radio Center, KOMO's new home, is shown by O. W. Fisher (right), president and general manager of KOMO, to Hector Escabosa, general manager of Seattle's Frederick and Nelson department store.



Paul Loyet, WHO (Des Moines) v.-p. and technical director, receives the 1946 National Farm Safety Award of Honor for 10,000-50,000-watt stations from Kirk Fox (left), editor of Successful Farming Magazine.



WLW took part in Cincinnati's welcome to Sister Elizabeth Kenny, in town for the premiere of the picture "Sister Kenny," based on her career in infantile paralysis treatment. WLW's Larry Neville interviews Miss Kenny above.



Ithaca College students added to their television knowledge by visiting a video station. Here WRGB's (WGY, Schenectady, N. Y., video affiliate) Helen Rhodes explains the "innards" of a television camera.



Champs of KFI beam at the trophy they received as winners in the West Los Angeles Soft Ball League. Handling the trophy are Lyle Bond (left), announcer and team manager, and W. B. Ryan, manager of KFI.



The Future Farmers of America made an honorary member of Mortimer Snerd, Edgar Bergen's hayseed offspring, at the FFA convention in Kansas City. The presentation was made by J. Glyndon Stuff (left), retiring president of the FFA.



Ty Krum, NBC's roving "Veterans' Advisor," is shown at three more local stations in his cross-country fact-finding mission. The indefatigable Ty stopped off at KHQ in Spokane, where he talked with Mel Derry (right photo), pilot of Mamer-Shveck Air Transport, on "Veterans in Aviation." During his jaunt up the East Coast Ty took his mission to Baltimore veterans over WBAL, with the assistance of WBAL special services director John J. Dickman (above). Upper right photo shows Krum talking over war veterans' problems with Wes Hopkius, WTTM (Trenton, N. J.) announcer.



One of the features of KTAR's (Phoenix) "Arizona Highlights" series was the appearance of General Jonathan Wainwright. Above, Howard Pyle chats with Wainwright (left) and Netherlands' General William Schilling (right).



MacMurray College, in Jacksonville, Ill., bestows an honorary degree of Doctor of Letters upon Judith Waller, NBC Central division's public service director (second from left, front row). President C. P. McClelland (center) made the award.

CALL LETTER PROMOTION

(Continued from page 6)

ments which appeared the day of the change in 68 daily newspapers in our area having a combined circulation of more than 8,000,000. There were two ads—the first was of an institutional nature and the other promoted our top programs. These were followed by a supplementary newspaper campaign totaling over 60,000 lines which continued for a week after the changeover in 17 newspapers in the densely-populated area surrounding New York. Full page ads appeared at the same time in nine leading trade publications. All these stressed that nothing was new except the name.

At the start of our campaign we decided not to scrap existing stationery and forms preferring rather to overprint the words, "Now WNBC" over the old "WEAF." We felt this would more effectively dramatize the change. This was done on office stationery, promotional forms, publicity releases and even half a million WEAF match books. Internally, bulletin boards, placed on the route of the Radio City tours, bore placards announcing the change. All NBC employees were kept posted on promotional developments and urged to "talk up WNBC." We even offered a prize for the announcer who didn't unconsciously give a "WEAF" rather than a "WNBC" station break over the air between November 2 and December 31, 1946. Within three weeks, there were but four casualties.

Small signs reminding announcers of the call-letter change were mounted at vantage points.

There were many other promotion details. Local spot and network clients were notified early and kept constantly advised of promotional efforts. Special printed pamphlets were prepared for consumer promotion and distributed in all NBC mail and through other sources. A direct-mail piece is being sent out to show trade and consumer ads plus an outline of other changeover promotion. Our telephone operators were given a special phrase with which to greet callers.

The New Jersey Bell Telephone Company featured the news of the changeover in its monthly mailings to 750,000 subscribers. The changeover was extensively promoted by WNBC, NBC's New York television station during telecasts of the crucial Brooklyn-St. Louis pennant



HOME TELEVISION PROGRESS.—A picture almost the size of a newspaper page is produced by this new 1947 RCA Victor television receiver. Table models are at dealers. Console models will soon be available.

race. Existing displays and clients' merchandising display cards were revised at the station's expense. A permanent reminder of the changeover in the form of a plastic cigarette box carrying the new designation was sent to a list of clients, agencies and station contacts.

The 250 papers, daily and weekly, in our area received two working kits with news of the change prepared by our publicity department. The first kit, "Communique No. 1 from WNBC," contained news and feature stories plus mats and stills and a WNBC contact list. "Communique No. 2" contained stills of all of our stars before WNBC microphones to replace the obsolete WEAF pictures in the newspaper files. In addition, all newspapers were informed by releases, wires and telephone calls on developments leading up to the final day.

We are not stopping with the physical change of call letters. We are taking our new microphones, our stars and our call letters to 13 cities in WNBC's area for a series of all-day salutes to these localities from which all of our local programs will originate. Bayonne, New Jersey, was the first honor city on November 19 and the enthusiasm exhibited by Bayonne for its Honor Day indicated an extraordinarily successful promotion. Yonkers, New York, was the next city tackled.

The employees of WNBC pledged themselves to pay a dime each time they said WEAF instead of WNBC.

Today, WNBC is firmly launched and the call letters WEAF, heard less and less frequently, still evoke the memory of NBC's pioneer station which is now more closely identified than ever before as key station of NBC.

Fireside Chat Formula Used By Gov. Laney Over KARK

LITTLE ROCK, ARK.—A series of monthly broadcasts, entitled "Report to Arkansas," has been arranged between G. E. Zimmerman, vice-president and general manager of KARK, and Governor Ben T. Laney of Arkansas.

Incorporating the audience-building features of the late President Roosevelt's "fireside chats" and similar executive programs being conducted in other states, the series brings the Governor to the air the first Saturday of every month. He reports to the people of Arkansas on the various aspects of the state and its problems.

During the legislative sessions in January and February, the series is expected to be supplemented at the same broadcast time throughout the two months, with discussions of proposed and current legislation.

Commenting on the program, Governor Laney said, "I feel that 'Report to Arkansas' can become an influential contribution to the knowledge among our people and can ultimately become a factor in the building of better government and a better State. I appreciate the public-spirited cooperation of the various radio stations which will carry the programs."

"Report to Arkansas" originates in the KARK studios and is also carried by the 10 other stations of the Arkansas Network.

Series for Bowling Fans

SALT LAKE CITY.—For the third straight year, KDYL is carrying an exclusive bowling show for the bowling operators of the city. It's clicking in a big way with local fans.

Entitled "It's a Strike," the program features tournament and league news, an interview with the bowler of the week, a tip on how to bowl, brief musical interludes and general gossip about the ten-pin fraternity.

The program material is prepared by Frank K. Baker, executive director for the American Bowling Congress, and director of KDYL's public interest department.

A 26-week contract was signed by three local bowling operators.

The alleys give weekly prizes for high scores and quiz contests, thus adding stimulus to the campaign.

YOUTH AND THE FARMER ARE SERVED BY STATION PUBLIC SERVICE PROJECTS



Bob Hurd, producer, and Millard Ireland, moderator (standing), take charge of KOMO's "Youth Views the News," new educational show in which Seattle's star students air their opinions on the headlines.



Herb Plambeck (third from left), of W HO, interviews Dr. H. H. Bennett, chief of U. S. Soil Conservation Service (second from left), as "National Farm and Home Hour" covers Iowa's Corn Belt Field Day.



Reading "National Farm and Home Hour" 18th anniversary messages are (l. to r.) M. L. Noel and Harry Gratner, of Allis-Chalmers; Everett Mitchell, NBC, and William Faulkner, Allis-Chalmers.



A new twist in Community Chest drives was the W SJS "Red Feather Quiz," in which Winston-Salem's 13 grade schools participated. Mrs. David Cayer, of Community Radio Council, poses a question.



W GY (Schenectady, N. Y.) exchanged cans of food for shipment to The Netherlands for Holland tulip bulbs. Ed Mitchell, W GY farm advisor, makes part of exchange with Burt Van Voust, Glenville farmer.

CHRISTMAS NIGHT 1937

Toscanini

first conducted the
NBC Symphony Orchestra



Arturo Toscanini directs 16 concerts in this, his tenth season with the NBC Symphony Orchestra

For the past ten years . . . or ever since that memorable Christmas night when Toscanini first conducted the NBC Symphony Orchestra . . . millions of listeners have heard, over the NBC Network, many outstanding musical performances under his inspired baton and those of other world-famous conductors.

The NBC Symphony Orchestra, under this distinguished leadership, has enriched

the lives of millions. The first full symphony created and maintained for radio broadcasting, it has brought its gifts of fine music performed with the fire of inspiration to all listeners. For it is one of the privileges of American radio to make great music accessible to millions.

This season, Toscanini will conduct sixteen concerts while Fritz Reiner and Eugene Szenkar will be guest conductors in concerts not sponsored directly, but made possible by revenue NBC receives from its advertisers.

NBC is proud to provide, not only its facilities, but also the orchestra itself—the NBC Symphony Orchestra, every Sunday, 5:00 to 6:00 PM (EST).

AMERICA'S NO. 1 NETWORK



...the National Broadcasting Company