

Move for Negro Foothold In Radio Operation Gains; Weigh AM, FM Advantages

ACLU, Other Groups Indicate Favorable Attitude

NEW YORK, Aug. 3.—Recent lynchings of five Negroes in Georgia and Mississippi have given impetus to the desire of various liberal groups to back Negroes in an attempt by the latter to gain a foothold in either FM or AM radio in the South. Two leading Protestant denominations already have the matter under advisement and expect to act on it at their winter sessions, and the American Civil Liberties Union, queried this week, stated it was in favor of any such move and would back same. ACLU also pointed out that the tenor of the Federal Communications Commission is liberal and it would regard Negroes getting into radio operation as a worth-while development in communications. Both the FCC and the ACLU are on record as being in favor of "diversity" of FM allocations.

Those in favor of a Negro foothold in radio believe that both the press and radio are lacking in their handling of the race relations problem. Radio in general is regarded as not devoting enough time, the webs being hamstrung in their efforts thru the fact that Southern stations refuse public service programs with a Negro angle. It's pointed out that most outlets in that section handle race relations in a very gingerly fashion. In one case earlier this year a race riot occurring within 40 miles of a high-powered Southern station was not even mentioned on the air. This is regarded as typical.

Expert opinion in the matter of race riots leans toward the belief that they are founded essentially upon rumor, and adequate communications therefore are regarded as essential in the prevention of such incidents. Argument in line with this is the fact that Dr. Gordon Allport, head of the psychology department of Harvard University, claims that the immediate dissemination of news is the best method of prevention.

There are two schools of thought on the best way for the Negro to edge into radio. One holds that FM is logical in that initial costs are small, but it's pointed out that an FM network eventually would be required to blanket the South and this would add up to plenty of dough. Other line of reasoning is that one clear channel, 50,000-watter would do the trick by carrying the Negro's message into white homes all over the South. With big FM networks figured as likely to be in operation in four or five years and the need for AM standard band stations lessened, it is hoped that the FCC may grant more clear channels for rural coverage. And it's one of these that the liberal groups hope to help the Negro latch onto. An AM station too would obviate the need for expensive receivers.

In addition to the Protestant denominations already known to be studying the matter, and the known viewpoints of the ACLU and the FCC, there are other groups which are expected to be favorable toward Negro radio operation. These include labor organizations, Negro universities and various benevolent and fraternal organizations. Some hold that an AM station or FM network devoted to the Negro need not be completely programmed from that point of view, but merely have enough programming to be able to get the Negro's story across. It is also considered

wise to divorce such an operation from "Yankee" influence.

From the financial standpoint, it is believed possible to make such a station or FM web a success, in view of the successful operation of many Negro newspapers and the buying power of the Negro population.

Puerto Rican Air Boom Cued by Flood Of Aps and Grants

WASHINGTON, Aug. 3.—Rapid expansion of radio broadcasting in Puerto Rico in the near future is seen indicated in a flood of applications and grants for facilities on the island, announced by Federal Communications Commission. Latest action is acceptance for filing by FCC this week of a bid from Jose Madrazo and Ruben Diaz for a 250-watter in Fajardo. At same time FCC announced that it has granted a modification of the CP previously given to Paradise Broadcasting Company for a 250-watter in Mayaguez.

Now pending with FCC are bids for two additional stations in Mayaguez, two in Ponce, three in San Juan, two in Rio Piedros and two in Arecibo. Grants already have been made this year to Caribbean Broadcasting Corporation for a 1,000-watter in Arecibo; Electronics Corporation of Puerto Rico for a 250-watter in Mayaguez, and Jose Quinones for a 10,000-watter in San Juan.

Twin Cities Segs Slanted for Kids as Polio Keeps 'Em Home

MINNEAPOLIS, Aug. 3.—Widespread epidemic of polio thruout Minnesota has given radio stations of the Twin Cities their greatest opportunity for public service—in the field of kid entertainment—and the industry snapped it up pronto.

George Grim, *Minneapolis Morning Tribune* columnist, on Wednesday (31) suggested in the paper that KUOM, the University of Minnesota 5-kw. non-commercial station, and WCAL, St. Olaf College, Northfield, Minn., which share frequencies, keep the kids occupied while they remain close to their homes for the duration of the voluntary quarantine.

Ken Barry, station program chief, swept the day's programs clean to get going on the kid shows.

Aided by Betty Girling, kid show director, and Alice Rice, her assistant, Barry began revamping the day's programs to fit the title *KUOM for Kids and Fun at Home*. Longhair music segs were transformed into Spike Jones sessions. Art lectures were revamped to teach kids how to draw pictures. Literature hour was made into a poem-writing bee. "Musical chairs" were played, with the kids' mamas pressed into the entertainment. Telephone calls by the dozens swamped the lines offering ideas for games. Music stores in the Twin Cities offered kidisk albums for the station and one sent over 40. A philosophy professor, all set to go on

Method Madness

NEW HAVEN, Aug. 3.—Maybe there's a new era a-coming! For the past 15 years, Jackson-controlled newspapers of this city have been feuding with radio, either ignoring stations or disparaging them. Nevertheless, when the Kiwanis Club recently decided to go in for radio in a big way and set up a radio committee, the first chairman, unanimously elected, was John H. Jackson, son of the publisher.

NBC-Columbia U. To Give 30 Courses

NEW YORK, Aug. 3.—Radio school, jointly sponsored by NBC and Columbia University, will offer 30 courses starting September 26. This is an increase of 10 over last year. Of the latter 10, four are an expansion of existing courses, and six are completely new and include workshops in home economics broadcasting, musical programs and television.

Courses will touch on all phases of radio, including dramatic radio writing, script writing for radio and television news services, broadcasting of radio and television news, publicity, promotion, announcing, acting, sound effects, production, religious broadcasting and television writing and production. The profs will include NBC toppers in the different fields, including Charles Hammond, NBC director of advertising and promotion; Syd Eiges, manager of the press department; Pat Kelly, head of the announcing staff; Fred Knopfke, manager of NBC sound effects; Tiffany Jane Wagner, director of home economics; John F. Royal, vice-president in charge of television; Richard P. McDonagh, manager of script division, and others.

Co-directors of the project are Dr. Russell Potter, chairman of the university committee on radio, and Sterling Fisher, NBC assistant public service counselor.

his vacation, canceled it and went on the air to read *Alice in Wonderland*. Dramatic periods were made into kid play segs. News was slanted for young-uns to understand too.

Commercial Stations Too

But while the non-commercial station was doing its share, the commercial stations jumped into the fray. Miller Robertson, KSTP sales manager, phoned Grim and offered to provide talent necessary to assist KUOM. In addition, Robertson offered Sunday time as well as KUOM plugs on KSTP. Before long Norm Boggs at WLWL, Frank Devaney at WMIN, Mel Drake at WDGW and E. Van Konynenburg at WTCN said, "Count me in too."

As presently planned, commercial stations will each build 30-minute kid shows for Sunday morning. One station will start and, at its show sign-off, pass the ball along to the next to provide four solid hours of "something to do" for the kids. In addition, stations either will pipe to or send over help to KUOM.

In addition to all this, stations are treating polio as seriously as it deserves. Along with carrying latest totals of the case load, stations have run clinical segs by experts, carried advice to parents and given any other necessary information in combating the disease. For the effect of the epidemic on other phases of showbiz, see story in General News section.

KQW Buy Nix Seen Despite CBS Stiff Plea

WASHINGTON, Aug. 3.—Federal Communications Commission is expected shortly to adopt its proposed rejection of Columbia Broadcasting System's bid to buy KQW (San Jose) despite a strongly worded statement presented to the agency this week by CBS. A majority of the commissioners has long been in favor of limiting ownership of AM stations to six—the same as for FM—alho no rule to that effect has yet been promulgated. CBS's present holdings add up to seven standard stations—six of them 50-kw. clear channels. On the other hand, Commissioner Ewell K. Jett is violently opposed to any AM limitation, having so declared himself at the time of the proposed decision.

It is also felt among observers here that the commission's evident policy of building up American Broadcasting Company to provide strong web competition will be a factor in formal rejection of the sale to CBS by the three Brunton Brothers—Sherwood, Mott and Ralph. Principal point of CBS's statement offered in argument against the proposed decision was that acquisition of a station in the San Francisco Bay area would improve its network service all over the country, thus the sale, claimed CBS, is definitely in the public interest.

Playing hard on the dissents of Commissioners Jett and Wakefield to the proposed decision, CBS claimed that the majority of commissioners placed too much emphasis on the purchase price and not enough on the benefits to the public that would result from CBS operation of the outlet. Web also played up Jett's statement that "because the company has made a profit in the past, it does not follow that it is not necessary to acquire additional facilities to ensure future economic stability." According to the CBS brief, the web "is now operating so close to cost that if network revenues dropped to normal 1941 levels, it will operate at a substantial loss."

Globe, IBM Permits To G.E. for Tele, FM & Fax Relay Web

SYRACUSE, Aug. 3.—Globe Wireless, Ltd., and International Business Machines this week transferred to General Electric permits to construct and operate, on an experimental basis, three stations in a Schenectady-to-New York City micro-wave relay network. Web is being engineered by G.E. as a carrier for video and FM programs, facsimile and business machine circuits.

Deal, which is still subject to FCC approval, was announced by Dr. W. R. G. Baker, vice-president in charge of G.E. electronics department here. Globe, said Baker, has an option to buy the network facilities after they have been "proved in."

The net which G.E. will build will include a terminal station in New York and three relay stations—one on Beacon Mountain, 50 miles from New York; another on Round Top Mountain, 52 miles farther North, and a third in the Helderberg Mountains, 12 miles from G.E. radio and video studios in Schenectady.

Pola To Produce Young Show

NEW YORK, Aug. 3.—Eddie Pola has joined Young & Rubicam as a producer, effective August 15. He'll do the Alan Young show (Bristol-Myers), which switches back to NBC from ABC September 20. Pola's producing experience includes such assignments as *Hobby Lobby*, *Fred Waring Show*, *Deadline Drama* and the Al Jolson program.