

Language Stations Defended By WHOM

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Maintains that "the conclusions of the Hearing Examiner in regard to foreign language broadcasting are entirely erroneous and contrary to public interest."

"Stating that foreign language broadcasting is in the public interest, the WHOM brief asserts that the potential foreign language audience in the United States is estimated as between 15,000,000 and 20,000,000 people and that large numbers of foreign language speaking people depend almost exclusively on foreign language broadcasting for information, education and entertainment." Foreign language speaking minorities, as well as all other minorities, "have an equal right with other Americans for access to media of information and entertainment including the broadcast medium."

Wants "No Blanket Policy"

Pointing out that English-speaking people have many available sources of information and entertainment, the brief urges that "the Commission should adopt no blanket policy to the effect that broadcast stations must merely add to the already numerous media available to the English language and not serve the seriously unsatisfied needs . . . of significant foreign language minority groups."

The importance of foreign language radio during World War II is stressed, particularly the importance attached to reaching non-English-speaking groups by the CWI.

Sees Citizenship Encouraged

Attacking the Hearing Examiner's position that foreign language programs may tend to destroy all incentive to learn English, the brief points out that "withholding foreign language from those who are unable to speak English will . . . cause further withdrawal from activities requiring a knowledge of English and remove a basic medium through which encouragement could be given to learn that language." Further substantiation of the value of the foreign language station in encouraging good citizenship, the brief refers to WHOM's recently inaugurated program entitled "Operation Naturalization" which listeners have the opportunity to enroll in free evening classes in Americanization training which are conducted at WHOM's studios.

The brief concludes that "the continuance of foreign language broadcasting in the United States is clearly required in the public interest, convenience and necessity and should be encouraged by the Commission."

Authorities Quoted

In support of its conclusions, the WHOM brief, which was filed by the station's Washington attorneys, John & Marks, cites many authori-

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the radio public affairs departments yesterday.

In addition, the high-powered public relations staffs of major charitable organizations have lined-up an impressive amount of fund drive and charity tie-in time on normally straight commercial programs.

Fund drives have become big business. To such an extent is this true that organizations sponsoring fund drives have among themselves assumed a pattern whereby no two national or, for that matter, major local drives compete for contributions at the same time. The "Big Five" — The National Community Chest, The American Heart Association, The American Red Cross, The National Foundation for Infantile Paralysis, and The American Cancer Society—have arranged their fund drives so that one falls in October, one in January, and the others in February, March and April. There are no overlaps.

Radio's enormous listening audience has made the medium a "natural" for seeking donations to fund raising drives; and networks, local stations, advertising agencies, and radio entertainment personalities have increasingly given of their time and talents to spur interest in "the good cause."

Requests Many And Varied

NBC, CBS, ABC and Mutual, as well as regional webs and local stations, devote considerable amounts of public service time to requests for listener-cooperation in a wide variety of interests.

NBC, for example—and it is true of other webs to a greater or lesser degree depending on circumstances,—last year received more than 400 requests for free time to plug organizational activities, to request listener-cooperation in various "campaigns," or to solicit funds to enable the organizations to continue their work. The network gave time to more than 300 of these.

Donated time on NBC, as on the other webs, regional and local stations, included spot announcements ranging from twenty seconds to a full minute—and half-hour time periods for special programs.

Web spokesmen say that last year's flood of free time requests surpassed any previous period, including the war years.

It was during the recent war years,

ties in support of its contentions. These include: Jacques F. Ferrand of the Common Council for American Unity, Professor Carl Friedrich of Harvard University, the President's Committee on Civil Rights, the Federal Communications Commission's report on the Public Service Responsibility of Broadcast Licensees, as well as quotations by James Lawrence Fly and Charles R. Denny when they were associated with the FCC.

incidentally, that the Advertising Council was organized to put the forces of advertising behind the war effort. The Council's contributions to the nation's war effort was so successful that the Council was continued on into peace time to serve as a sort of "clearing house" for public service campaigns requiring the utilization of advertising mediums.

Council Aids Campaigns

Last year, the Council was approached for assistance by 123 campaigns, of which only sixty, for varying reasons, were refused. In all instances, the other 63 received heavy advertising media support, and almost all campaigns were backed by radio.

In the first nine months of 1949, the Council estimates that 13,642,295,000 "listener impressions" resulted from radio support of major national campaigns by Council members.

National campaigns which the Council pushed with allocated radio time included the Christmas Seal Drive, the Red Cross Fund, The National Community Chest program, CARE, "Fight Tuberculosis" and the "American Economic System." In addition, the Council secured radio aid for "Fire Prevention Week," Polio Emergency (not to be confused with the March of Dimes), and Buy U.S. Savings Bonds campaigns, as well as others.

The Council's radio department, under the direction of Gordon Kinney, publishes a bi-monthly "Radio Bulletin" which lists Council supported projects and also supplementary listings of other worthy causes seeking radio aid, and a "Radio Fact Sheet" which contains information on Council approved campaigns.

Many Local Requests

Concurrently with national network support of individual campaigns, local stations—often solicited by local committees—have been donating time to public service causes. WNBC, New York, for example, last Thanksgiving Day tied all local programs in with the CARE campaign. Also, such regional campaigns as the Herald-Tribune's Fresh Air Fund receive public service time to promote their efforts, or to seek operating funds. Two hundred and seventy five stations in thirteen states cooperated with the Fresh Air drive for vacation homes for needy children last year.

Appreciation Is High

The consensus of opinion among public service drive directors, web public affairs directors, advertising agencies, network programming departments and spokesmen for regional nets and local stations was that the radio industry was devoting plenty of time and talent to public service efforts. And in radio, time and talent are commodities with heavy dollar sign value.

BMI Programming Clinic Being Held

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of station relations, Ted Cott WNEW program director, and Gordon Graham, WCBS assistant program director. Following a recess, the group took a tour of inspection of a BMI model library and the WCBS library of recordings. The day's final talk was delivered by Robert J. Burton, BMI veep.

Thomas B. McFadden, WNBC and WNBC-FM general manager, will welcome the delegation today following which will be a demonstration of "The Art of Making a Wax Program Appear Lifelike." Miss Eileen O'Connell, conductor of WMGM children's programs, Miss Betty Betz, columnist for teen-agers, Arnold B. Hartley, v-p in charge of programs for WOV, and David Randolph, conductor of the Musical Notebook on WCBS, are also scheduled to speak in the morning.

The afternoon's program includes Israel Diamond, BMI director of logging, Paul Ackerman of Billboard, Murray Arnold, WIP program director, Warren Wade, WPIX program director, and a round-table session featuring all clinic speakers. Clinic chairman for BMI is James L. Cox.

Attending the clinic are the following: Charles J. Hines, program director and Duncan Elliot, announcer, of WGH-FM in Greenwich, Conn.; Gaylord J. Avery, program manager and Todd Storz, general manager of KOWH, Omaha; E. F. Shadburne, program director of WSPR, Paintsville, Kentucky; Richard J. Hartigan, musical director of WROW, Albany; Edward Ervin, production manager of WBNX, New York; Jared L. Rolston, program director of WLBR, Lebanon, Pa.; Charles Barclay and Miss Lois Westerdahl of WGYN-FM, New York; and William M. Johns, program director of WWPB, Miami.

Also present are: Miss Janet Lee, librarian of WTTM, Trenton, New Jersey; Cal Klatky, program director of WBIS, Bristol, Conn.; Edward Paul, program manager of WCED, DnBois, Pa. George Wallach and Seymour Siegel of WNYC, New York; Frank Hamilton of WKBS, Oyster Bay, N. Y.; Fred Daiger, program director of WXXW, Albany; Wayne Henry Latham, program director of WSPR, Springfield, Mass.; Elton P. Hall, station manager and Howard Atwell, announcer of WVPO, Stroudsburg, Pennsylvania; and Tim Elliott, v-p of WCUE, Akron, Ohio.

John H. Stewart, program director of WEDO, McKeesport, Pa.; Curtis Bowles, general manager and William Weathers, program director of WFVG, Fuquay-Varina, N. C.; David E. Bigley, program director of WLAN, Lancaster, Pa.; Marlene Regnery, librarian of WICC, Bridgeport, Conn.; Avner Rakov, musical director of WBZ, Boston; Gene Paul King of WNEW, New York; Julian H. Gins, president of WGNR, New Rochelle, N. Y.; James E. Minogue, announcer and librarian of WMPR, Morris-town, N. J.; and Tony Sharpe, program manager of WTRY, Troy, N. Y., also attended.

Chairman Coy To Address Oklahoma Conference

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tive Democratic Nation," Dr. Lawton said.

The 1950 meeting will be the fifth year that the conferences have been held. Students from regional colleges and universities will take part with professional radio leaders and station personnel.