



Discussing "Monitor" opening at NBC's new Radio Central are, left to right Sylvester L. Weaver, Jr., NBC President; James Fleming, Executive Producer and Editor of "Monitor;" Robert W. Sarnoff, NBC Executive Vice-President; Dave Garroway, "Monitor" Communicator, and Mike Zeamer, program's Entertainment Producer.

## "Monitor" Takes to the Air

**T**HE NATIONAL BROADCASTING COMPANY has opened a new era in network radio with the revolutionary service, "Monitor." Using the immediacy and mobility of radio, "Monitor" is designed to bring listeners whatever is most interesting, important or entertaining, wherever it may be happening.

The new weekend radio service was introduced June 12 with an ear-and-eye-opening one-hour simulcast — a program presented on both radio and television — from NBC Radio Central, the network's new \$150,000 world listening post in New York. Continuing on the NBC radio network for eight hours in its opening broadcast, "Monitor" indicated its scope with a virtual kaleidoscope of information and entertainment. Among its features were:

— A tense interview with a prisoner inside the walls of the Federal Penitentiary at San Quentin.

— A jazz concert by Howard Rumsey and his band at Hermosa Beach, California.

— A bewildering conversation between Al Kelly, the double-bark artist, and baseball fans in a Manhattan tavern.

— The departure of a London-bound Constellation carrying a transmitter for later in-flight reports relayed back to "Monitor."

— A pickup of Jerry Lewis at Brown's Hotel in the Catskills and a preview of a segment of his latest film.

— A discussion of "The Spiritual Climate of America," with Dr. William Saltontall, principal of Phillips-Exeter Academy, interviewing Dr. Nathan Pusey, President of Harvard.

— A dress rehearsal of Victor Jory's "The Fairly Fortune" at Bucks County Playhouse, with a commentary by producer Michael Ellis.

### *The Opening Team*

The initial simulcast was presided over by Sylvester L. Weaver, Jr., President of NBC, and featured James Fleming, executive producer and editor of "Monitor." Also on hand were "communicators" Dave Garroway, Clifton Fadiman, Walter Kiernan, Morgan Beatty, Frank Gallop and Ben Grauer. During the show, Bob Elliott and Ray Goulding roamed NBC Radio Central playing the roles of an NBC page and a confused tourist.

Since this first broadcast, "Monitor," which runs continuously from 8 a.m. Saturday to midnight Sunday, has proven itself as a new concept in electronics — a weekend radio service attuned to modern habits of living and listening. Over and above such basic services as news, sports, time signals and the weather, "Monitor" presents



In the new "Monitor" studio, Editor James Fleming signals to control room during initial broadcast. Seated at his left is Clifton Fadiman, program "Communicator."

vignettes of outstanding comedy, drama, theatre, and films, as well as such features as panel discussions, special events, commentaries and interviews.

At the heart of the "Monitor" concept, according to the NBC announcement, is the rule that material should not be cramped or stretched out to fit arbitrary time periods, as in previous radio programming. Rather, "Monitor's" services, features and vignettes are presented in the length of time best suited to the material itself. Thus its content may range from a single gag or a few lines of verse to a scene from a Broadway play or a full political debate.

"Monitor" makes full use of the immediacy, mobility and intimacy of radio. During its eight-hour debut, the service made 22 remote pickups from 13 places, including such overseas centers as London, Paris, Vienna, Singapore and Tokyo. In a split second, the listener may be transported from the National Open Golf Championship in San Francisco to a concert in Boston. One minute he may enjoy a chat with "America's Most Beautiful Bride" and the next he may sit in on a discussion in the White House.

### *The "Communicators"*

The key people of "Monitor" are its "communicators," the broadcasting personalities who sit at the controls, preside over the events, tie one vignette or feature to another, and generally add their personal touch to the proceedings. Each communicator works for four hours at a stretch and each is backed by a team of experts, including a disc jockey, a news caster, and a sports editor, as well as writers and specialists in program development.

From his post in NBC Radio Central, the communicator is in push-button touch with all parts of the free world. Seated at his control console, he commands direct lines to all important news centers in the United States, overseas circuits to foreign news capitals, connections to every NBC television studio, lines to the news rooms of NBC affiliated stations in 200 cities, and special mobile radio units roving about the country. He can draw on a stockpile of tape recordings, a battery of playback equipment, tickers from all the news services, and one of the world's finest record libraries.

Radio Central, located in the RCA Building, is a concentration of the most modern electronic facilities. Its glass-enclosed control and news rooms and its tape-recording and announce booths are designed for swift and smooth coordination. As a single instance of its capacity for complex communication, Radio Central can handle 12 individual pickup points at one time, whether foreign or domestic or a combination of both. The layout was planned and constructed under the direction of Chester A. Rackey, manager of audio-video engineering, in collaboration with Charles Colledge, Gerald Sellar, Richard H. Edmondson and John R. Kennedy.

In Radio Central, the communicator has before him television monitors carrying whatever NBC-TV program is being broadcast at the time. From these he can pick up the sound. In this way, "Monitor" both entertains its listeners and keeps them abreast of television.

### *Music is a Vital Part*

Another vital part of the "Monitor" service is music, whether dance music, jazz, classical, bop or pop. The communicator can draw on the NBC staff orchestras and the extensive NBC library of high-fidelity records. He can call in music from foreign points by shortwave and tape and he can reach out over the United States by live remote pickup to bring listeners the nation's top dance bands and music festivals.

"Monitor" also features unusual sounds. Its identifying signal is compounded of a long distance telephone tone, and the Morse Code letter "M" sent on an oscillator. Ever since the service was conceived, NBC correspondents the world over have been tape-recording unusual sounds and sending them into Radio Central. Among them: the sounds of corn growing, an earthquake in Madagascar, feeding time in an alligator pit and the mating call of the giant tortoise.

"Monitor" is aimed at being all things to all listeners, keeping Americans abreast of fast-moving events everywhere and entertaining them with the best the world has to offer. "Monitor" as its slogan declares, "is going places and doing things."