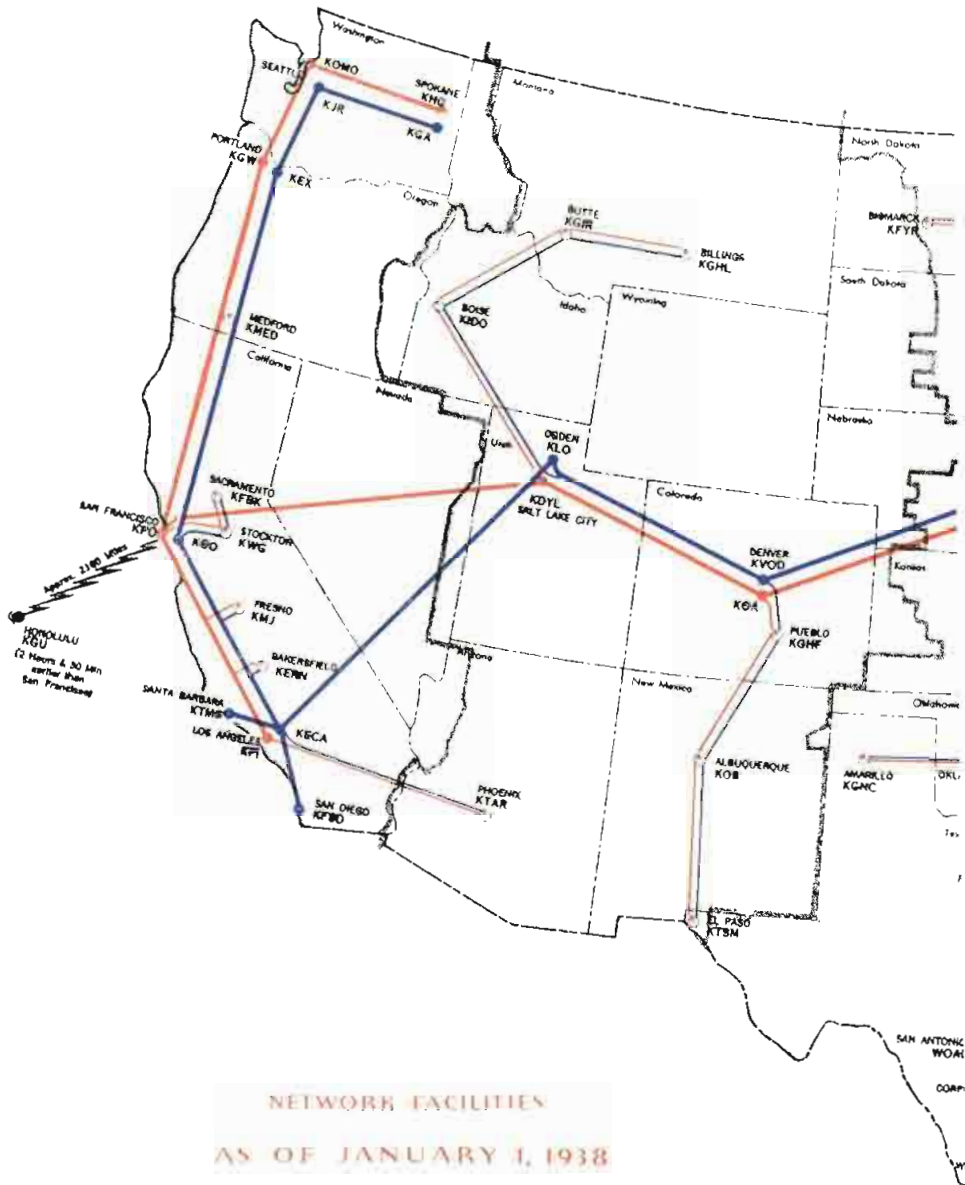
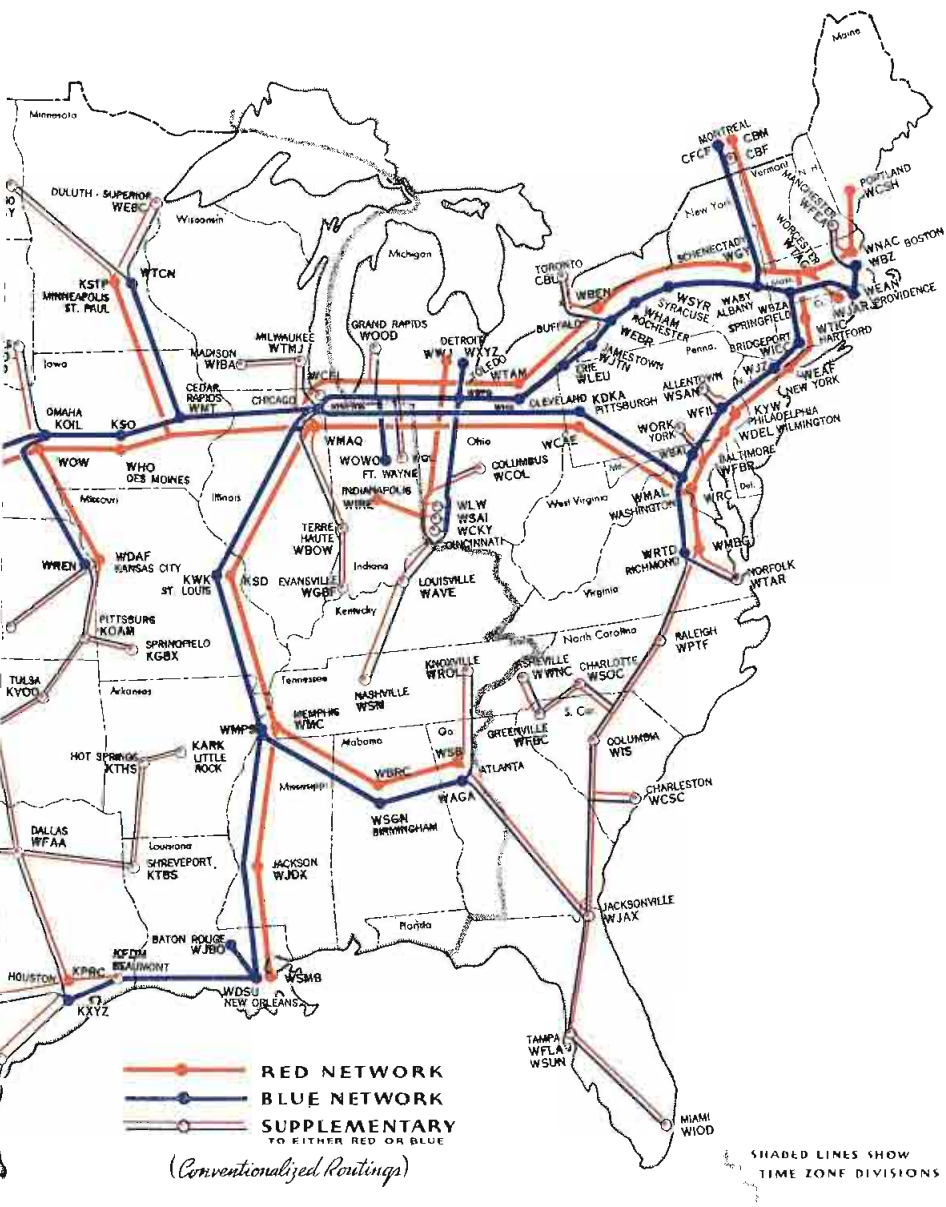


# NATIONAL BROAD



# CASTING COMPANY



# NBC is

## "Broadcasting Headquarters"

### Take PROGRAMS . . .

NBC's Red and Blue Networks sent out over 51,000 programs during 1937. 35 hours a day of the world's most popular programs, available to 24,500,000 radio families.

### Take STATIONS . . .

143 affiliated stations now broadcast Blue and Red Network programs. Ten NBC associated short-wave stations make NBC the leader in international broadcasts.

### Take BUILDING of PROGRAMS . . .

For eleven years, NBC has set the style in programs. These "Famous Firsts" have since become radio patterns.

### Take SPOT and LOCAL ADVERTISING . . .

NBC's Managed Stations are, everywhere. "Tops in Spot!" Super-power transmitters cover broad territories. *Fifteen fine stations in ten key markets.*



Whether you Write it  
... Wire it...  
Phone it...  
Cable or Radio it

**"RADIO CITY  
NEW YORK"**

**is the World's  
best known  
Radio Address**

### Take TRANSCRIPTIONS . . .

NBC Recorded Program Service offers complete facilities for the creation, casting, production and recording of programs for National Spot and Local Advertising. NBC Thesaurus is used by more than 220 stations subscribers!

### Take ARTISTS . . .

NBC Artists Service is the largest talent sales organization in the world. To radio advertisers and their agencies, it offers not only specific talent to answer advertisers' sales problems, but sound program ideas as well, and complete casts.

*NBC—in times of public necessity, as well as daily convenience—carries one ideal above all others, that the listener be served!*

For these convincing reasons, NBC is known wherever radio is known as

**"BROADCASTING  
HEADQUARTERS"**

## NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

# NATIONAL BROADCASTING COMPANY

## BOARD OF DIRECTORS

Angell, Dr. James Rowland	Harden, Edward W.
Bliss, Cornelius N.	Lohr, Lenox R.
Braun, Arthur E.	Milhauser, DeWitt
Dawes, Gen. Charles G.	Nally, Edward J.
Dunn, Gano	Sarnoff, David
Harbord, James G.	Sheffield, James R.
Throckmorton, George K.	

## Officers

Sarnoff, David.....Chairman of the Board	Russell, Frank M.....Vice-President
Lohr, Lenox B.....President	Trammell, Niles.....Vice-President
Ashby, A. L.....Vice-President & General Counsel	Witmer, Roy C.....Vice-President
Engles, George.....Vice-President	Woods, Mark.....Vice-President & Treasurer
Gilman, Don E.....Vice-President	Teichner, R. J.....Assistant Treasurer
Hanson, O. B.....Vice-President	MacConnach, Lewis.....Secretary
Hedges, William S.....Vice-President	Woods, Mark.....Assistant Secretary
Mason, Frank E.....Vice-President	Pfautz, C. E.....Assistant Secretary
Royal, John F.....Vice-President	

## DEPARTMENTS AND DIVISIONS

### President's Office

Lohr, Lenox R.....President  
Almonte, J. de Jara.....Assistant to President  
Angell, James Rowland...Educational Counselor  
Farrier, Clarence.....Television Coordinator  
Mason, Frank E.,  
Vice-President and Assistant to President  
McGrew, Martha.....Assistant to President

### Artists Service Department

Engles, George,  
Vice-President & Managing Director  
Bottorff, O. O.,  
Vice-President of Civic Concert Service, Inc.  
(subsidiary of NBC)  
King, Frances Rockefeller,  
Manager of NBC Private Entertainment  
Levine, Marks.....Manager of Concert Division  
Tuthill, Daniel S....Assistant Managing Director

### Continuity Acceptance

MacRorie, Janet.....Editor

### Electrical Transcription Department

Egner, C. Lloyd.....Manager  
Chizzini, Frank E.....Assistant Manager  
Thomas, Reginald.....Program Director

### Engineering Department

Hanson, O. B.,  
Vice-President in Charge of Engineering  
Gilcher, V. J.....Manager of Technical Service  
Guy, R. F.....Radio Facilities Engineer  
McElrath, George.....Operating Engineer  
Milne, George O.....Eastern Division Engineer  
Morris, Robert M.....Development Engineer  
Rackey, C. A.....Audio Facilities Engineer

### General Service Department

Preston, Walter G., Jr....Head, General Service

Lowell, Edward M.,  
Manager Office Services Division and Asst.  
Dept. Head  
Neubeck, William,  
Manager, Building Maintenance Division  
Thurman, Charles H.,  
Manager, Guest Relations Division  
Van Houten, D. B.....Manager, Staff Division  
Wallace, Dwight G.....Personnel Manager

### Legal Department

Ashby, A. L.....Vice-President & General Counsel  
Grimshaw, I. L.....Attorney  
Hennessey, P. J., Jr.....Attorney—Washington  
Ladner, Henry.....Attorney  
Leuschner, Frederick.....Attorney—Hollywood  
McDonald, J. A.....Attorney—Chicago  
Myers, R. P.....Attorney  
Prime, E. G.....Attorney

### Operated Stations Department

Morton, A. H.....Manager  
Wailes, Lee B.....Assistant to Manager

### Program Department

Royal, John F.,  
Vice-President in Charge of Programs  
Belviso, Thomas H....Manager, Music Division  
Black, Frank.....General Music Director  
Brainard, Bertha,  
Manager, Commercial Program Division  
Carlin, Phillips,  
Manager, Sustaining Program Division  
Cuthbert, Margaret,  
Director, Women's Program Division  
Dillon, Gale.....Superv. N. Y. Sound-Effects Section  
Dunham, Franklin.....Educational Director  
Fitch, C. W.....Business Manager  
Hutchinson, Thomas H.,  
Manager, Television Program Division

Kelly, Patrick ... Supervisor, Announcing Division  
Kelly, N. Ray,

Mgr. Sound Effects Div. and Maintenance  
La Prade, Ernest ... Director, Music Research  
Meservey, Douglas W.

Miller, William Burke, Evening Program Manager  
Rainey, William S., Production Division Manager  
Schechter, A. A. Head of News & Special Events  
Titterton, Lewis H., Manager, Script Division  
Wing, Paul ... Director, Children's Programs

### Publicity Department

Morgan, Clay ... Director of Promotion  
Randall, Wayne L., ... Director of Publicity  
Babb, J. Vance,

Manager, Press Inform. & Service Division  
James, E. P. H.,  
Manager, Advertising & Sales Promotion

### Relations With Stations Department

Hedges, William S.,  
Vice-Pres. in Charge of Station Relations

Kiggins, Keith,  
Manager, Station Relations Division  
McClancy, B. F., ... Manager, Traffic Division

### Research and Development

Horn, C. W., ... Director

### Sales Department

Witmer, Roy C.,  
Vice-President in Charge of Sales

Boyd, Maurice M., ... Manager, National Spot  
Sales Division of the Eastern Sales Dept.  
Dyke, Ken R., ... Eastern Sales Manager  
Greene, F. Melville, ... Sales Traffic Manager  
McConnell, James V.,

Assistant to Sales Vice-President  
Showerman, Irving Edward,

Assistant Sales Manager, Eastern Division  
Van der Linde, Victor, ... General Sales Counsel

### Treasury Department

Woods, Mark,  
Vice-President, Treasurer & Asst. Secretary

Beville, H. M., Jr., ... Chief Statistician  
Bloxham, William D., ... Purchasing Agent  
Kelly, Harold M., ... Asst. Auditor  
MacDonald, John H., ... Budget Director  
McKeon, Harry F., ... Auditor  
Payne, Glenn W., ... Commercial Engineer  
Teichner, R. J., ... Assistant Treasurer  
Wall, C. A., ... Assistant to Treasurer

### Central Division—Chicago

Trammell, Niles,  
Vice-President in Charge of Central Div.  
Stations WMAQ and WENR

Carpenter, Kenneth,  
Sales Manager, Central Division  
Kaney, A. W., ... Assistant to Vice-President  
Luttgens, Howard C., ... Central Division Engineer  
McDonald, J. A., ... Attorney

Menser, Clarence L., ... Production Manager  
Ray, William B., ... Manager, Press Division  
Robb, Alex S., ... Manager, Artists Service  
Stockmar, Edward, ... Traffic Supervisor  
Strotz, Sidney, Program Manager, Central Division  
Whalley, John F., ... Office Manager

### Western Division— Hollywood

Gilman, John E.,  
Vice-Pres. in Charge of Western Division

Bock, Harold, ... Manager of Press Division  
Delleff, F. V., ... Auditor, Western Division  
DeWolf, Donald A., ... Engineer in Charge  
Dixon, Sydney L.,

Sales Manager, Western Division  
Frost, Lewis, ... Assistant to Vice-President  
Harshbarger, Dema Elaine, ... Artists Service  
Leuschner, Frederick, ... Attorney  
Saxton, A. H., ... Western Division Engineer  
Swallow, John,

Program Manager, Western Division

### Western Division— San Francisco

Yoder, Lloyd,  
Manager, San Francisco Office, Stations KPO  
and KGO

Carney, Kenneth B., ... Program Manager  
Dorais, S. P., ... Auditor  
Gale, Paul B., ... Traffic Supervisor  
Peck, Curtis D., ... Engineer in Charge  
Samuel, Milton, ... Manager of Press Division

### Washington, D. C.

Russell, Frank M., ... Vice-President in Charge  
Berkeley, Kenneth H.,

General Manager WRC and WMAL  
Hennessey, P. J., Jr., ... Attorney  
Johnson, Albert E., ... Engineer in Charge

### Foreign Representatives England

Bate, Fred

### Switzerland

Jordan, Max

### Station Managers

PITTSBURGH, PA.  
Nelson, A. E., Manager, Station KDKA  
DENVER, COLO.  
Owen, R. H., Manager, Station KOA  
BOSTON AND SPRINGFIELD, MASS.  
Holman, John A., Manager, Stations WBZ-  
WBZA  
SCHENECTADY, N. Y.  
Hager, Kolin, Manager, Station WGY  
WASHINGTON, D. C.  
Berkeley, Kenneth H., Manager Stations WRC-  
WMAL  
CLEVELAND, OHIO  
Pribble, Vernon H., Manager, Station WTAM  
PHILADELPHIA, PA.  
Joy, Leslie W., Manager, Station KYW

# **PROGRAM POLICIES OF THE NATIONAL BROADCASTING COMPANY**

A statement of principles and requirements governing NBC broadcast programs, to serve as a means of maintaining the value and effectiveness of broadcast advertising.

*These Program Policies are the outcome of the experience gained in nearly ten years of NBC network operation. They were first circulated in printed form to advertisers and advertising agencies in January, 1934. The present edition contains such revisions as have since been made necessary by changed conditions.*

## **PRINCIPLES**

With the ever widening effect of radio on the thinking of men and women, with the increasing influence that it exerts in forming the thoughts of their children, comes the responsibility, upon broadcasting station and advertiser alike, of broadcasting programs so high in merit and integrity that belief in radio and in the radio message will be instilled deeply in the public mind.

Broadcast advertising derives its value from listeners' enjoyment of programs and their confidence in the statements made by advertisers. Anything which mars their enjoyment or impairs their confidence, not only reacts unfavorably on all broadcasting, but weakens it as a sales promotion vehicle as well.

Radio stations are required by law to serve public interest, convenience, and necessity. Public interest has been held by the courts to mean service to the listeners or, in other words, "good programs." However, our standards are not based upon requirements of law, alone.

The primary responsibility for protecting the public interest rests upon the broadcasters who in turn look to the advertisers for their recognition of this duty and for their cooperation in fulfilling it. This statement, therefore, aims to define, in the light of experience, proper standards of program quality, good taste and integrity, to be set

up and enforced by the cooperative effort of the National Broadcasting Company, its advertisers and their agencies. These standards grow out of the special characteristics of the medium itself, as contrasted with other mediums:

*In broadcast advertising, the advertiser or his representative speaks directly and personally to his listeners. For the period of his program, he is a guest in their homes, a member of the intimate fireside circle.*

*The homes which he thus enters are of all types. The broadcast audience includes the farm family, the small-town family, the city family; it comprises practically all members of the family, sometimes singly, sometimes as a group. It embraces persons of all beliefs and creeds.*

These two characteristics—the intimate, personal nature of broadcasting and the wide range and joint listening of its audience — primarily determine what properly may be put on the air. The listener, at his receiving set, can exercise no control over the program itself, but he is in a position to accept or reject it. Depending upon the nature of the program, it is necessary, therefore, that programs be so planned as to have the broadest possible appeal.

For example, the broadcast program should provide entertainment or agreeable instruction to most listeners. Its primary appeal should be to the listener's interest. Unpleasant or gruesome



statements must be avoided as these may offend a large portion of the listening audience.

Courtesy and good taste should govern the manner in which announcements are made. The most effective method of delivery of an announcement is restrained and persuasive. An aggressive, unduly emphatic manner may be objectionable to a large part of the radio audience.

Since the listener's primary interest is in entertainment or instruction, the advertising message should be in harmony with the rest of the program, should contain information of interest to the public, and should be prepared and delivered with brevity and effectiveness.

Controversial subjects are not good material for commercial programs and their introduction must be avoided.

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, an institution, a group or an industry must be avoided. Protection against libel and slander is as essential for the advertiser and his agency as for the National Broadcasting Company.

Tiresome repetition or too much detail should be avoided. For instance, the advertiser's street address and the like should not be reiterated to the point of annoyance to the listening public. The most productive way to obtain direct responses is to have replies sent to the broadcasting station or network.

Offers made to the radio audience should be simple and easy to grasp quickly. Involved and prolonged descriptions defeat their purpose by confusing the public and driving listeners away.

When contests are conducted by the advertiser, decisions should be made promptly and the names of winners must be announced as soon as possible thereafter. The announcement, whenever possible, should be made during a later program of the same series. When the making of the complete announcement is undesirable because of its

length, NBC should be supplied with the names of winners and other necessary information so that it may be in a position to answer inquiries which it receives.

Each program should be individual and distinctive and should not resemble too closely an adjoining program on the same network. The entire day's broadcasting must be balanced to furnish variety of entertainment and instruction to listeners. Especially, the advertiser and the network should cooperate to prevent repetition of the same musical numbers in programs occupying nearby periods.

## **REQUIREMENTS**

1.

The use of the Deity's name is acceptable only when used reverently or as part of a standard classic work.

2.

Statements or suggestions which are offensive to religious views, racial traits, and the like, must be avoided.

3.

False or questionable statements and all other forms of misrepresentation must be eliminated.

4.

Obscene and off-color songs or jokes, oaths, sacrilegious expressions, and all other language of doubtful propriety must be eliminated.

5.

Testimonials must reflect the genuine experience or opinion of a competent witness.

Dramatized commercials, when involving statements by doctors, dentists, druggists, nurses or other professional persons must be read by living members of these professions reciting actual experiences, or explanation must be clearly made by the announcer that the scenes enacted are fictitious.

When a living character is impersonated, announcement must be made at least once in the program that impersonation was made.

6.

Statements of prices and values must be confined to specific facts. Mislead-

ing price claims or comparisons must not be used.

7.

The National Broadcasting Company cannot act as a distributor for the merchandise of its customers.

8.

As a safeguard against misuse of broadcast facilities for unfair competition, commercial programs shall not refer to any competitor, or his products, directly or indirectly, by company name, by individual name, or by brand name—regardless of whether such reference is derogatory or laudatory.

### **PROGRAM PROCEDURE**

To secure observance of the requirements set forth in Part 2, the following procedure has been adopted in the interests of advertisers, as well as of the National Broadcasting Company and its associated stations, and will be enforced to serve the public interest.

1.

All continuities, including the words of all spoken lines as well as the wording of commercial announcements, must be submitted to the National Broadcasting Company at least forty-eight hours in advance of broadcast, except when the nature of the program does not so permit. This does not affect the advertiser's privilege to submit changes in his commercial continuity, prior to the broadcast.

2.

All continuities, including the words of all songs or spoken lines as well as the wording of all commercial announcements and the list of the cast, are subject to the approval of the National Broadcasting Company, which reserves the right to reject any program or announcement in whole or in part, insofar as such program or announcement is not in accord with the requirements set forth herein or is otherwise incompatible with the public interest.

When a change in a program is required, the National Broadcasting Company will cooperate with the advertiser in an endeavor to arrive at a satisfactory handling of the matter; but if no

agreement is reached, the National Broadcasting Company reserves the right to require eliminations or substitutions for any part of the program or announcement which it deems inconsistent with its obligation to serve the public interest.

3.

Because of its responsibility to serve the public interest, the National Broadcasting Company reserves the right to require the advertiser or his agency to furnish, in addition to the continuities mentioned in the foregoing paragraphs, a performed audition of a contemplated commercial program.

4.

For protection of our clients and ourselves, written lists in duplicate, showing correct titles, composers, and copyright owners appearing on the music to be used on the program, are to be submitted to the National Broadcasting Company at least one week before the broadcast, for copyright clearance. No changes are to be made thereafter without approval of the National Broadcasting Company music rights department.

5.

Evidence of the right to use musical or literary material must be supplied to the National Broadcasting Company at least three days in advance of the broadcast. For any testimonial, the advertiser or his agency must submit to the National Broadcasting Company, at least three days in advance of broadcast, either an indemnification signed by the advertiser or his agency, or a written release authorizing its use for advertising purposes, signed by the person making the testimony and sworn to before a notary public, and must furnish the National Broadcasting Company a full copy thereof.

6.

The National Broadcasting Company is anxious to be of service in preventing unnecessary conflict of subject matter and musical numbers. The cooperation of advertisers and agencies is invited to make possible proper coordination between all sponsors. When two or more advertisers using nearby periods on the



same network submit programs containing the same musical number, the advertiser or his agent first submitting his detailed program shall have the right to use the number, and the National Broadcasting Company shall notify the other advertiser or advertisers or their agents to submit a substitute number, subject to the same restrictions as to duplication.

7.

The National Broadcasting Company reserves the right to amend this procedure, these principles and requirements, and to adopt new ones when and as, in its opinion, conditions warrant the adoption of such new procedure, principles or requirements for the public interest.



Stations Owned and or Managed and or Programmed by the

**NATIONAL BROADCASTING COMPANY**

WEAF	New York	Owned, managed, operated and programmed by NBC
WJZ	New York	Owned, managed, operated and programmed by NBC
WMAQ	Chicago	Owned, managed, operated and programmed by NBC
WENR	Chicago	Owned, managed, operated and programmed by NBC
WRC	Washington	Owned, managed, operated and programmed by NBC
WTAM	Cleveland	Owned, managed, operated and programmed by NBC
KPO	San Francisco	Owned, managed, operated and programmed by NBC
WMAL	Washington	Owned by the M. A. Leese Radio Corp. Managed, operated and programmed by the NBC.
KGO	San Francisco	Owned by General Electric Managed, operated and programmed by the NBC.
KOA	Denver	Owned by General Electric Managed, operated and programmed by the NBC.
WGY	Schenectady	Owned and operated by General Electric Managed and programmed by the NBC.
WBZ	Boston	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
WBZA	Springfield	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KDKA	Pittsburgh	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KYW	Philadelphia	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KEX	Portland, Ore.	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Oregonian Publishing Company.
KJR	Seattle	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Fishers Blend Station, Inc.
KGA	Spokane	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Louis Wasmer.