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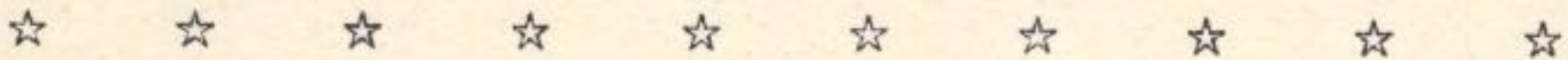
AMERICA
CALLING
ALL PEOPLES

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AMERICA CALLING ALL PEOPLES



THE VITAL ROLE SHORT WAVE RADIO

PLAYS IN AMERICA'S FIGHT FOR FREEDOM

AS TOLD BY

EARL SPARLING



INTERNATIONAL DIVISION
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

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AMERICA CALLING ALL PEOPLES

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FREEDOM'S NEW VOICE
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WE are living in a time when a half of civilization suffers under an all-out censorship such as history has never before known. Millions of men are commanded to hear nothing, see nothing, say nothing. But history shall need to record, possibly with some astonishment, that at the very moment of this effort to black-out the human mind, that same mind had perfected a means of delivery. That MEANS is short wave broadcasting.

Short wave radio has become the fourth arm of every nation's fighting forces, and may prove to be a decisive factor in World War II. If so, the United States will have played a predominant part, and the National Broadcasting Company can be credited with a large share of the result. And yet, so new is this dynamic field of international social-politics, that even well-informed Americans are but partly aware of what is at stake and what is being done. Blessed with free press, free radio and free speech, Americans do not find it necessary to listen to the short waves whispering constantly around the earth, and therefore have only a smattering knowledge of this psychological warfront which reaches to all the hemispheres.

☆
THE CONQUERED EAVESDROP
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HOW many Americans, let's wonder, would be able to comprehend the following note from a German short wave listener to the International Division of the National Broadcasting Company:

"Please change the broadcast time of your news period to the end of the hour. The German radio station broadcasts the news at 8 p.m., to which we must listen, so one at least knows next day what Dr. Goebbels had to communicate to us. And at 9 p.m., the English station comes with the news. If you changed to the end of the hour, that way we would only have to go to the radio once at 8:45 p.m."

Here, it would seem, is a person with a gallumthumping effrontery. He wishes an American station to change its broadcast time so that he will need to go to his radio only once.

The real gist of his plea is terrifying. The penalty in Germany for listening to a foreign short wave broadcast is two and a half years in prison, and death if anything thus heard is repeated. The short wave receiving set would, of course, be hidden away in some deep cellar, shrouded with blankets to keep any murmur from dangerous ears; and around it at the appointed time would gather from five to fifteen furtive HERRENVOLK. If the news from America could start at 8:45 p.m., rather than at 8:00 p.m. then they could stay in their hiding place and listen to the British news right after. They would be risking their lives only once.

The note was dated September, 1940, Berlin. It was smuggled out of Germany into Russia, was passed on over the steppes of Siberia to Japan, was gotten by ship across the Pacific to South America, and was finally mailed from there on February 17, 1941. How many hands it had passed through before it could be legally and safely mailed, who knows.

☆
THE BATTLE OF VOICES
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YOU begin to perceive that this short wave thing is a trifle dramatic. To say our American short wave stations are engaged in warfare is not a figure of speech. Propaganda is very much a part of modern war, and on this strange psychological front the two NBC short wave stations, WRCA and WNBI, are heavy artillery.

To understand the importance of international radio, it is necessary to look at Europe with a special focus. Radio broadsides from Germany conditioned Austria for the downfall of the Dollfuss government and for invasion and Anschluss. Similar broadsides inspired the Sudeten Germans to agitate against the Czechs, with eventual obliteration of Czechoslovakia. Broadside from both Germany and Italy undermined British prestige in the Middle East. The Italians, preparing the Levant for their legions, distributed free receiving sets to the Arabs, all fixed to bring in only one station, the Italian station at Bari, Italy. During the "phoney war," while French soldiers waited bored behind the Maginot Line, the Traitors of Stuttgart—two exiled French journalists—kept up a constant barrage of news, entertainment and disenchantment, which always included: "Your leaders are corrupt. Your British allies are cowards and traitors. The Fuehrer has repeated time and again that Germany wants nothing from France. Force your Government to make peace. England will fight to the last Frenchman!" And when the invasion of France was finally under way, the Germans seized each local French broadcasting station in turn to warn the populace (in perfect French) to flee before the advancing Nazi hordes, thus jamming roads needed by the French military with long miles of frantic, hysterical civilians.

Most of this radio propaganda in Europe was carried on with standard long waves. Germany could throw its long waves into

Austria or France as easily as New York can throw them into, say, New Jersey or Pennsylvania. All this might be far removed from critical American attention but for the fact that the same kind of psychological assault is being directed against our own shores and hemisphere by short wave. For years now, the German and Italian short wave stations have been bombarding Latin America with vicious attacks on the United States and our way of life.

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FREEDOM FINDS ITS VOICE

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THIS business of broadcasting propaganda across the seas and into every hemisphere was first exploited by Soviet Russia. Even as far back as 1930, the Soviet power had the world ether filled with revolutionary propaganda. France got into the field in 1931 with short wave broadcasts to her colonies. Great Britain started broadcasting to its colonies in 1932. Germany jumped in immediately after Hitler's rise to power in 1933, and by 1936, when the Olympic Games were held in Berlin, was broadcasting over a 40-nation switchboard and was receiving 45,000 letters annually from foreign listeners. The United States, being the live-and-let-live country it is, was slow. NBC had received its first short wave license in 1925, but for more than a decade neither NBC nor anyone else in the United States conceived that America had either the right or necessity of propagandizing the world.

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NBC TAKES UP THE CHALLENGE

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IN 1937, the United States awoke. The country realized that it was being attacked hour upon hour below the Rio Grande, and from Panama down to the tip of Argentina. Nor was the attack

subtle. The German and Italian short waves charged bluntly that the United States was an imperialist country, that all of our diplomacy carried the dollar mark, and that democracy was a decadent, outworn form of government. Washington got aroused. So did the National Broadcasting Company. Plainly, something had to be done. NBC accepted the challenge by starting a world-wide short wave service in six languages with each program specially prepared for the lingual groups which would listen to it. NBC was first in the field with this kind of carefully-planned short wave broadcasting, and into each program went all the skill and technique the organization had learned during the years of long wave development in this country. From the start, the two NBC short wave stations were jumps ahead of the Italian and German stations. The Germans and Italians, having large colonies of nationals in Latin America, short waved chiefly in their own languages. NBC short waved in Portuguese to Brazil, in Spanish to the other Latin American republics, in French to Haiti, and meanwhile, when broadcasting in German to Germany, in Italian to Italy, in French to France or in English to Great Britain, managed to throw these specially planned European programs into other parts of the world where the languages would be understood and appreciated.

NBC is now on the air to Europe and Latin America 17 hours a day, and operates two of the most powerful short wave stations in the world, each with 50,000 watts output, and with directional antennas which step the potential beam up to from 500,000 to 1,200,000 watts. Last year, NBC received 46,500 letters from 83 foreign countries and protectorates.

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THE POWER OF TRUTH

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TO most American ears PROPAGANDA is an ugly word. NBC has discovered this paradox: in short wave broadcasting, the best

propaganda is the simple and unadorned truth. That is all the two NBC short wave stations attempt to purvey to the world.

A free radio whispering in a soldier's home can be more demoralizing than bombs against his battle line. Whispering in the homes of conquered and oppressed peoples, such a radio can be more subversive than an army of underground revolutionaries. And, finally, such a radio impresses the free men of the earth who are able to listen as they will and can test truth against truth and falsehood against falsehood. A few of the letters received by NBC during 1941 will indicate the effectiveness of unadorned truth:

LYONS, FRANCE:

"It pleases me to pay tribute to the impartiality of your news, and the interest it creates among us French people."

BELGRADE, YUGOSLAVIA:

"Europe is in flames. We listen with anxiety to the various news reports of the war, which are so contradictory. Whom can we trust, unless your great country, which I believe is the only one at the present time which can broadcast news without compulsion and without partiality."

REDEYEF, TUNISIA:

"You will never know the good you are doing in giving such impartial news reports."

FEZ, MOROCCO:

"We greatly appreciate your world news service for its impartiality, its variety and its precision."

MANONO, BELGIAN CONGO:

"The daily news given out by your station comforts us, because we feel it is sincere."

KALENTE, FRENCH GUIANA:

"I like the clearness and the impartiality of your news."

PAPEETE, TAHITI:

"Your programs are sincere, clear and objective, similar to a breath of fresh air."

GRAULHET, FRANCE:

"Your transmissions are the only ones we can listen to without disgust."

VICHY, FRANCE:

"Frequently, I learn what is happening in Vichy through your station."

MONTARIOL, PORTUGAL:

"Every day I listen to your beautiful short wave station. Yours is the most complete international news bulletin I know of."

It is apparent from such letters that truth, presented impartially and objectively, is having effect throughout Europe and down into the protectorates of the Near East and the colonies of Africa. It is not too much to surmise that such propaganda may have played a part in the sullen uprisings in Czechoslovakia, Yugoslavia and Occupied France. The effect may, in fact, be deeper than can yet be calculated.

Out of Germany proper, NBC received only three letters during half of 1941; all smuggled out, of course. But there is plenty of evidence that the Germans are listening when and where they can. Out of Germany, before Hitler proclaimed a death threat, NBC was receiving nearly 100 letters a month. All were veiled and said little except to indicate an audience.

Since the death threat, German mail has come chiefly from the German-speaking people in Switzerland. While not true DEUTSCHE, these people may possibly reveal what is going on in the Germanic mind.

A man in Zurich wrote, February 17, 1941: "I learn from a gentleman now living in Germany that broad masses of the population listen to American broadcasts in German."

From Bern, February 10, 1941: "I would like to thank you from the depth of my heart for your German broadcasts, which bring us always the latest news from all the world in a clear, short and unobjectionable compilation. These broadcasts come from a country from which all Europe expects salvation and freedom. Salvation from the tyranny and the greed of a single man.

From St. Gallen: "With my powerful radio, I listen to all the stations of the world, but best of all, I listen to the German hour from NBC. Such voices do Europe good."

From Luzern: "Your humor and your nice voice induce me to laugh sometimes in the highest sense."

From Rueti: "Your broadcasts have put us in a bright mood, and we are greatly thankful for it."

From Basel: "Take my sincere thanks for the trouble and tact which you dedicate to the German hour. The German hour is of importance to those inhabitants of Germany who are not blind, and who are correctly informed about world events."

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FREEDOM'S SECRET SERVICE

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SHORT wave radio gives a picture of the world not obtainable elsewhere. It is a sort of secret service which creeps past locked doors, and discovers what men and nations are thinking.

The most important discovery made by NBC thus far is that thousands of Germans are risking their lives to listen. Next is the discovery that Italians have never seen eye to eye with their Nazi allies. During the long ominous months that built up to the lightning German thrust against Holland, Belgium and France, Italians were allowed to listen to foreign broadcasts without restriction. Later, Mussolini clamped down almost as hard as Hitler, but the letters received by NBC from Italy during the free period are as revealing as fingerprints.

SICILY:

"Please send me a photograph of the Statue of Liberty."

VARESE:

"Always war and more war. When will this scourge cease?"

MONTELLA:

"Your broadcast is particularly approved by us Italians because it effects that collaboration which is the basis of civilized people."

SEPLIO-MOZZATE:

"The news broadcasts are extraordinarily authoritative as to their sources, and free from any partiality."

PAVIA:

"Your news arrives here before certain European stations which are not ashamed to spread facts the falsity of which, if embodied in a person, would make one ashamed of himself."

MILAN:

"Your voice makes me think of a faraway land where I should like to live today. Let us believe that there is a world where life can be beautiful and carefree, even if only for a moment."

Mussolini eventually ordained that Italians must keep away from their short wave sets, but he seems to have kept his tongue in his cheek. Fifty-one letters from Italians were received by NBC during the first six months of 1941. Two below, passed by the Italian censor, indicate that the Fascists are not too intolerant of American propaganda.

BOLOGNA:

"Having been informed that you give information on the Italian prisoners in this war, I am addressing this letter with the hope that I may surely know, through you, if my husband is among the prisoners. In action on Malta, on the night of Octo-

ber 8, 1940, the lieutenant-pilot Adolfo Ferrari was hit by an enemy fighter plane, and forced to land. I did not hear anything more. But I was told that the British Radio broadcast his name among the prisoners. Can you give me assurance of this?"

BOLOGNA:

"I heard about the wonderful work you are doing, and I address you this letter expressing all my admiration. I am the wife of a second lieutenant-pilot who was lost in the battle of Ionio, on July 9, 1940. My husband is Luigi Ruggeri, class of 1914. I am here with my two little children waiting for him. My heart is not able to renounce the hope that he is still living. Anyway, I prefer any certitude to this anguish. You can imagine what my life is. Maybe he is a prisoner. Will you be the one to tell me that word I have been waiting for since that July?"

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RADIO GIVES WINGS TO NEWS

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NEWS, as every letter indicates, is the propaganda the world is hungry for. Possessed with the best newsgathering agencies, the United States is able to lay down a barrage which literally baffles the peoples of other countries. NBC was able to tell Frenchmen about the Munich Accord, for example, two hours before any announcement in Paris, and had this vital information into Dakar in French Africa two whole days before any official announcement.

A French soldier who carried his portable receiver right into the front lines in Champagne (and retreated with it to Lyons) wrote: "I must thank you for your French hour with its quick and objective news service. During the war, the French communique arrived from you a half to three-quarters of an hour sooner than from the French Radio."

Four French soldiers, waiting behind the Maginot Line, spent

fifty cents for airmail stamps to say they had learned from NBC that they would get Christmas leave. An amazed Swiss wrote from Lausanne that he had learned first from NBC that German propaganda balloons had fallen on Swiss territory, a fact confirmed by the Swiss press and radio twelve hours later.

A Frenchman wrote from Lille: "On Thursday we witnessed an aerial combat over this area. We knew that an enemy plane had been shot down, but your program at 9 p.m. gave us the first details."

An Italian wrote from Cantu: "I have the privilege to communicate to you that in listening to your Italian hour, I had the first news of two very important events, transmitted from the Italian and other stations only several hours later. The day of June 22, around 8:20 p.m., Italian summer time, the announcement of the signing of the armistice between France and Germany. The day of June 24, around 8:25 p.m., your announcer broadcast a dispatch from Bordeaux that the French government had given the French plenipotentiaries the permission to sign an armistice between France and Italy. I congratulate you with all my heart for the rapidity of your news service."

Even from England, while the war was still in the "phoney" stage, came such messages as this from London: "Thank you for letting the world know about Mussolini's speech. Our own stations seem a little reserved about it."

Or this from Yorkshire: "I must say how much I appreciate your news bulletin. One obtains a much clearer idea of how things stand when hearing an unbiased bulletin."

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LATIN AMERICA LISTENS AND ANSWERS

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MORE than half of the NBC short wave mail is from Latin America. These letters are in the same vein.

PUERTO RICO:

"The National Broadcasting Company, under protection of a democratic and Christian government, has not gone in for such propaganda as put out by German and Italian stations, which sow hatred, terror and racial doctrines."

COLOMBIA:

"I take great pleasure in telling you that your news programs deserve the confidence of all Latin American listeners. They tell the truth."

ARGENTINA:

"Your programs, especially your news programs, are very well liked in Buenos Aires. They deserve this popularity because they are up-to-date and free from propaganda."

CUBA:

"For the past three years, I have listened to your broadcasts and consider them the best of any of the foreign broadcasts heard in this country. Everybody likes your news broadcasts, because they are impartial, and everybody talks about them."

MEXICO:

"On the artistic and cultural and informative aspects of your programs, I wish to say a word of praise. Up to now you have always shown good sense, intelligence and dignity in presenting your news reports—free from the sources of propaganda commanded by political and economic powers. You have carried out this difficult task without, to my knowledge, reaching any excesses of narrow-mindedness or flag waving. The European stations go in for this, believing they can fool us."

CANARY ISLANDS:

"I am very pleased with the news bulletins which you dedicate to Spain every evening. They afford us an opportunity to hear the latest news of the day."

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RADIO'S LANGUAGE "NEWSPAPERS"
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CONFRONTED with this world appetite for news, NBC has fashioned its international programs along a journalistic pattern. John W. Elwood, director of the International Division, appraises his task like this:

"In effect, we are publishing six daily newspapers in six languages. Naturally, no one man or group of men can think in six languages at once. But that is exactly what the International Division as a whole must do.

"We have solved the problem by carefully selecting as head of each language division, a person who is completely at home in the language he uses on the air but who, also, is completely at home in the American psychological climate. He must understand the countries he is talking to; he must also understand the United States.

"Such specially equipped men and women are hard to find. Once we have found one, we turn the problem over to him. We are the publishers of the 'newspaper' he issues daily to his special circulation. He is the editor—in Spanish, Portuguese, German, Italian, etc. If he does anything wrong, the fact will soon turn up in letters from his listeners."

Walking into the working rooms of the NBC International Division, a stranger might easily believe himself in the "city room" of a metropolitan newspaper. There is the same clack of typewriters and teletype machines, the same bustle and fuss. The teletype machines chatter the world's news endlessly, and a news editor scans the pages from his slot in a typical copyreader's desk. Copyboys hurry the sheets to the various "foreign editors." Messenger boys race in hourly with the latest "limps" from the Associated Press, special news which might be of importance to some special corner of the world.

Except for this superficial resemblance to a newspaper office, the International Division is something as new as tomorrow. A dozen persons will be talking at their various desks in half a dozen languages. The walls are covered with hundreds of gaily stamped envelopes from five continents, a constant reminder that all civilization is encompassed within this bit of space above Fifth Avenue.

Everywhere are maps, for these workers must live with geography. Eight o'clock in New York is 8:00 also in Colombia and Peru, but it is 7:00 in Mexico, 7:30 in Venezuela, 8:30 in Uruguay, 9:00 in Argentina and 10:00 in part of Brazil. Time is decisive in determining the kind of program to be broadcast at any given hour. This queer geography of short waves is epitomized in a strange map which hangs just outside of Director Elwood's private office. It is called an azimuthal map, and in this queer by-product of modern science, the world is just as flat and lopsided as any of the ancients considered it to be. Australia is due West and looms as big in size as North and South America combined. Japan is almost due North. Anyone sailing from San Francisco to Tokyo would believe he was sailing West. The azimuthal map shows he would be sailing North. Doesn't make sense, except to the NBC engineers. When they want to beam Tokyo, they shoot toward the North Pole. The azimuthal map is a picture of what the world looks like from the top of the NBC short wave sending towers in Bound Brook, N. J.

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FREEDOM RIDES THE RADIO "BEAMS"

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THE sending field at Bound Brook, a futuristic place of towering steel masts, nets of wires and squat buildings bursting with electric power, covers 70 acres. This complexus "beams" the American message to the world from 8:00 in the morning until 1:00 a.m. the next morning, and oddly, at no cost to the American government or the American taxpayer.

From 8:00 a.m. to 4 p.m., the power is directed at Europe. At 4:00 p.m., it is shifted upon Latin America, and is kept there for nine solid hours. The easiest way to visualize the thing is to think of WRCA and WNBI as two great flashlights. For eight hours each day, the flashlights are turned upon Europe, although the light will also fall on other parts of the earth; for the next nine hours, the flashlights are turned upon Latin America, but they also reach Canada and Alaska. Each flashlight uses several different frequencies, and each is capable of reaching into some particular part of the world—one beam for northern Europe, a different one for central Europe, still another for Africa. Most of the time, both stations are sending the same program, but one will be beaming it, say, to France proper, and the other will be beaming it to French Africa. Or later, one station will be bombarding the eastern half of South America, and the other the western half. Listeners in Central America will hear one beam; listeners in Peru and Chile will hear the other. When necessary, the two stations can beam two different programs at the same time, each thrown into exactly that part of the world desired.

The NBC engineers can also divide the broad continental beams into a number of narrower direct shafts, each focussed on a different sector. This gives better coverage, and helps when some European or Latin American station wishes to rebroadcast an American program on its own wavelength. The NBC engineers plump the program down into X-marks-the-spot. They can hit a mark on the map as efficiently as American airmen of another kind claim they can drop a bomb down a smokestack from 10,000 feet altitude!

All this, for 17 hours a day, is done on split-minute time; a synchronization of psychological insight and engineering skill made possible only by the National Broadcasting Company's years of research and development in short wave transmission, and its centralized position to do the job.

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 AMERICA SPEAKS TO THE WORLD
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IN the International rooms on the second floor above Fifth Avenue, a man pounds a typewriter, working against the turn of a clock 3,000 miles away in half a dozen foreign lands. He finishes his stint, gathers up the sheets, and hurries down the corridor to the broadcasting studio. As he enters, a colleague is just leaving. His chair is still warm, and out in Bound Brook the engineers are busy changing the beam. It is 2:00 p.m. The broadcaster leaving the international microphone has just been talking in perfect Italian. The man sitting down in the same chair will talk in perfect German. He will be followed later by a man talking perfect French. And then will come men talking perfect Spanish and Portuguese and in impeccable English. Much English, for the English-speaking peoples throughout the world must also know what is happening. The day breaks down like this:

English 6 hours	French 2 hours
Spanish 5 hours	Italian 1 hour
Portuguese . . 2 hours	German 1 hour

Out of each hour, the NBC International Division devotes 15 minutes to news, started when possible on the hour. Thus, the news in English from 9:00 to 9:15 a.m., 10:00 to 10:15 a.m., from 12:00 to 12:15 a.m., from 10:30 to 10:45 p.m. In French from 11:00 to 11:15 a.m. and from 3:00 to 3:15 p.m. In Italian from 1:00 to 1:15 p.m. In German from 2:00 to 2:15 p.m. In Spanish and Portuguese to Latin America at six different periods after 4:00 p.m. The Portuguese is necessary because that is the language of Brazil. During the German invasion of the Balkans, the NBC International microphone was kept open 24 hours a day, with 15-minute news summaries in all six languages, one station beamed to Europe, and the other to Latin America.

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 DEMOCRACY AT WORK
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IN addition to straight news, NBC presents special programs to acquaint the international audience with the progress of the defense effort in the United States. This information is presented with complete objectivity. Domestic conflicts, when they are sufficiently important to merit attention on the short waves, are reported.

At the same time, they are taken as a legitimate occasion to point out in one instance, the over-all picture of American democracy in which they are merely incidents; or, in another, the fact that our resources and democratic traditions make it possible for us to guarantee established rights to citizens, even in times of emergency. And here you get at the heart of the effectiveness of the American message, and the care with which NBC has weighed matters. The German and Italian shortwave stations constantly assert, with much exaggeration, that the United States is disrupted with labor strife and division of opinion. By presenting not only a frank picture but the whole, factual picture of labor's role in defense, NBC remains true to its role as an objective news-reporting agency. At the same time, it prevents Axis distortions from having effect, and proves that this country is able and willing to tell the truth, and therefore needs to be listened to.

NBC has accepted a special responsibility to give foreign listeners a detailed account of two world events of major importance. The first of these is the United States Defense Program, with its implications of mass production of arms, tanks, airplanes, ships and all the other engines of war in greater quantity than any other country; its pledges of all-out aid to the embattled democracies—China, Britain and Britain's allies.

The second event which NBC's short wave stations feel bound

to report in detail is the tale of conquest and anti-Nazi resistance which is being written "behind the censorship" in the occupied countries of Europe.

To fulfill this function, the International Division supplements its regular news periods with three fifteen-minute broadcasts per week which deal with overall defense production; special aspects of that production, such as the building of giant bombers, the launching of a new fleet of merchant vessels to carry supplies to Britain, or the training of a new Armored Division.



FREEDOM SPEAKS



IT also broadcasts four fifteen-minute programs weekly which provide authentic reports of the operation of the Nazi regime in occupied countries, and factual accounts of the attempts of subjugated peoples to resist their oppressor by sabotage, guerrilla warfare, etc. By this means, the people of France, for example, are given their only chance to learn of how their heroic brothers-in-arms in Greece or Serbia or Norway, are united with them in a common struggle against Nazism. These NBC programs are a searchlight piercing the blackout of all Europe with word that there is a world united against Axis aggression.

Included in this objective picture is a digest of the editorial comment of American newspapers on vital international issues, and when necessary, a brief commentary to make clear to Europeans points of American policy or governmental procedure. Thus the world listener knows that he is not receiving any specially slanted information, but is hearing the authentic voice, or voices, of this democratic country.

Any speech of international importance by a member of the United States government is sent out to the world in a great barrage. President Roosevelt may speak for only a few minutes, but

his voice will reverberate around the earth for hours. Long after he has gone to bed at the White House, people somewhere in civilization will still be listening to him. First, his address is broadcast to the vast international audience as he speaks. At the same time, a recording is made. Later in the day, or that night, or even the next morning, the record will be broadcast to those English-speaking peoples in far places who might not have been able to hear the actual speech. Meanwhile the NBC translators have been busy. At the best time, the NBC International broadcasters will read the speech in Italian, German, Spanish, French and Portuguese. It might surprise Mr. Roosevelt if he knew how much talking he sometimes does, and a lot of it while he is well asleep! Here, for example, is the way his important Naval and Total Defense Day Address, October 27, 1941, was handled:

10:00 to 10:30 p.m. In English to Latin America
10:00 to 10:30 p.m. In Portuguese to Brazil
10:30 to 11:00 p.m. In Spanish to Latin America

And then the next day:

8:15 to 8:45 a.m. In English to Europe
11:00 to 11:30 a.m. In French to Europe
1:00 to 1:30 p.m. In Italian to Europe
1:30 to 2:00 p.m. In Spanish to Europe
2:00 to 2:30 p.m. In German to Europe
2:30 to 3:00 p.m. In Portuguese to Europe
3:00 to 3:30 p.m. In French to Europe



THE VOICE OF GOODWILL



BEYOND this political and diplomatic approach, and the complete daily coverage of uncensored news, NBC emphasizes the

cultural and social side of international relations. Here the International Division's comprehension of the intricate problem is at its best. What propaganda to Latin America is there in an interview in Portuguese with Carmen Miranda, Brazil's gift to Broadway—especially when Miranda ends the session with several of Brazil's favorite songs? What propaganda in interviews with Brazilian aviators on their way to California to ferry American planes to Rio? What propaganda in interviews with the students from Chile, Colombia, Ecuador and Peru attending the summer session at the University of North Carolina?

The Vichy government forbade Frenchmen to celebrate Bastille Day. NBC celebrated it for them, with the kind of patriotic music they would not be hearing along their own boulevards, and with messages from Charles Boyer, Eva Le Gallienne, Col. William J. Donovan and a stirring tone poem by Fernand Auberjonois, head of the NBC French section. But even this, effective as it was, was not a sly trick carefully concocted. NBC makes it a point to salute each of the nations on its national holiday. Rather dramatically, but by mere routine, the International Division happened to be saluting Yugoslavia just before the German invasion.

The broad policy in all these special salutes is to indicate esteem and American friendship. The carefulness with which foreign susceptibilities are considered is shown by the fact that NBC is cautious about inviting European refugees or political groups to its international microphone.

Thomas Mann, important as he is, would not aid the American message to Germany; he might alienate Germans willing to risk their lives to hear a strictly American viewpoint. The French might not be impressed by Jules Romains. They are still in the midst of a disaster from which he managed to escape. But the French will listen avidly to such a person as Janet Flanner, an American journalist who lived many years in France, and knows the country as intimately as any French woman.

Here is a quick look at the kind of social programs NBC sends forth to the world:

An interview with Capt. Suarez Rivas, member of the aviation commission from Bolivia.

A program commemorating the Argentine Independence Day, with an address by Dr. Felipe Espil, Argentine ambassador to the United States.

A preview of the opera "Alceste," and interviews with Lucrezia Bori, Spanish soprano, and Bidu Sayao, Brazilian soprano, and with Victor Granados, son of the famous Spanish composer-conductor, Enrique Granados.

Interview with General Maximino Avila Camacho, brother of President Avila Camacho of Mexico.

Salute to Uruguay, commemorating her Constitution Day. Special songs by the Rockefeller Choristers.

Bolivar Day salute, in memory of the great South American liberator, with Ricardo Espina, director of Radio Caracas, Venezuela, as guest master of ceremonies.

Prominent American churchmen, a regular Sunday feature to Great Britain.

Highlights from Hollywood, given regularly in all languages with an offer to send a picture of a favorite movie star to any listener who writes in.

A Bundles from Britain program, featuring interviews with English models departing for tour of South America.

Complete coverage of the annual Army-Navy football game.

American Friends of Czechoslovakia program, honoring the birthday of Abraham Lincoln.

Dedication of new wing to the Norwegian Legation in Washington, D. C., with address by Sumner Welles.

Salute to Greece, commemorating Metaxas Day.

Message to French Catholics by G. Paulding, editor of "Commonweal."

Comments to Germany by H. V. Kaltenborn at outbreak of the Russo-German War.

Regular translation in all languages of Raymond Gram Swing's analysis of the news.

Complete coverage of dinner given for visiting Latin American admirals in the Rainbow Room.

Regular talks on stamp collecting.

Description of the Armistice day ceremonies, in French, from Arlington Cemetery.

An interesting thing discovered by NBC is that, so far as Latin America is concerned, our music and our prize-fights are equally valuable in cementing friendship.

Venture into the huge studio where the NBC Symphony Orchestra plays on winter nights for millions of music lovers throughout the United States, and you will wonder about a booth up near the podium. Inside the booth is an announcer before a microphone and earphones clamped to his head. The booth is for the overseas listeners. Separate microphones pick up the music, and send it out over the thousands of miles. When the music comes to a finish, the American announcer starts talking to the American audience. Simultaneously, the Latin American announcer starts talking to the countries all the way from Mexico down to the Argentine. The thing is synchronized to the last syllable.

Thousands of letters from the Latin Republics evidence charmed delight that the people of the United States are music lovers. And having recognized our culture, the people to the South seem equally pleased with our more earthy contrasts. They, too, go for a good prize-fight just as enthusiastically as anyone in the U.S.A.

NBC got into this goodwill aspect almost by accident. Arturo Godoy, a Chilean, was in New York to fight Joe Louis. Someone had the happy inspiration that the Chileans might like to know something about the encounter. NBC made casual inquiries, and suddenly awakened to the fact that the entire Southern continent

was interested. The fight, February 9, 1940, was broadcast from the ringside by NBC's two short wave stations, and "beamed" point-to-point to dozens of Latin American long wave stations. It was rebroadcast by at least 150 of these stations, and more than 24,000 letters were received from listeners down there. Now, NBC short waves prizefights whenever possible.



BEHIND THE SHORT WAVE MICROPHONES



THE NBC International staff has grown from less than a dozen persons four years ago to more than 65 in 1941. Of these, 33 are engaged in preparing or delivering the American message to the world. There are 14 Latin American announcers, 8 English, 4 French, 2 Italian and 2 German.

Most of these people can speak English quite as perfectly as the foreign language they use on the air, and many of them give a program in English at one hour, and a similar program in a foreign language a few hours later. They comprise about the most world-traveled and world-informed group of men and women ever assembled in one place.

Fernand Auberjonois, French section chief, was born in Switzerland, but has reported for many years on the American scene for the European newspapers and magazines, and was the French voice for "March of Time," in the movie version for France.

Natalia Danesi Murray, head of the Italian section, was, for example, a U. S. newspaper correspondent in Italy, a translator of important plays and books, and appeared on the stage in Broadway successes.

Eli (Buck) Canel, chief of the Spanish section, was born on Staten Island, N. Y., and has had 18 years' experience as a professional newspaperman and writer in the Spanish language. He covered the revolution and overthrow of President Machado of Cuba,

and reported first-hand events in Havana during its historical "weeks of terror" period. He has lived and traveled in all Latin American countries, and was one of the first to fly over the Andes.

Arthur S. Deter, head of the Portuguese-Brazilian section, holds the degree of Doctor of Medicine from the University of Parana, Brazil. He is also a licensed airplane pilot, with more than 234 hours of flying time. Son of American missionary parents, he has been a farm hand in California, a movie extra in Hollywood, a tramp steamer deckhand, a newsreel commentator and an explorer—one of the two survivors of an expedition of 10 which had bad luck up the Yangtze River in China.

The International staff has included at various times a man who crossed the Atlantic 96 times and the Pacific 3 times, and another who spoke and wrote Spanish, Italian, French, Portuguese, German, and who understood Latin, Greek, Sanskrit, Pali, Dutch, Czech and Serbian. Born in Louisville, Ky., this chap had coached Italian opera singers in diction in Milan, had conducted a brass band in Ithaca, and had been a banker in San Francisco!

This business of getting the American message to the world, you'll perceive, is an intricate and complicated affair. The behind-the-scene engineers must use every skill of radio to get the message across the wastes of ocean and the land masses of the continents. The people who speak the message must have lived in and must know intimately the countries to which the message is directed, and yet they must know the United States just as intimately. The problem, as a whole, requires the deftest sort of organization and control.

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INSTRUMENT OF DEMOCRACY

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CONFRONTED suddenly by the necessity of defending a psychological war front, the United States found a short wave

weapon ready. Effectively and efficiently, the two NBC short wave stations swung into action. Talent was recruited, tact was studied, the engineers performed magic feats in building entirely new types of radio machines. All this was done quickly and quietly within the National Broadcasting Company's own organization, and would not have been possible had NBC not been long experienced from a national viewpoint and yet perfectly centralized for the job in hand and technically equipped to do it.

And the job goes on! And history, in assessing the profound social, cultural and political significance of international radio, will need to record that in this, its newest manifestation, democracy worked as usual.

Other governments must spend millions of dollars each year on short wave broadcasting as a government enterprise. The United States government needs to spend not a cent. Here, as in no other nation in the world, radio has been left in the hands of the people. When the time came, NBC responded with what the people have given it—the voice of freedom!

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Insert in: *Sporting.*
America Calling All Peoples.

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

ADDENDA

(Since this booklet went to press)

WE ARE LIVING IN A TIME... and since the short time ago when all that was written, and even while it was being put into print, our country has been attacked treacherously, and we have gone to war. Oddly, not a line of what was written in peace needs to be changed now for war. That simple fact is proof sufficient that the National Broadcasting Company was ready and prepared.

With war, the International Division put itself immediately upon a 24-hour-a-day footing. Instantly after the Japanese attack upon Hawaii, every member of the staff was summoned to his post, and some stayed in their shoes, without sleep, for 36 hours, and then, after a brief cat's nap in any available office spot, resumed duty.

On that sudden Sunday, December 7, 1941, John W. Elwood summarily added three languages to NBC's international coverage: Swedish, Finnish and Turkish. The International Division had been experimenting with Swedish several weeks before the crisis, but the Finnish and Turkish programs were put in point-blank. NBC is now broadcasting an hour in Swedish and half an hour each in Finnish and Turkish.

President Roosevelt's 10-minute address to the Congress, demanding a declaration of war against Japan, starting at 12:30 p.m., December 8, 1941, was broadcast to all Europe, and was beamed point-to-point to a dozen Latin American stations for rebroadcast in English, Spanish and Portuguese. Although the text of the Chief Executive's speech was received only about ten minutes before he began speaking from the House Chamber,

the Spanish version went on the air immediately after he finished speaking. The Portuguese version immediately followed the Spanish. Ten hours after Mr. Roosevelt had finished his historic address, his words were still going forth in many languages by transcription and translation.

The President's war address, starting at 10:00 p.m., December 9, 1941, was broadcast to the world as he spoke, and was beamed point-to-point to London, Manila, Honolulu, Australia, Batavia, and in a Spanish version to radio stations in 11 Latin American countries, and in Portuguese to Brazil. In addition, the address was broadcast as follows:

10:30 to 11:00 p.m.—In English (by record) to Buenos Aires
 10:30 to 11:00 p.m.—In English (by record) to Latin America

DECEMBER 10, 1941:

1:15 to 1:45 a.m.—In French to Europe and South America
 2:00 to 2:30 a.m.—In Italian to Europe and South America
 2:45 to 3:15 a.m.—In German to Europe and South America
 3:30 to 4:00 a.m.—In Spanish to Europe and South America
 4:15 to 4:45 a.m.—In Portuguese to Brazil and Portugal
 5:00 to 5:30 a.m.—In Swedish to Europe and South America
 5:45 to 6:15 a.m.—In Finnish to Europe and South America
 6:30 to 7:00 a.m.—In French to Europe and South America
 7:15 to 7:45 a.m.—In English (by record) to Europe and South America
 9:00 to 9:05 a.m.—Excerpts in English to Europe
 9:30 to 9:35 a.m.—Excerpts in Swedish to Europe
 10:00 to 10:05 a.m.—Excerpts in English to Europe
 11:30 to 12:00 noon—In French to Europe
 11:30 to 11:35 a.m.—Excerpts in Turkish to Asia Minor
 12:00 to 12:05 p.m.—Excerpts in English to Europe
 1:00 to 1:05 p.m.—Excerpts in Italian to Europe
 1:30 to 1:45 p.m.—Excerpts in Spanish to Europe
 1:30 to 1:35 p.m.—Excerpts in Finnish to Europe
 2:00 to 2:05 p.m.—Excerpts in German to Europe
 2:30 to 2:45 p.m.—Excerpts in Portuguese to Europe

3:15 to 3:30 p.m.—Excerpts in French to Europe, Africa
5:00 to 5:15 p.m.—Excerpts in Portuguese to Brazil
8:00 to 8:15 p.m.—Excerpts in Spanish to South America

DECEMBER 11, 1941:

1:30 to 1:45 a.m.—Excerpts in Italian to Europe and South America
2:45 to 3:00 a.m.—Excerpts in German to Europe and South America
4:45 to 5:00 a.m.—Excerpts in German to Europe and South America
6:00 to 6:15 a.m.—Excerpts in Italian to Europe and South America

WE ARE LIVING IN A TIME . . . and that is the way NBC is using American time in this world-wide time of terrible urgency. When the crisis came, NBC had not two short wave stations, but three. Foreviewing, NBC had arranged in mid-November for the Westinghouse Electric Station WBOS, in Boston, to carry all NBC short wave programs, except for two hours each day, 6 to 8 p.m., when Westinghouse puts out its own international programs.

This means, in effect, that NBC programs three stations of 50,000 watts primary power. All can be turned in a great psychological battery of truth upon any part of the world, or any one of the three can be used to barrage some special corner of civilization. When war came to the U. S., the *Fourth Front* was ready and at battle stations.

• END •