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RADIO CENTRAL

NBC Radio Central is an information service which just happens to be using a communications facility which has heretofore carried radio "programs." It is important in building the new service that we do away with as many as possible of the old concepts, methods of presentation and time divisions. We should discard the word "radio." The fact that the receiving box is already in the subscriber's home is an accident. Let's assume that a new installation is necessary to tap this new service; the service, therefore, must be important and useful enough to attract such an installation.

What does a man need to know to live a full life? His requirements are endless and we will not presume to fulfill them. What this service will do will be to bring him more essential information than he can obtain from any other single source. What kinds of information? A popular neighborhood philosopher has written that America has plenty of "know-how" and not enough "know-what." He might have added "know-when" and "know-where." Our service deals with these.

By presenting authoritative spokesmen, skilled reporters, thoughtful philosophers and poets, scientists, mathematicians, musicians, actors, statesmen, politicians, teachers, clergymen, rebels, conformists and many thoughtful and responsible observers of man's activity -- by presenting them on a larger scale than ever before, by bringing them

to the client/subscriber in context, we present a service which is an aid to a fuller life. We are necessary. Such a service needs a name to suggest its identity. As a working name I suggest:

MONITOR

—The NBC Information Service

or:

MONITOR

—The NBC Communications Service

MONITOR is a word which has a history in radio. During the war we "monitored" the short-waves; we "monitor" the network. As a journalistic word it turns up as a newspaper name "The Christian Science Monitor" etc....

MONITOR suggest alertness, service, vigilance, a sense of responsibility.

We need a name that describes both a service and a place. MONITOR serves in that respect.

Whatever we may finally call this service, it is important to emphasize that it is a new communications facility. We are more recent than television and we have an identity separate from what has been called "radio." We want people to say "I heard it on Monitor" and in so saying to have a mental image of a place with vast communications potential presided over by the most able communicators available. But the "place" is universal, the service is universal. We will never "take you to Los Angeles" from MONITOR. Instead, "here is Elmer Peterson with the Los Angeles report." And he does not "return you to

Monitor." He is part and parcel of MONITOR.

[The Philosophy of MONITOR. We face certain dangers. Our service is so vast an enlargement of conventional news and public affairs transmissions that we run the danger of becoming in a sense, Olympian. MONITOR will reflect and analyze all gradations of the information spectrum. We must constantly <sup>to</sup> <sup>them</sup> check personnel, writers and communicators, against the impulse to feel a sense of infallibility. We will be closely watched for the use we make of this communications service. We must advise not only ourselves but our subscribers that we are not the "word." We are fallible persons attempting to transmit a heavier load of information than has heretofore been broadcast. We are aware of our responsibilities and limitations.]

MONITOR is being introduced at a time of great change in human affairs. That aspect of our service referred to later as "The New World" is a key to a prime function of the service. People today are asked to cope with a world into which great new forces have been introduced. We are just beginning to grasp their implications. MONITOR will guide itself in the belief that the future will be a good future if human affairs are guided by information and knowledge rather than ignorance and fear. MONITOR is an inquiring service which reports and weighs its reports, which communicates all manner of opinions and then weighs and asks its subscribers to weigh those opinions. MONITOR and its personnel are asked to think of the service as a process of thought not as the end of the thought.

MONITOR is finally a breaking of bonds in communications, a service that changes old habits of information transmission by breaking down the over-

simplified presentations of the past, by suggesting and reporting in a manner to convey the idea that a man's horizons are as broad as his imagination. We stimulate imagination.

To paraphrase Pope: "A little information is a dangerous thing." A lot of information is an instrument for good living. We are a source of a lot of information.

THE BROADCAST CHARACTER OF MONITOR HOUR BY HOUR.

MONITOR is a communications and information service. The needs of its subscribers will vary from hour to hour. Although we are rigid in our bedrock of TIME, INFORMATION REPORT, WEATHER, SPORTS, MUSIC, these elements and the broader reports that accompany them, will be of more or less importance at certain hours.

For example, at the beginning of each day foreign news is fresh information. Therefore, it is likely that from 6AM to 9AM we will give a larger period of time to this element. John Gunther will preside over extensive two-ways to all foreign points. (Note that foreign news doesn't usually change in content until the next AM. Therefore, at 6PM each day it will be possible to reprise Gunther and the overseas reporters in a MONITOR DIGEST. In fact, I propose that we do just that at 6PM Saturdays and Sunday. At that hour we survey the day and reprise the high points of MONITOR.

Afternoons will see more emphasis on sports.

On Sunday mornings for as much as two hours we will visit the City Rooms of leading newspapers across the country to ask editors and reporters to spread out their Sunday editions, tell us their editorial reactions to

national and international events, and most important give us a sense of the events in their own community. One great national service MONITOR can perform is to bring a sense of the region. Altogether too much of national news reporting has had a Washington and New York feel almost to the exclusion of the rest of the country. I regard west coast coverage as of particular importance in this respect and have some recommendations regarding personnel in covering that area.

We will transmit a predominantly musical service on Saturday evenings. I would like as well to set aside 5PM Saturdays to trailerize this music and to pay special attention at that time to tastes and curiosities of young people.

Sunday afternoons for eggheads-at-large, perhaps presided over by Fred Allen.

After 1AM we will simplify with basic services maintained without a name communicator. Recorded music.

Sunday evening should be a time for grappling with large scale adventures in ideas...more of which in a later memo.

BEDROCK SERVICES, HOWEVER, TO BE MAINTAINED ALWAYS.

MONITOR has a recognizable style of communication. MONITOR-coverage of, let us say, a special event will be easily identified by its style and method. (These will be dealt with later in connection with the service content and with specific examples.) When MONITOR presents the Canadian uranium story- for example - certain procedures will tell the subscriber that he is hearing a specific new brand of journalism.

Which brings us the word "news." Let's discard it, just as we've discarded the word "radio." "News" in its broadcast sense today is understood to be a report or sometimes an analysis of certain specific human activities - national and international political news, crime, personalities in trouble etc...MONITOR will report on all these but in a broader perspective. Our range of interests is much greater than the range of interests of what is today termed a "newscast." Therefore, let's call our service in the broader news context an INFORMATION REPORT.

It will assist in the creation of a new identity for MONITOR if we realize that we are a service comparable to AP plus NEA plus NANA plus music from Birdland. Keep in mind that we may also become a syndicate in print. In fact, this is possibly our most important, non-broadcast by-product. We may at first provide publications with feature material as an item of NBC promotion, but there is no reason to delay planning of a syndicate subsidiary - in the manner of AP features - a service which would also bring in revenue.

MONITOR will also establish its individuality by the use of a special electronic pulse beat now being prepared by Charles Colledge with the aid of RCA's sound synthesizer. This sound will be used to introduce each unit of the service. We will also use it as the new timbre for the traditional NBC chimes at station identification periods. Fifteen seconds before the actual chimes the pulse will sound and segue into the traditional three-chime notes reconstructed in the new sound.

Personnel. Editorial. We will use all available resources of existing NBC personnel in news, sports, program and public affairs. However, it

is clear that we must augment this basic staff for several reasons. First. The enormous program demands of a forty-hour transmission could not possibly be handled by people who have many other regular duties. Second. In order to attract the largest possible listener response, we will use name talent as main communicators to the extent the budget will permit. Third. There is a huge specialist area on which we must draw.

Therefore, we will work with all available existing staff, we will contract name communicators, and we will "buy pieces" as a magazine might from the specialist contributors.

Music on MONITOR. Just as our Information Reports will recur at regular and stated times, so that the subscriber may always know at what precise minute he may learn about time, weather, sports and world information, so our music must have its own consistent character. I propose that we stay with medium-tempo orchestral, chorus group performances as the basis of our recorded music. I have in mind Hugo Winterhalter, Percy Faith, Norman Luboff choir etc. Most of our music should be standard pop although any top ten which falls into our general music character may be played. It will generally happen that we will cluster two or three records together, identifying them at the end of the sequence. Thus the program assignment in the recorded music field is to assemble such small packages which have their own pattern, which entertain in the manner of a Jackie Gleason album, but which never sock us over the head and throw the overall character of the service out of perspective.

Note on record quality. We will use only recent and high-fidelity recordings in perfect condition. We are interested in making good music

sound without scratch or flaw a part of the character of the service. This is important.

MUSIC on MONITOR - Dance remotes. Late Saturday afternoon, all of Saturday evening and possibly some spots on Sunday evening we will want to pick up dance bands. Our greatest interest is in melodic jazz from Embers, Birdland, Storyville. In big bands we will accept a Dorsey or Sauter-Finnegan but nothing less. Again our music has a consistent character with emphasis on imagination and creativity - elements to be found these days mostly in small combos and jazz groups. We will further be interested in picking up star performances in supper clubs where that is possible. As will be seen, it is planned to make Saturday evening the big dance remote period.

MONITOR headquarters is planned in a reconstructed 5th floor master control.

THE COMMUNICATOR. This is the man in the slot, or key talent. We will need at least six main broadcasters. Garroway is a model, a man who can handle the information report and anything else including commercials. We may find one or two of these, but within our budget limitations we have to face the fact that Garroway's are scarce at any price and some improvisations are necessary.

It is suggested that at any given period there are two performers on duty at MONITOR, the Communicator and his utility assistant complementing the abilities of the Communicator. For example, at a time when John Gunther is communicator we will assign a utility man who can specialize in sports and commercials. (As we consider the major talent, remember



that they will be working with many others during their duty period such as specialists, reporters from remote points and the like.)

Here are some suggested teams:

JOHN GUNTHER, Communicator	GENE RAYBURN, Utility
DAVE GARROWAY, "	FRANK GALLOP, "
GOODMAN ACE, "	LEON PEARSON, "
FAYE EMERSON, "	BOB TROUT, "
FRED ALLEN, "	JIM FLEMING, "
J. C. SWAYZE, "	JOHN NESBITT, "

Other names outside of NBC Staff to be considered: Alistair Cooke, Chet Huntley, Boris Karloff, Burgess Meredith, Lilli Palmer, Elliott Reid, Mel Allen, Red Barber, Jack Lescoulie, Frank Blair, Walter O'Keefe, Walter Kiernan, Oscar Hammerstein, Ralph Bunche, Jim McKay, E. B. White, George Hicks, Lowell Thomas, Paul Douglas, Mortimer Adler, John Mason Brown, Jeffrey Lynn, Arlene Francis, Bennett Cerf, Bob Hawk, Morgan Beatty.

What actually happens on the air and how is the subject matter of MONITOR to be handled?

We begin with the five constant elements: TIME, NEWS (INFORMATION REPORT), WEATHER, SPORTS, MUSIC.

TIME. Every fifteen minutes you can set your watch on MONITOR no matter what's going on. Here's how we handle it. On the hour and half-hour (just prior to local news cutaways at half-hour) we dramatize time. Our main periods begin with our distinctive electronic pulse. Over it the communicator counts off ten seconds, giving the exact number of seconds past the hour. At these points we will cut in to either the

Naval Observatory Washington or the Greenwich Observatory in Britain and arrange for a signal from these spots. At exactly fifteen minutes past the hour and at fifteen minutes before each hour a single distinctive sound or beeper is sounded over whatever is going on: five beats a pause and a single beat at exactly 15 minutes after and fifteen minutes before the hour.

NEWS (HEREAFTER TO BE CALLED INFORMATION REPORT.) The first element is the constant report, on the hour just following the Time service. A style book will be written for later guidance. The emphasis here is on the change in format over present newscasts, a format change which has two purposes, first to avoid today's repetitious pattern, and second, to widen the base of subject matter for what has heretofore been called "news." The length of the on-the-hour service will vary but we will shoot for five or six minutes. In case of a major development, we will of course devote all our attention to the information report for an hour if need be. The basic information facts are reported by the Communicator in briefing board style. These new elements are added by either NBC news personnel or outside news personnel. Each information report contains an authoritative analysis of an aspect of a top story. For example, following on the Communicator's briefs, Joseph C. Harsch will pick up the Formosa story and illuminate a late development. Each information report will incorporate what for the moment we will call "Who's Who & What's What." A great omission in most newscasts today is the assumption that the listener knows who Selwyn Lloyd is. We will not leave him in doubt. Key persons whose

stories are told will be given a biographical sketch in the manner of "Who's Who" and this will be a regular and constant feature of the information report. As to "What's What"...here is what is meant... today treaties, bureaus, legislative bills are given a name and left at that in most news reports. In the Information Report, all specifics of that nature will receive a "What's What" sketch at one time or another during the service. These are what we may call essential marginal notes for a full report.

WEATHER SERVICE. Scheduled on regular basis. Extended national weather report will follow Information Report and be delivered either by Communicator or number two man or woman. Bill McAndrew says NBC is now buying a weather service which is working well. Propose that we take his recommendation and use this service. This means that Meteorologist from this service will be on fifth floor at all times. We will supplement this with direct pickups from areas of unusual weather with emphasis on spots where weather threatens crops or persons. Major weather about 7 minutes after hour, and quick weather report at 58.00, two minutes before each hour. These to be fixed schedules.

SPORTS. At 26 minutes past every hour, anyone in America can check and find out the exact status of every baseball game at that hour. This is the basis of our service and in our initial months the whole story is baseball. However, as in the Information Report, our thinking must be toward variety so that the average fan gets a fresh presentation on each tuning. There are many devices, including some of those already mentioned in Information treatments. However, we will create greatest interest if we take advantage of MONITOR's mobility and go to actual

parks while games are in progress.

The live pickup concept covers Saturday and Sunday afternoons. However, we have to build variety for other periods. Note that we do not plan to hire separate sportscaster except for ballpark pickups. Utility man can give basic scores. However, just as in news we can use sports-writers etc...to be used on a per-performance basis.

#### MUSIC.

The character of the music has already been described. The first half of any hour may see a maximum of two recordings; the second half-hour three recordings. Live music at 5PM via remotes on Saturday and Sunday and Saturday evening from 7PM given over save for shortened basic services to dance remotes: 13 minutes in first half-hour, 20 minutes in second. Live music on a less intensive basis via remotes on Sunday evening.

The question may arise: why no disc jockeys? The answer arises from the fact that the service wants to create fresh and different presentations. The real answer is that the nature of the transmission just prohibits the sort of personality indulgence essential to this sort of master of ceremonies.

Music as a subject of information will be dealt with separately in our consideration of talent for the arts. Music as entertainment is important but incidental; music as information is vital to our purpose.

This is a statement of the basic elements of MONITOR's service and a suggestion about the times of their presentation. The timing will be variable. When, for example, we put on our big music remote effort on

Saturday evening, this means that while all the services will turn up on schedule, they will tend to be briefer than at other periods.

We have described the bedrock, the foundation elements. Now we come to the broader elements of the service to be classified roughly as special events, the arts, science, philosophy and history. In many respects these items are the most important and challenging matters for presentation.

SPECIAL EVENTS PICKUPS. These fall into two categories. First, the obvious follow-up and pickups at the scenes of major stories, disasters and the like. These are last-minute affairs and depend on events for their scheduling. We must be prepared with traffic and personnel standbys to handle them.

(NOTE TO NEWS DEPARTMENT...Buck Prince should have information about all points of contact for such pickups including key member station personnel, their home telephones, etc. Moreover, overseas personnel should be encouraged to enterprise on-the-spot coverage of major news breaks. This calls for an appraisal on their parts of telephone and communications facilities in Europe and Asia as well as an inquiry into English-speaking newsmen outside of capital cities capable of handling such impromptu coverage.)

The second pickup category can be described as the planned pickup. We will have two of these each week-end. For example, on our initial broadcast we will have one setup at Michigan State Prison, a day at the institution. Walter McGraw who has been active in establishing prison contacts will explore this possibility. The other planned remote could be the rocket-testing center at White Sands, New Mexico. The thinking

in our planned special events pickups goes like this; we want to get all the mileage we can out of our investment. Therefore, we will have a continuing story over the week-end, cutting back to the special events pickups on a frequent schedule.

Planned pickups, of course, illustrate MONITOR's mobility and this pickup mobility should be constantly used. However, we are a communications-information service and in these planned pickups we have a clear purpose, the communication of new and important experiences to the subscriber. The prison pickup isn't just for kicks. We are concerned with a whole area of human problems which can be put under the category "People In Trouble."

The White Sands, New Mexico rocket pickup is part of another large service area which for the present we will call "The New World." It is part of our service to bring information about the great new forces in the world in which we live. This is a new age, atomic or what you will. There is this task for communicators: to bring knowledge about the new and strange forces so that a subscriber will not be prey to fear through lack of information.

In handling planned pickups we have a forty-hour continued story. This means that we establish initial interest in the subject matter and then follow through with periodic pickups each of which develops the story. At White Sands we build to a rocket test and check in periodically to get the full preliminary story. At Jackson, Michigan we focus our interest on one vital aspect of the prison story and follow through in terms of selected people.

(NOTE FOR LEGAL: MONITOR needs an overall release form to be signed by people appearing on pickups from such places as prisons.)

PICKUPS. Third element. We are planning to design a MONITOR mobile unit, equipped with transmitter. Negotiations will begin with a motor car company to promote one such vehicle for each NBC member station so that we can instantly cover any event anywhere. Charles Colledge is currently working with RCA on equipment design which should include transmitter and tape. ALSO each station should have a receiver for the mobile unit which is permanently tied into an AT & T pickup point.

This is a good time to underline the importance of using many pickups from member stations. O&O's will each have a permanent MONITOR office.

NOTE THAT THE REMOTE PICKUPS AND ALL OTHER ELEMENTS OTHER THAN THE FUNDAMENTAL SERVICE WILL TAKE BROADCAST TIME BETWEEN THE INFORMATION REPORT AND SPORTS AND IN THE SECOND HALF-HOUR BETWEEN THE LOCAL FIVE-MINUTE CUTAWAY AND THE 58.00 WEATHER SERVICE.

HOWEVER, AS WILL BE DESCRIBED IN THE OVERALL PLANNING STATEMENT, EVERY NON-FUNDAMENTAL SERVICE WILL BE SCHEDULED AT A DEFINITE TIME IN THE FIXED PATTERN OF THE SERVICE.

Washington. Aside from the supplemental information reports from non-NBC reporters, Washington has a number of other MONITOR assignments.

At 5PM on Sunday following weather the President's news conference will be played back at least in part and be broken down question by question

for analysis and background. The participants will often be the reporters who put the questions in the first place.

Washington will be "hot" at all times on a two-way circuit save for overnight. Originations should be directly from the newsroom there with the noise of activity in the background.

(THIS BACKGROUND SOUND IS ALSO IMPORTANT FOR ALL OTHER POINTS INCLUDING MONITOR ON THE FIFTH FLOOR. IN NO INSTANCE DO WE WANT A DEAD STUDIO BACKGROUND. MONITOR IS ALIVE AND ACTIVE...NOT A QUIET RETREAT.)

We want to use a good number of Congressmen and public figures in the Capitol, but not in forums or arguments. Men in the news can be reporters and we would wish to bring them on in this role.

How about a weekly report from Joe Martin from the GOP and Sam Rayburn for the Democrats. We are approaching a time when politics is good copy.

The question we wish to put to official Washington is this: Will you use our service? You have something to say. Learn now to say it directly to our subscribers. For our part we give you free rein within limits of time and space while reserving to bring your comments into editorial perspective through our own commentators.

We want Harry Truman and Thomas Dewey as regular commentators.

We will assign Jim Farley to politics.

We offer MONITOR to J. Edgar Hoover for the crime story.



Washington is the source of many important and lively facts about living today all the way from the Department of Agriculture's latest guess on crops, to the Department of Commerce's record of population. We want to tap all possible services of this nature in lively fashion.

With State, Pentagon and White House we should have fixed installations so that any late development is instantly picked up from the scene. Moreover, spokesmen for these and other departments must be made aware of MONITOR and the importance of this service as a channel for bringing information to citizens.

Washington will tape standout events aside from President's press conference. These will be made available to MONITOR through the week and edited for presentation where important. (This taping of key speeches applies to other cities. MONITOR should have the actual sound of all important activities at home and abroad for edited presentation on tape.)

BBC. MONITOR will establish close liaison with the British Broadcasting Service and make use of the interesting availabilities of its North American Service.

Correspondents of NBC in other world capitals will appraise broadcast services in their respective areas with a view to taping material for MONITOR.

#### MEN AND IDEAS.

MONITOR is interested in the whole range of human experience and proposes to communicate the latest in science, literature, art, and humanities.

Thus, we will organize and retain on fee a corps of eggheads if you like, give them assigned subjects and give Sunday afternoon time to their deep thoughts. A list is attached of candidates for performance in this area.

#### FINANCE.

MONITOR will devote time and reporting to Wall Street, State Street and Threadneedle Street.

#### THE INFORMED SPOKESMAN.

In addition to Truman and Dewey there is a corps of former top-echelon public servants who can be used as analysts. Bedell Smith, Jefferson Caffrey, George Kennan, Thomas Finletter, John McCloy, Gordon Dean, William Foster...to name a few. This information source should be taped on a regular basis.

#### TAPPING TV AUDIO

We want to do this. We face contractual and budget limitations where we approach talent as performers. Therefore, it is suggested that our approach is one of publicity and promotion. If movie stars are happy to appear on radio to sell themselves and their pictures, TV performers should be happy to appear on MONITOR to sell themselves and their programs. We can trailerize them.

I believe it is useless to consider paying them as talent because once that is begun we have set a precedent that will destroy the promotion appeal.

Therefore let's begin by cutting in on TV warmups just before showtime. Obviously we are limited to live shows if it is a direct cut-in. I

suggest however that in filmed material we can also achieve the same effect by having Mickey Rooney, for example, give a warmup for taping at a time when his film show is previewed before an audience.

Guest stars on future Spectaculars on Saturdays and Sundays should be engaged with the understanding that their contributions will be simulcast.

On actual live cut-ins I suggest that we concentrate on sketches and monologues. Music is expensive and means very little to us in this TV cut-in sense unless we take a whole operetta as a special item.

Aside from warmups and live cut-ins we can offer selected NBC-TV stars guest spots on Monitor with the understanding that they have come by to promote their TV program. However we are rigid in our demand that no mere "hello, so glad to be here" is good enough. Should Sid Caesar visit MONITOR he will find himself doing the weather report for AFTRA minimum.

TV AND MONITOR...

It has been proposed that TV pickups be scheduled from MONITOR when the net is free particularly on our opening transmissions.

I suggest that serious thought be given to televising MONITOR on a more regular basis. I believe that we will be visual and lively and it is not too soon to give MONITOR a TV as well as an audio identity. Initially the value of televising parts of MONITOR will of course be solely to promote the new service. However MONITOR has long-range TV implications.