

June 10, 1946

TO: ALICE HUNTER

FROM: EMIL CORWIN

SUBJECT: RADIO*

This is a report of the activities of the Radio Division of HICCASP. The report covers a period of approximately six weeks, from April 22, 1946, when the executive secretary for radio was added to the staff, up to the primary elections on June 4, 1946.

The following account considers the work accomplished, the expenses, results and reactions, and an evaluation of the overall radio campaign.

The work of the radio division during the campaign can be broken down into the following categories:

1. Broadcasts for Robert W. Kenny for Governor and State Slate.
2. Broadcasts for Ellis E. Patterson for U.S. Senator.
3. Broadcasts for Congressional Candidates.
4. Broadcasts for Claude Welch for State Assembly.
5. Broadcasts on Registration and Voting.
6. Broadcasts Answering Attacks by United AFL.
7. Miscellaneous activities.

Before undertaking the organization of work units to handle various phases of the campaign, members of HICCASP'S Radio Division and Eleanor Abowitz met with candidates in the major contests to determine overall radio strategy and where and how we could render effective assistance.

Conferences with Patterson and his staff, and with Kenny's organization, revealed they had contracted for time before we entered the picture. Almost all of the time was for 15 minute broadcasts on Class A evening time, but no specific pattern had been worked out for the utilization of this time by either candidate.

HICCASP agreed to take responsibility for eight broadcasts each for Patterson and Kenny on issues considered vital in the campaign. This involved writing the show and following through in every detail until the program was put on the air.

HICCASP made no financial outlay for time purchased by either Patterson or Kenny with the exception of a final half hour roundup for the State Ticket on election eve, June 3, 1946. We split time costs on this with the Kenny committee, our share amounting to \$351.91. Another \$123.00 was contributed for Spanish spot announcements broadcast over two local stations. The total contribution to the Kenny campaign amounted to \$474.91.

Our principal expenditure for radio time was \$3078.29 for an intensive spot announcement campaign on behalf of Congressional candidates in critical contests in Los Angeles County. Talent and production costs for

* For summary of broadcasts arranged by HICCASP, and itemized costs, see table attached to this report.

this spot campaign accounted for another \$538.74, bringing the total expenditures for Congressional candidates to \$3616.74.

Thus, five weeks before the primaries, the radio division was confronted with two major campaign tasks: (1) the writing, casting and producing of 16 quarter hour programs, or an average of three a week, and (2) the production of a variety of spot announcements for five Congressional candidates for broadcast on time purchased by HICCASP. A third function was to plug for broadcasts emphasizing registration and voting.

As the campaign progressed, and new crises occurred, it was inevitable that extra assignments would be added to the radio division schedule. Among the additional assignments were those requiring broadcast aid for:

1. Judge John Beardsley for office No. 10
2. Hubert Phillips in his contest against the reactionary Bertrand W. Gearhart in the 9th Congressional District.
3. Claude Welch in his fight against Jack B. Tenney for State Senate.
4. Organizations and candidates attacked by the United AFL.

To simplify the handling of a radio project of these proportions the Radio Division set up four units: a Kenny unit headed by Cal Kuhl, a Patterson unit headed by Mitchell Lindemann, a Congressional spot announcement crew under Sam Moore and a registration and voting department unit supervised by Chuck Lewin.

A summary of the work accomplished in each category follows. (For detailed breakdown see chart):

1. BROADCASTS FOR KENNY AND STATE SLATE

A Total of 11 programs, exclusive of spot announcements, were handled by the Radio Division for the Kenny Committee.

One of these was a 15-minute dramatized recording on Central Valley. Sixteen platters were sent to Kenny headquarters for distribution throughout the State.

Another was a five-minute transcription by James Roosevelt on veterans for Kenny.

Eight programs were live 15-minute broadcasts over CBS.

The final program was a half-hour all-star roundup broadcast over CBS on the eve of the primaries, June 3.

Participants in these programs included Aline McMahon, Keenan Wynn, Mary McCall, Jr., Danny Kaye, Olivia de Havilland, Margo, Fredric March, Gale Sondergaard, Virginia Bruce, Ona Munson, True Boardman, Michael Raffetto, Carey McWilliams, Dr. Linus Pauling, Rollin McNitt, chairman of the L.A. County Central Democratic Committee; Phillip Connelly, secretary-treasurer of the L.A. CIO Council; Frank Pellett, chairman of the California State Legislative Board of the Brotherhood of Railway Trainmen.

Writing was done by Bob Shaw, Henriette Martin, Herman Boxer, Dave Lang, Carey McWilliams, Pauline Hopkins, Sam Moore.

Assisting Cal Kuhl in production were Dwight Hauser, Owen Vinson, Gerald Keane, Milton Merlin, Maurice Zim.

Several spot announcements were made for the Kenny Committee, including one in Spanish by Margo and another by James Roosevelt.

2. BROADCASTS FOR THE PATTERSON CAMPAIGN

Nine quarter hour programs were handled for Patterson over CBS, Mutual and ABC.

Participants included Frederic March, Florence Eldredge March, John Cromwell, Cornel Wilde, Burl Ives, Paul Stewart, Peg La Centra, Claude Welch, John R. Roden, new councilman from the 13th District, R.E.G. Harris, Daily News editor, Joseph E. Mattos, Jr. Secretary of Western Cooperative Dairymen's Union, Central Valley.

Writers were Jack Stanley, Abe Burrows, Sam Moore, Bob Shaw, Bob Lees, Carlton Moss, H.S. Kraft. Production assistants were Milton Merlin, Ted Scherdeman, Ted McMurray.

3. BROADCASTS FOR CONGRESSIONAL CANDIDATES

A. Twenty-one different spot announcements were written and recorded for five Congressional candidates in Los Angeles County: Reuben Borough, 20th; Emmet Lavery, 16th; Ned Healy, 13th; Clyde Doyle, 18th; Helen Gahagan Douglas, 14th. These spots were broadcast a total of 425 times over 9 stations in the following proportion:

Borough.....	110 spots
Lavery.....	110
Healy.....	106
Doyle.....	53
Douglas.....	<u>50</u>
Total.....	425

B. Going outside Los Angeles County, we helped Dr. Hubert Phillips in his 9th District race against Bertrand W. Gearhart, incumbent. A fifteen-minute recording by James Roosevelt and a five-minute recording by Virginia Bruce were made especially for the Phillips campaign.

4. BROADCASTS FOR REGISTRATION AND VOTING

For the registration drive, which closed April 25, the Radio Division sent to all radio news commentators, analysts, news editors and program directors a series of non-partisan spot announcements for live broadcasts, urging listeners to register.

In the campaign to get out the vote for June 4, the Radio Division invited and secured the cooperation of the League of Women Voters. Using spot announcement copy prepared by us, the League distributed it to all stations urging that it be broadcast as a public service to the community.

Transcription of Randy McDougall's famous "Get Out the Vote" program of 1944, was revised and sent to the Seattle HICCASP office for use in the registration campaign in Washington. Fourteen spot recordings on registration and voting were also sent to Seattle. Both the McDougall show and the spots will be serviced to other states where primaries are yet to be held.

5. BROADCASTS FOR CLAUDE WELCH

The sum of \$538.45 was donated for the purchase of radio time for Welch's campaign against Jack B. Tenney. Five different spot announcements, including two by James Roosevelt, were produced for Welch and they were broadcast a total of 87 times over four stations. The production cost was \$170.37, bringing our total contribution to the Welch radio campaign to \$708.82.

6. BROADCASTS ANSWERING THE UNITED AFL

A week before the primaries, the United AFL bought time over KFI, KNX, KXLA to broadcast a series of programs titled "The Package Deal" in which they charged that the CIO, HICCASP and PAC and their "stooge organizations" were among a handful of schemers plotting to capture the Democratic party and foist on the public a secret slate. The real issue in the primaries, they said, was the package deal and the Communistic organizations that pack the package deal.

To answer these misrepresentations time was purchased on KFI immediately following the United AFL broadcasts June 1, 2, and 3.

The June 1 program was sponsored by the Progressive AFL. The June 2 show was broadcast under the auspices of the AFL for Kenny Committee. The June 3 show was under the combined auspices of HICCASP, NC-PAC and CIO-PAC. The cost for each broadcast was \$100, and was assumed by the sponsoring organizations.

True Boardman and Chuck Lewin engineered the project and were assisted by Jack Stanley, Hy Alexander, Owen Vinson and Bud Hiestand.

7. MISCELLANEOUS ACTIVITIES

The Radio Division arranged for several broadcasts, on sustaining time, of two 15-minute recordings on OPA. They were broadcast on stations in Fresno, twice on KFNB, twice on KLAC and at local OPA meetings.

Contact was maintained with commentators for aid in the dissemination of important information.

The division took early initiative in instituting action against KKK activities. Steps have been taken to get a statute enacted outlawing race-baiting in California. Similar laws of other states are being studied.

One final word. The radio projects outlined above would have been impossible of achievement had it not been for the tireless work of True Boardman, Sam Moore, Cal Kuhl, Chuck Lewin and Mitchell Lindeman. At great sacrifice to their own personal activities, they gave unstintingly of their time and energy to a stupendous job. The organization, and particularly the executive secretary of the Radio Division, is deeply indebted to these members for this magnificent contribution of their services.

OBSERVATIONS

Following are a few personal observations and recommendations based on our experience in handling the broadcasts mentioned in the report. They are recorded here for whatever benefit may be derived in planning future HICCASP radio campaigns.

1. STRICT SCHEDULE OF OPERATION

The best guaranty for smooth and efficient operation of a radio campaign, and that means well written and well produced programs, is to establish deadlines, particularly for the writers, and to see they are lived up to. Dependent on volunteers as we are, this is not always easy. The Radio Division carefully mapped out procedure, departmentalized the radio work into projects, assigned writers and producers to each, gave them subjects and deadlines to meet. All of which looked very good on a chart, yet there were many hitches along the way. Writers were late in delivering scripts; the stations persisted in getting the scripts in time for lawyers to examine; stars who agreed to go on a show had to withdraw; scripts delivered in time were found in need of re-writing, etc.

These problems are not uncommon in radio, but when they are pyramided due to a heavy schedule, confusion and error result. The radio division tried to compress in less than two months time radio projects which should have had the benefit of much longer preparation and thought. Our task was to write, cast and produce nearly 20 quarter hour programs within the space of 5 weeks, plus scores of spot announcements. This would be a formidable job for a well-gearred commercial radio organization. For HICCASP and its volunteers this was too big an order. That all programs went on the air as scheduled and promised, and that most were competently done, is a tribute not only to our talented radio division members, but also to Goddess Luck.

2. ADVERTISE THE BROADCAST

More consideration should be given in the future to the matter of properly advertising political broadcasts, especially in Los Angeles, where newspapers are not only erratic in radio listings but notoriously shy in describing the content of a program. Consider our final half hour show. This was the roundup, the election eve shoot-the-works show featuring Olivia De Haviland, Frederic March, Margo, Dr. Linus Pauling, Danny Kaye, Kenny and the entire slate. It represented an expensive array of talent and hours of hard work in organizing, writing, coordinating and rehearsing. Yet on the day of the broadcast, one newspaper listed the show simply as "Political" and another paper, forgetting to take out last week's slug, had it down as "Jack of All Trades."

There was no paid advertising for this program and there was the uncomfortable feeling that listeners had no way of knowing about it unless they hit upon it accidentally. This was also true of other broadcasts.

Political shows must be advertised, and with more imagination. To buy space simply to say that Edmund G. Brown is broadcasting at 8:00 p/m. tonight on the importance of the job of attorney-general is not a tempting inducement to tune in.

3. SHOWMANSHIP IN PROGRAMMING

Just as there is room for improvement in political ads so there is in political programs. Even within the limitations of the larger stations for political broadcasts, there is opportunity for showmanship. In a Patterson program m.c.'d by John Cromwell, Frederic March and Florence Eldredge March carried on an informal man-and-wife conversation that had more warmth and charm than any number of straight political speeches.

The fact that Burl Ives sang and played his guitar during a political broadcast suggests more can be done with music. What would happen, for example, if a candidate filled his 15 minutes of political time with music-highbrow, lowbrow or hillbilly, and used a minute of "commercial" time in the beginning, middle and close for an announcer to plug his candidacy? If this technique can sell coffee and cigarettes, ought it not also sell a candidate? At any rate Senator Glen Taylor, Pappy O'Daniels and Folsom of Alabama proved it could.

This is not to say there is no room for good talk programs. One of the most widely discussed programs of the campaign was the one advertised as "Hear Rogers Endorse Ellis E. Patterson." In a campaign undistinguished for a dramatic situation, this program helped provide it.

Another effective program, to give the devil his due, was the United AFL show attacking HICCASP and our candidates. The programs were corny, but they had the advantage of smart advertising, and the reiterated emphasis of a slogan -- "the package deal." This was using a "commercial" to sell candidates.

Most of Bill Rogers' programs were highly listenable. He had, first of all, a good radio personality, which many of our candidates did not have. He spoke before audiences. The applause brought out the best in his delivery and doubtless produced a desired psychological reaction among radio listeners.

If any organization can bring new and arresting techniques to political broadcasts, (as well as to broadcasts between elections informing the people of every day issues), it should be HICCASP, with its great reservoir of talent and radio know-how.

4. USE SMALL STATIONS

Not enough attention has been given in the radio campaign to the smaller independent stations, of which there are more than 20 in California. These stations service great rural and suburban populations, whose aggregate vote is a bulwark of Republican strength. This is a citadel to be stormed. As a rule, the small independent station permits dramatized politicals which are not allowed by the large metropolitan stations. With our creative resources, it would be easy for HICCASP to produce recorded dramatized programs on controversial issues for broadcast over local outlets. This should be considered on an all-year round basis. The political thinking of conservatives cannot be changed in a rush of radio activity in the final weeks of a campaign. It must be done in easy and palatable doses over a period of months, perhaps years.

5. ON BUYING TIME

Since larger city stations permit no dramatized politicals, is it advisable to buy blocks of 15-minute time to fill with straight talks by unglamorous voices? Would it not be a wiser investment to use this money for 5 minute talks

and more spot announcements? An occasional 15 minute or half hour program should be reserved for longer discussions, but to purchase, willy nilly, an average of 25 15-minute programs in a month is questionable radio strategy.

6. RESEARCH

The life-blood of an organization like HICCASP is research and competent hands to evaluate it. From this source come the tools for writers to work with. This is the fountainhead of political action. If we had had up-to-date documentation on candidates and issues, we might have lightened the burden of writers and ourselves in the radio campaign.

7. REGISTRATION AND VOTING

Of the 1,027,988 persons who registered as Democrats, 573,669 did not go to the polls in the primaries. Proving once again that progressive candidates suffer by small votes. Every political radio campaign must give heavy emphasis to registration and voting. We can do this without paying for radio time. Stations broadcast non-partisan programs urging people to register and vote as a public service. The more people who vote, the more votes for progressive candidates. Cooperation with the League of Women Voters and other civic organizations in this project should be encouraged.

8. REMEMBER THE COMMENTATORS

Considering the tremendous influence of radio commentators in molding public opinion, one of the most urgent functions of the radio division should be to consider ways and means of servicing commentators with materials on a regular basis. This, again, involves research. It means sending data not likely to be found on wire services and conventional news sources. The demand for the material exists. There are friendly commentators ready to use it. The next move is up to us.