

NATIONAL BROADCASTING COMPANY, INC.

INTERDEPARTMENT CORRESPONDENCE

TO Mr. John Royal, Eastern

DATE February 17, 1938

FROM Sidney N. Strotz, Central.

SUBJECT

(7)

*W Fitch: Let us get a meeting on this 2 May 22*

Dear John:

In view of the importance of Chicago as a synchronization point and the difficulties we have been experiencing with both New York and Hollywood originated shows, I had the boys make up a log for February 4 showing the runovers on the various shows produced that day and I am attaching the report for your information. This report also has been sent to George McElrath.

The memorandum is self-explanatory and it brings to mind the various discussions we have had in connection with the advisability, or lack of it, of establishing automatic chimes on a pre-set basis. I realize that you are somewhat against this because of the lack of flexibility but I do feel that if any producer knew chimes were going to ring 20 seconds before the close of the hour or half-hour, he would time his show to get it off the air on time and I am confident that after a few days we would have no further difficulty along these lines.

Also, I would like to point out to you that evidently the Coast does not understand they must wait for a 20 second break between shows regardless of when a given show ends. As for example on the Packard Show last Tuesday night, the preceding show ended at 9:29:52 EST and the West Coast started the Packard show at exactly 9:30:02 allowing for only a 10 second break instead of the normal 20 second break. This resulted in WMAQ (and I presume a number of other stations) missing a portion of the opening fanfare which, of course, is bad programming. If the Coast has not been instructed to wait for 20 seconds, I believe they should be.

Part of the difficulty as far as the Coast is concerned, may be that they have no way of knowing that a preceding show has run over and, therefore, they must start their programs on the nose. As a result of this it behooves us in the East - particularly in New York - to get programs off on time.

Sincerely yours,

*SN*  
SIDNEY N. STROTZ.

RECEIVED

*BB said had been cleared but she would check with Strotz when he is here*

*McElrath  
Ramsay  
Kramard  
Strotz  
Killey*

FEB 23 1938