A Date with RADIO

an NAB public relations aid

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A Date with RADIO

Prepared by the

Public Relations Department

of the

NATIONAL ASSOCIATION OF BROADCASTERS

1771 N Street, N.W., Washington, D.C. 20036

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foreword

Here is "A Date With Radio," a spot announcement series prepared exclusively for NAB members.

Like the widely used "Almanac of American Heritage" series, "A Date With Radio" is in almanac style. It traces high points in the development of commercial radio in America and fits any programming format from classical music to all talk.

Source material was culled from a wide range of books, magazines, newspapers, letters and historical documents. A detailed, up-to-date history of radio has never been written and many events that took place in the early days of radio still are in dispute. Because of this, no attempt was made to include many famous "firsts," and the main concern has been to make certain the events actually happened on the dates listed.

Station call letters and network affiliations have been deleted to make "A Date With Radio" applicable nationwide.

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"A Date With Radio" can be a valuable commercial feature; or it can be used strictly to promote your own station, tying in with NAB's "Build Radio With Radio" campaign. It also points the way to a variety of novel programs and community relations projects. Here's how it can work for *your* station:

- The nature of the series lends itself to commercial sponsorship. Some examples: Radio-TV repair shops, radio set and hi-fi dealers, electrical and home improvement contractors, background music systems, electronic equipment manufacturers, public utility companies.
- The series tells the story of our industry and you might want to rewrite some of the spots to tie in local color. Station help during an emergency could be mentioned at the end of the many spots on this subject. If your programs are similar to those mentioned, add a line urging listeners to tune in. You can easily include your call letters in all of the spots.
- The series also can be used to adapt some of the programs or projects described. Graduation ceremonies at schools in your area could be substituted for the April 2 spot on rural schools. A "Mr. Fixit" show could be adapted from the July 23 spot.

Please Remember: "A Date With Radio" is not perishable. All of the continuity can be used on recurring dates in future years. You can copy each day's spot as it is used and preserve the booklet for use in the years to come.

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january index

1. First coast-to-coast broadcast
2. Church service over Pittsburgh station
3. Roosevelt addresses joint session of Congress
4. "The Dodge Victory Hour"
5. "Mile O' Dimes" campaign
6. Radio helps avert flood
7. The "Boatmen's Program"
8. Radio in the classroom
9. Special program for the blind
10. Car radios introduced
11. Programs of local news
12. Health problems discussed
13. Radio aids flood victims
14. Five-minute news on the hour
15. Herbert Hoover's first broadcast
16. U. S. backs "Consumer Tips" program
17. Fred Waring makes radio debut
18. Rudy Vallee begins radio career
19. "Save-A-Life" highway safety campaign
20. Barn dance broadcast
21. The death of King George V
22. Atwater Kent Radio Hour
23. Farm news from Michigan State College
24. Radio SOS saves ship at sea
25. Broadcast from an airplane
26. "The Official Gallup Poll"
27. "Voice of America" authorized
28. Reports from flood scene
29. Ben Bernie broadcast
30. Swimming marathon
31. Program on women's fashions

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january 1

announcer: Here's a fact from the Almanac of American Radio. The first coast-to-coast radio program . . . of a football game . . . was broadcast on this date in 1927. The Rose Bowl Game was heard from Pasadena, California, over a hookup 4,000 miles long. Today's fans still count on radio for complete sports coverage.

january 2

announcer: Here's a milestone from the radio almanac. A pioneer radio station in Pittsburgh, Pennsylvania, broadcast a religious service from Calvary Church on this day in 1921. The program was so well received that it became a regular feature. Radio today continues to provide religious programming for its listeners.

january 3

announcer: Here's another milestone in the history of radio. President Roosevelt addressed a joint session of Congress on this day in 1936. The meeting was held at night so Americans could listen by radio in their homes. Today, radio goes with you everywhere . . . to keep you informed day or night.

january 4

announcer: Here's a fact from the radio almanac. On this day in 1928, "The Dodge Victory Hour" was first heard over a nationwide radio hookup. You're always in tune with the stars, today as yesterday, when you listen to radio.

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january 5

announcer: Here's a fact from the Almanac of American Radio. On this day in 1938, a radio station in Washington, D. C., was sponsoring the "Mile O' Dimes" campaign which led the fight against infantile paralysis. Now, as then, radio truly is America's solid citizen.

january 6

announcer: Here's a fact from the Almanac of American Radio. A levee threatened to break near Jonesboro, Arkansas, in 1938. But an appeal over the town's radio station brought 500 volunteers to reinforce it in time to avoid a catastrophe. When disaster threatens, you can count on radio.

january 7

announcer: Here's a fact from the Almanac of American Radio. On this day in 1930, commercial fishermen in the Gulf of Mexico tuned their radios to a station in Gulfport, Mississippi, to get news from home on the "Boatmen's Program." One of radio's true virtues is the many little services it performs day-in and day-out.

january 8

announcer: Here's a fact from the Almanac of American Radio. On this day in 1942, "This Changing World," a daily fifteen-minute radio program for school children, was being heard in many Los Angeles classrooms. With classrooms becoming more crowded every day, radio's ability to educate holds great promise for the future.

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january 9

announcer: Here's a fact from the Almanac of American Radio. On this day in 1940, Miss Ethel Parker was broadcasting a radio program by and for the blind on a station in Lawrence, Massachusetts. Helping the handicapped continues to be a vital part of radio's role in American life today.

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january 10

announcer: Here's a fact from the Almanac of American Radio. Radio sets for automobiles were first introduced in 1927. Sales of car radios since that time have increased steadily, and radios today are the auto accessory requested most often. Radio is America's mobile medium.

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january 11

announcer: Here's a fact from the radio almanac. On this day in 1939, a radio station in Spokane, Washington, was broadcasting a series of programs from fifty communities in its listening area which featured local musical groups and civic leaders. Building better community relations is one of the many ways in which radio serves America.

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january 12

announcer: Here's another milestone from the Almanac of American Radio. On this day in 1928, a major radio network was broadcasting a half-hour health program four days a week. Advice about modern health problems and news of medical advances is still readily available on radio.

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january 13

announcer: Here's a fact from the radio almanac. When floods swamped the area around Nashville, Tennessee, in 1937, a local radio station cancelled all commercial programming for six consecutive days to direct a fleet of trucks to listeners who offered food and clothing for flood victims. Service in the public interest is a hallmark of modern radio.

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january 14

announcer: Here's a fact from the Almanac of American Radio. On this day in 1957, the first five-minute news program broadcast hourly was aired on a nationwide radio network. Now, as then, radio keeps you abreast of the news with bulletins of fast-breaking stories and in-depth reporting at regular intervals.

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january 15

announcer: Here's another milestone in the history of radio. On this day in 1921, Herbert Hoover spoke on "European Relief" from the Duquesne Club in Pittsburgh, Pennsylvania. It was the late President's first radio broadcast. You're in tune with the great men of our times when you listen to radio.

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january 16

announcer: Here's a fact from the Almanac of American Radio. On this day in 1933, the United States Department of Agriculture agreed to cooperate with a major network's "Consumer Tips" program. For shopping information you can use, stay tuned to radio.

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january 17

announcer: Here's a fact from the Almanac of American Radio. Fred Waring and his Pennsylvanians made their radio debut on this day in 1936. Beautiful music from the Pennsylvanians and other great artists of our times comes to you on radio.

january 18

announcer: Here's a fact from the Almanac of American Radio. Rudy Vallee, "The Vagabond Lover," began his career in radio on this day in 1929. The best in listening pleasure is always yours on radio—your constant companion.

january 19

announcer: Here's a fact from the Almanac of American Radio. On this day in 1945, the "Save-A-Life" highway safety campaign had become an established program of a radio station in Oklahoma City. The city's safety commissioner credited the broadcasts with saving a life each week. Radio plays a leading role in traffic safety because it cares about you.

january 20

announcer: Here's a fact from the radio almanac. A radio station in Pittsburgh, Pennsylvania, was one of the first to broadcast a barn dance. Whatever your musical taste is, you'll hear all your favorites on radio—America's sound habit.

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january 21

announcer: Here's a fact from the radio almanac. On this day in 1936, news of the death of England's King George V was flashed around the world by radio to the mournful tolling of London's bells. Lightning events demand lightning reporting—and you get it through radio.

january 22

announcer: Here's a fact from the Almanac of American Radio. On this day in 1925, the Atwater Kent Radio Hour originated from a radio station in New York City. Now, as then, you're tuned to the best in listening pleasure on radio—America's sound habit.

january 23

announcer: Here's another milestone from the Almanac of Radio. Michigan State College on this day in 1925 had begun broadcasting a college-of-the-air program to give farmers news of agricultural advances. Many radio stations today beam special farm information to rural listeners as part of their regular programming. Radio serves America.

january 24

announcer: Here's a fact from the Almanac of American Radio. On this day in 1926, the steamship Antinoe lost her steering gear and was helpless in a fierce storm at sea. Tracing an SOS from the stricken ship, another vessel located the Antinoe and rescued most of the crew. Modern ships couldn't operate without radio—neither should modern homes.

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january 25

announcer: Here's another milestone in the history of radio. On this day in 1925, a radio station in Minneapolis, Minnesota, sent an announcer aloft in an airplane to broadcast a description of a solar eclipse. Modern radio, too, takes you where the action is for a fast, firsthand account of the news.

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january 26

announcer: Here's another milestone from the radio almanac. On this day in 1944, a station in Rochester, New York, began broadcasting "The Official Gallup Poll." Now, as then, radio tells you what people are thinking about key issues of our times. To keep informed, stay tuned to radio.

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january 27

announcer: Here's a fact from the Almanac of American Radio. On this day in 1948, President Truman signed a bill giving statutory authority to the "Voice of America." Now, as then, radio has a powerful role in the Free World's battle for the minds of men.

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january 28

announcer: Here's a fact from the radio almanac. On this day in 1937, a radio station in St. Louis, Missouri, broadcast reports on a flood in the southeastern corner of the state. Newsmen on the scene relayed reports on the evacuation and suffering of 5,000 sharecroppers and of dramatic rooftop rescues. Modern radio provides valuable service to listeners ever year when such disasters occur.

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january 29

announcer: Here's a fact from the Almanac of American Radio. "Ben Bernie and His Hotel Roosevelt Orchestra" was heard on a New York City radio station on this day in 1925. Now, as then, no matter what your musical taste, you'll find the sounds you like on radio.

january 30

announcer: Here's a fact from the Almanac of American Radio. On this day in 1927, a radio station in Los Angeles, California, aired a stroke-by-stroke broadcast of a marathon swim between the mainland and Catalina Island. You can stay in the mainstream of all sports activities by staying tuned to radio . . . where the action is.

january 31

announcer: Here's another milestone in the history of radio. On this day in 1921, a program on women's fashions was being heard over a radio station in Pittsburgh, Pennsylvania. For facts about today's fashions, stay tuned to radio.

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february index

1. Shipping news
2. "University of Chicago Round Table"
3. Fifteen-minute news broadcast
4. Radio station starts youth center
5. University broadcasts educational programs
6. "The People's Radio Vespers"
7. Debate on prohibition aired
8. Radio restores communications in tornado
9. Radio signals start of maple sap harvest
10. Frost warnings to fruit growers
11. Marconi establishes wireless communications
12. Pope Pius XI inaugurates Vatican Radio
13. Radio saves lives in floods
14. Broadcast for a missing person
15. Radio recruits farmhands during war
16. Admiral Byrd flies over South Pole
17. U. S. broadcasts beamed to Russia
18. Radio programs exchanged across country
19. Live audience hears broadcast
20. Hitler broadcasts "steel and blood" speech
21. Weather forecasts, time checks start
22. Broadcast from Mount Vernon
23. Mystery story serialized on radio
24. Basketball game broadcast
25. "The State Department Speaks"
26. "Apache" covers invasion of Philippines
27. President Coolidge addresses Congress
28. Radio raises money for tornado victims
29. Music appreciation program broadcast

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february 1

announcer: Here's a fact from the radio almanac. A radio station in New York City began regular broadcasts of shipping news on this day in 1922. The best way to get the news you need is to listen to radio—America's sound habit.

february 2

announcer: Here's a fact from the Almanac of American Radio. On this day in 1931, a radio station had begun broadcasting the "University of Chicago Round Table" . . . a program designed to stimulate thinking. The series was so well received that it was later broadcast nationwide over a major network. Stay tuned to radio . . . it's always in tune with you.

february 3

announcer: Here's a fact from the Almanac of American Radio. A news résumé of 15 minutes was broadcast from a New York City radio station on this day in 1923. For news you can depend on—fast, firsthand, and factual—stay tuned to radio.

february 4

announcer: Here's a fact from the Almanac of American Radio. A youth center called "The Spider Web" was well established on this day in 1944 in Burlington, Iowa. A radio station there started the center in Burlington to combat juvenile delinquency. Radio is always a vital part of the civic scene.

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february 5

announcer: Here's a fact from the radio almanac. On this day in 1919, the University of Wisconsin had started broadcasting a regularly scheduled service of programs in education. Today's radio continues to beam education across the land to help build a better America.

february 6

announcer: Here's another milestone from the Almanac of American Radio. On this day in 1927, a program called "The People's Radio Vespers" had become an established weekly feature on a national network. Nowadays, religious programs are broadcast regularly by most radio stations across the nation.

february 7

announcer: Here's a fact from the Almanac of American Radio. In 1925, a radio station in Chicago, Illinois, attracted two leading exponents of the wet and dry issue, Clarence Darrow and Wayne B. Wheeler, to its studios for a debate on prohibition. To keep fully informed on the vital issues facing you today, stay tuned to radio.

february 8

announcer: Here's a fact from the Almanac of American Radio. After a tornado struck Illinois in 1938, rescue operations were hampered by lack of communications. A radio station in Peoria quickly moved short-wave equipment to the scene to direct rescue and relief work. Radio always stands ready to serve the public wherever there's a need.

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february 9

announcer: Here's a fact from the Almanac of American Radio. On this day in 1943, special weather forecasts were broadcast in Michigan to tell farmers the exact day it would be warm enough to start harvesting sap from maple trees. Such information has become a regular feature of the station—another of the many ways radio serves America.

february 10

announcer: Here's another milestone from the Almanac of American Radio. On this date in 1929, broadcasts of frost warnings to growers in the San Joaquin Valley had become a regular service of a radio station in Fresno, California. For news you need when you need it, stay tuned to radio.

february 11

announcer: Here's a fact from the Almanac of American Radio. Guglielmo Marconi, father of radio, on this day in 1901 established wireless communications between Niton, Isle of Wight, and Lizard Station, 196 miles away. Modern radio now keeps you in touch with all points on the globe for the latest in news and important happenings.

february 12

announcer: Here's an interesting fact from the Almanac of American Radio. Pope Pius XI spoke to the world on this day in 1931 in a broadcast inaugurating the Vatican City radio station. It was the first time the Pope's voice was heard on American radio. For more milestones, keep tuned to modern radio.

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february 13

announcer: Here's a fact from the Almanac of American Radio. On this day in 1937, disastrous floods swept Ohio and Mississippi. Radio's service in rescue and relief broadcasts were credited with reducing the toll of life and won the plaudits of President Roosevelt, the Red Cross, and the nation's listeners. When disaster strikes, America depends on radio.

february 14

announcer: Here's another milestone from the Almanac of American Radio. One of the first broadcasts for a missing person was heard over a Detroit, Michigan, radio station on this day in 1922. Many radio stations today feature missing person reports as a regular part of their programming. This is one of many ways in which radio serves America.

february 15

announcer: Here's a fact from the Almanac of American Radio. Because many men were away at war on this day in 1944, a Des Moines, Iowa, radio station launched a campaign to get extra help for short-handed farmers. The station offered more than $1,600 in cash and War Bonds and attracted 4,000 workers who put in more than 165,000 hours of farm work. Public service, both on and off the air, is the essence of radio.

february 16

announcer: Here's a fact from the radio almanac. On this day in 1947 Rear Admiral Richard E. Byrd flew over the South Pole and dropped flags of the United Nations. News of the event was flashed from Little America by radio. Listeners always hear historical happenings first on radio.

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february 17

announcer: Here's a fact from the Almanac of American Radio. On this day in 1947, the U. S. Department of State began broadcasts beamed directly at Russia. Radio is one of the Free World's most effective means of getting the truth to millions of captive peoples.

february 18

announcer: Here's a fact from the Almanac of American Radio. The first exchange of radio programs across the nation were broadcast on this day in 1923 between New York and Los Angeles. Present day radio uses this technique as one of many ways of getting news and special programs to you direct from the scene of action.

february 19

announcer: Here's a fact from the Almanac of American Radio. On this day in 1922, a radio station in New York broadcast a stage show, "The Perfect Fool," with a live studio audience. There's plenty of lively entertainment on radio. And it's varied for your every mood. Stay tuned to radio—it's always in tune with you.

february 20

announcer: Here's a fact from the radio almanac. On this day in 1938, Adolf Hitler, in his three-hour "steel and blood" broadcast, reviewed Germany's past and issued a "hands-off" warning to other nations. For the sounds of history in the making, stay tuned to radio.

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february 21

announcer: Here's a fact from the Almanac of American Radio. Weather forecasts and time checks were first broadcast by a radio station in New York City as a novel experiment on this day in 1922. Modern radio provides these and many other services each day as a standard part of programming.

february 22

announcer: Here's a fact from the Almanac of American Radio. On this day in 1932, a radio station in Washington, D. C., broadcast a program from Mount Vernon on the birthday of George Washington. Radio still takes you to interesting places . . . near and far. Stay tuned to radio . . . your constant companion.

february 23

announcer: Here's a fact from the Almanac of American Radio. A station in Boston, Massachusetts, started broadcasting an original mystery serial on this day in 1926. For the best in entertainment, music and news, stay tuned to radio.

february 24

announcer: Here's a fact from the Almanac of American Radio. One of the first broadcasts of a basketball game—in Montana—occurred on this day in 1927. Today's sports fans depend on radio for play-by-play accounts of their favorite games, plus recaps and scores of all major athletic events.

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february 25

announcer: Here's a fact from the Almanac of American Radio. In 1944, the U. S. Department of State chose radio as the best medium for bringing foreign policy issues regularly and systematically to the American people. Its program, "The State Department Speaks," was heard over a national network. Today's leaders recognize more than ever that radio is the best way to reach more people most often.

february 26

announcer: Here's a fact from the Almanac of American Radio. On this day in 1945, the radio ship "Apache" took part in the invasion of Luzon and relayed network broadcasts back to the United States from the Philippines. For complete coverage of events when and where they happen, stay with radio.

february 27

announcer: Here's a fact from the Almanac of American Radio. On this day in 1927, Calvin Coolidge addressed a joint session of Congress to become the first President ever heard on a coast-to-coast broadcast. Modern America depends on radio for full news coverage of major political developments. Listen to the latest—listen to radio.

february 28

announcer: Here's a fact from the Almanac of American Radio. On this day in 1928, appeals from a radio station in Chicago had brought in $4,800 for the relief of tornado victims in Florida. Similar appeals for a variety of causes are heard almost daily on radio—America's sound citizen.

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february 29

announcer: Here's another milestone from the Almanac of American Radio. In 1920 the University of Minnesota began broadcasting a music appreciation program. For many of the finer things in life, stay tuned to radio.

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march index

1. Commercial transatlantic radio circuits open
2. Election of Pope Pius XII
3. Giant radio transmitting tube revealed
4. Harding's inaugural address
5. Sea-going radio station launched
6. Blind airplane landings made by radio
7. Request program started
8. Two-way car radio installed
9. Rodeo broadcast live
10. Radio lighthouse built off Scotland
11. Radio covers California earthquake
12. President Roosevelt's first "fireside chat"
13. News of Hitler's election broadcast
14. "Health and Efficiency"
15. Hitler occupies Czechoslovakia
16. Radio stations share same frequencies
17. Wheatstone invents the microphone
18. Experimental FM stations authorized
19. Harding's cabinet on radio
20. Full-time radio announcer hired
21. French lessons broadcast
22. Long-playing records introduced
23. "Junior Town Meeting"
24. Vaugn De Leath starts "crooning"
25. Broadcast heard from a ship at sea
26. Sound effects used
27. Marconi's wireless links France, England
28. Newspaper funnies read on the air
29. Chant of tobacco auctioneer
30. Breakfast club show starts
31. Battle of Gettysburg recreated

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march 1

announcer: Here's another way radio serves America. On this day in 1920, commercial transatlantic radio circuits were opened and first messages were sent between New York and London. Today, news from around the world is as close to you as your radio. More people receive news from radio than from any other mass medium. Stay tuned for action.

march 2

announcer: Here's another milestone from the radio almanac. On this day in 1939, the election of a new Pope, Pius the Twelfth, was first announced on radio. Modern radio is constantly in touch with the Vatican . . . and everywhere else news is in the making.

march 3

announcer: Here's a fact from the radio almanac. A gigantic radio transmitting tube, with a rated continuous output of 500,000 watts, was revealed on this day in 1950 by RCA. Radio grows bigger to serve you better.

march 4

announcer: Here's another fact from the Almanac of American Radio. On this day in 1921, a radio announcer read Warren G. Harding's inaugural address at the same time it was delivered. Radio now brings you the color and excitement of presidential inaugurations through live broadcasts from the scene.

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march 5

announcer: Here's a fact from the Almanac of American Radio. The first sea-going radio broadcasting station was operating on this day in 1952. The Coast Guard cutter "Courier" was commissioned by President Truman to beam "Voice of America" programs to Eurasian areas.

march 6

announcer: Here's another way radio serves America. In 1939, the rhumbatron tube which projects a radio beam "as straight as a sunbeam," was invented. The beam is used today as a means for aircraft to make blind instrument landings. You, too, will be on the beam if you listen to radio—the sound of year-round pleasure.

march 7

announcer: Here's a fact from the Almanac of American Radio. On this day in 1922, listeners asked a New York City radio station to play "Auld Lang Syne" and started the request programs still popular today.

march 8

announcer: Here's another milestone from the Almanac of American Radio. The first two-way radio was installed in a car in 1910. The devices are now considered vital equipment in police cars, fire trucks and ambulances. Pleasure-car owners think highly of radio, too. The most requested accessory in an automobile is a radio. People on the go naturally choose radio.

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march 9

announcer: Here's a fact from the Almanac of American Radio. On this day in 1924, a radio station in Fort Worth, Texas, broadcast the sounds and color of a rodeo. If you're looking for adventure and excitement, stay tuned to radio—it's where the action is.

march 10

announcer: Here's another way radio serves you. A radio "lighthouse" was built on an island off Scotland in 1924. Ships in a 100-mile area could detect radio signals from the lighthouse and determine their positions in the fog. You'll never be in the dark if you listen to radio. It's America's sound habit.

march 11

announcer: Here's another way radio serves America. On this day in 1933, a radio station in Los Angeles had cancelled all commercials to cover exclusively the California earthquake. Working with the Red Cross, the station aided in locating and rescuing 237 persons. When danger threatens, you can always depend on radio.

march 12

announcer: Here's a fact from the radio almanac. President Franklin Roosevelt delivered his first "fireside chat" on this day in 1933. Because of his frequent use of the airwaves to go directly to the people, Roosevelt became known as the "radio President."

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march 13

announcer: Here's a fact from the Almanac of American Radio. Returns from Germany's presidential election, in which Paul von Hindenburg opposed Adolf Hitler, were rebroadcast in America on this day in 1932. For up-to-the-minute news from around the world, stay tuned to radio.

march 14

announcer: Here's a fact from the Almanac of American Radio. On this day in 1922, a radio station in New York began a series of talks by a doctor on "Health and Efficiency." Today, radio still brings you a wealth of practical information that you need to know. Stay tuned to radio . . . it's always in tune with you.

march 15

announcer: Here's a fact from the radio almanac. Adolf Hitler led his troops into the battered Republic of Czechoslovakia on this day in 1939. He announced on radio that Germany would also occupy Bohemia and Moravia. Lightning events demand lightning coverage—over radio.

march 16

announcer: Here's a fact from the Almanac of American Radio. On this day in 1931, two radio stations in New York City and one each in Baltimore, Maryland, and Hartford, Connecticut, began broadcasting on the same frequencies. They used a method, new to radio then, to overcome the shortage of broadcast channels.

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march 17

announcer: Here's a fact from the Almanac of American Radio. In 1827, Sir Charles Wheatstone invented an acoustical device to amplify weak sounds and named it a "microphone." His instrument is but one of many scientific discoveries that make modern radio possible.

march 18

announcer: Here's a fact from the Almanac of American Radio. On this day in 1940, the Federal Communications Commission authorized twenty-two experimental FM radio stations. Today, more than 1,000 FM stations operate across America.

march 19

announcer: Here's another milestone from the radio almanac. On this day in 1921, three members of President Harding's cabinet made their first radio broadcasts over station KDKA, Pittsburgh. Today, government leaders still turn to radio when they want to reach the people. Radio is unrivaled in communicating with Americans.

march 20

announcer: Here's a fact from the Almanac of American Radio. Pioneer station KDKA in Pittsburgh, Pennsylvania, hired its first full-time announcer in 1921. Today the radio industry employs some 50,000 persons in many capacities to bring you the sounds of quality radio.

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march 21

announcer: Here's a fact from the Almanac of American Radio. On this day in 1924, a radio station in New York City began broadcasting French lessons. Radio since has become one of the most powerful educational forces in America.

march 22

announcer: Here's a fact from the Almanac of American Radio. The Edison Phonograph Company introduced "long playing records" in 1926. It greatly enhanced radio's ability to program music and entertainment which is so enjoyable today.

march 23

announcer: Here's a fact from the Almanac of American Radio. On this day in 1942, a radio station in Toledo, Ohio, started broadcasting a program called "Junior Town Meeting." The series was based on a high school forum. Radio likes to encourage and give a voice to thinking and creativity. Radio serves America.

march 24

announcer: Here's a fact from the Almanac of American Radio. Vaugn De Leath started "crooning" on radio in 1920. She found that high soprano notes often broke sensitive tubes in the radio transmitter panel. The equipment has been vastly improved since then. Whether you like crooning or the classics, high notes included, you'll hear it on radio.

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march 25

announcer: Here's a fact from the Almanac of American Radio. A broadcast from a ship at sea was heard on this day in 1930 through rebroadcasts by two coastal radio stations. Wherever news happens, you'll hear about it first on radio.

march 26

announcer: Here's a fact from the Almanac of American Radio. Sound effects were used on radio as early as 1922. In that year, a station in New York slapped two pieces of wood together to reproduce the sound of a door closing. Radio still is America's sound habit.

march 27

announcer: Here's another milestone from the Almanac of American Radio. On this date in 1899, Marconi sent a wireless message across the English channel, giving France and England their first linkup through instantaneous communications. Today, radio links millions of listeners to points around the globe for complete coverage of news in the making.

march 28

announcer: Here's a fact from the Almanac of American Radio. In 1924, a radio station in Chicago gave a light touch to its programming by reading "the funnies" on the air. When you're in the mood for a chuckle, listen to comedy stars on radio.

www.americanradiohistory.com

march 29

announcer: Here's a fact from the Almanac of American Radio. The chant of a tobacco auctioneer from a market in South Carolina was an extra bonus for radio listeners in 1933. Today, you can hear all the sounds of America in action on radio.

march 30

announcer: Here's a fact from the radio almanac. "The Early Birds," a breakfast club show, had its start on a radio station in Dallas, Texas on this day in 1930. Whether you're an early bird or a late riser, radio fills your listening needs all day long.

march 31

announcer: Here's a fact from the Almanac of American Radio. On this day in 1926, a Cleveland, Ohio radio station broadcast a special program, "The Battle of Gettysburg," in which horses, artillery and sound effects were used. Radio still is the theater of your mind.

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www.americanradiohistory.com

april index

1. Radio aids Michigan newspapers
2. Iowa rural school radio graduation program
3. Radio's clinic on juvenile delinquency
4. Sarnoff's "Freedom to Listen" proposal
5. War Department launches "The Army Hour"
6. Easter services from the "Garden of the Gods"
7. "A Job For Joe" program begins
8. "Lost and Found" service
9. Handel's "Messiah"
10. Congressional debate
11. First boxing match on radio
12. News of President Roosevelt's death
13. Variety program originated
14. Radio appeals for relief funds
15. Baseball scores
16. Radio debut of Fibber McGee and Molly
17. Radio helps in Massachusetts hurricane
18. News flash of first bombing of Tokyo
19. "National Barn Dance" begins
20. Long-distance address by radio
21. Coverage of Ohio penitentiary fire
22. Intercontinental student broadcasts
23. Live broadcast from Anzio beachhead
24. Beginning of daily "radio farm" reports
25. "Homemakers Club" goes on the air
26. Beginning of regular weather reports
27. Radio covers UN conference
28. The "Dinnerbell Hour"
29. Radio programs for Slavic listeners
30. Radio station installs news bureau

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april 1

announcer: Here's a fact from the Almanac of American Radio. Newspapers in Michigan were able to continue publishing on this day in 1922 by using stories from a Detroit radio station after a sleet storm halted normal news flow over telephone and telegraph lines. Radio is America's sound citizen.

april 2

announcer: Here's another way radio serves America. In 1939 a radio station in Iowa started its "Iowa Rural School Radio Graduation Programs." The idea was to give students in country schools as impressive a graduation ceremony as those provided in city schools.

april 3

announcer: Here's a fact from the Almanac of American Radio. In 1939, a radio station in Uniontown, Pennsylvania, set up a clinic to help analyze and solve some of the problems of juvenile delinquency. Always community conscious, radio is America's sound citizen.

april 4

announcer: Here's a fact from the Almanac of American Radio. David Sarnoff, Chairman of RCA, proposed on this day in 1946 that the principle of "Freedom to Listen" be established world-wide and that the United Nations conduct a system of international broadcasting, free from censorship.

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april 5

announcer: Here's another way radio serves America. On this day in 1942, the War Department launched "The Army Hour" program over a major radio network to keep the American public informed about the course of events in World War II.

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april 6

announcer: Here's another way radio serves America. Easter services were broadcast over a national network in 1938 from the "Garden of the Gods," a natural amphitheatre near Colorado Springs, Colorado. Modern radio continues to bring you similar services from equally inspiring places.

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april 7

announcer: Here's a fact from the Almanac of American Radio. "A Job for Joe," a weekly feature of a radio station in St. Louis, began on this day in 1945 to tell homecoming servicemen of their legal rights and benefits. Continuing the good work, modern radio gives several million dollars a year in free time to keep veterans informed.

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april 8

announcer: Here's another way radio serves America. In 1929, a radio station in Montana started a "Lost and Found" program. During one year, an estimated $27,000 in merchandise was returned to owners at a cost to them of $345 in rewards.

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april 9

announcer: Here's another way radio serves America. A radio station in Kansas City began its annual Easter broadcasts of Handel's "Messiah" in 1927. It featured the choir of the Reorganized Church of Jesus Christ of Latter Day Saints.

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april 10

announcer: Here's a fact from the Almanac of American Radio. On this day in 1924, a Congressional debate over the controversial Volstead, or Prohibition Act, was broadcast over a radio station in Washington, D. C. To keep on top of current issues, stay tuned to radio.

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april 11

announcer: Here's a fact from the Almanac of American Radio. One of the first boxing matches to be broadcast was heard on this day in 1921 over a station in Pittsburgh. The bout featured Johnny Ray versus Johnny Dundee. Today's sports fans still depend on radio for all the action.

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april 12

announcer: Here's a fact from the Almanac of American Radio. On this day in 1945, news of President Roosevelt's death at his home in Warm Springs, Georgia, was flashed around the world by radio. The U. S. networks cancelled all commercial programming to provide continuous coverage.

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april 13

announcer: Here's a fact from the radio almanac. On this day in 1922, a station in Los Angeles began a variety program of music, talk and comedy. You'll find that your favorite listening is still on radio.

april 14

announcer: Here's another way radio serves America. On this day in 1930, when a tornado hit a small town in Oklahoma, a radio station in Oklahoma City cancelled commercial time to appeal for relief funds. The station raised $34,000 to help the town recover. Radio is truly America's sound citizen.

april 15

announcer: Here's a fact from the Almanac of American Radio. On this day in 1924, a radio station in New York City began broadcasting baseball scores on the quarter hour during the afternoon. Radio today brings you live coverage of many games, as well as a complete wrap-up of scores.

april 16

announcer: Here's a fact from the Almanac of American Radio. "Fibber McGee and Molly" launched a long-running radio series on this day in 1935. If you need a touch of humor to add spice to your day, stay tuned to radio.

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april 17

announcer: Here's another way radio serves America. In 1938, a disastrous hurricane hit Worcester, Massachusetts. With other lines of communications failing, the town's radio station broadcast a continuous stream of bulletins, announcements, and personal messages to separated families. Now, as then, radio is there when you need it most.

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april 18

announcer: Here's another fact from the radio almanac. On this day in 1942, monitoring stations in San Francisco relayed news of the first American bombing of Tokyo. Keeping you informed about latest news developments is a regular service of radio.

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april 19

announcer: Here's a fact from the Almanac of American Radio. The "National Barn Dance" first made its appearance on radio from a Chicago station on this day in 1924. Country and western music still is a favorite of millions of listeners, and you hear it on radio.

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april 20

announcer: Here's another way radio serves America. The first address to an organization over radio was made on this day in 1920 by a college president to a Rotary Club meeting twenty-five miles away. Modern radio addresses organizations, towns and cities, the nation—and the world.

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april 21

announcer: Here's a fact from the Almanac of American Radio. Eyewitness reports of the Ohio State Penitentiary fire which killed 318 men were broadcast on this day in 1930. When disaster strikes, radio is on the scene with fast, factual reports.

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april 22

announcer: Here's a fact from the Almanac of American Radio. On this day in 1945, a radio station in Cincinnati featured a two-way broadcast between students in that city and in London, England, on its "Junior Town Meeting" program. Promoting knowledge and good will is a major part of radio's service to America.

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april 23

announcer: Here's a fact from the radio almanac. Radio broadcast direct from the Anzio beachhead on this day in 1944. It was described as the "first time in history that a broadcasting station has been erected and put into service this close to the front line." You're always where the action is on radio.

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april 24

announcer: Here's another way radio serves America. Daily reports from the farm began on this day in 1941. A radio station in Cincinnati bought a farm and operated it on a sharecrop basis to learn firsthand the problems facing practical farmers in its listening area.

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april 25

announcer: Here's another milestone from the Almanac of American Radio. A woman's program called the "Homemakers Club" went on the air over a Philadelphia radio station in 1923. Today's homemakers still turn to radio for household hints and good listening every day.

april 26

announcer: Here's another way radio serves you. Regular programming of weather reports was begun on this day in 1921 by a radio station in St. Louis, Missouri. Want to know about the weather? Tune in on radio.

april 27

announcer: Here's a fact from the Almanac of American Radio. On this day in 1945, a Hollywood radio station began broadcasting the entire United Nations Conference at San Francisco. Today, you hear radio highlights of what's happening at the UN. Listen to the latest—listen to radio.

april 28

announcer: Here's a fact from the Almanac of American Radio. On this day in 1924, a radio station in Chicago began broadcasting the "Dinnerbell Hour," a noontime program of news and information for farmers. Now, as then, radio provides specialized information on a variety of topics. Stay tuned to radio.

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april 29

announcer: Here's another way radio serves America. In 1927, a radio station in Chicago began a program for Slavic-speaking peoples which included folk music and talks in the native languages. Many of today's radio stations still feature foreign language programs. Is it any wonder that more than 80 per cent of U. S. adults spend more daytime hours with radio than with any other medium?

april 30

announcer: Here's another milestone from the radio almanac. A radio station in Montana installed one of the first news bureaus in broadcasting in 1929. Today, virtually every radio station has facilities designed to keep you abreast of all the news.

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1. National Radio Month
2. Jack Benny makes radio debut
3. Number of radio stations in America
4. Broadcast of midget auto race
5. Summer radio listening
6. The Hindenburg disaster
7. News of Germany's surrender
8. V-E Day celebrations broadcast
9. Jimmy Durante makes radio debut
10. News of German invasion of low countries
11. First wireless message sent over water.
12. Coronation coverage of King George VI
13. Editoralizing starts on radio
14. News during Mexican revolution
15. Conversation with a flagpole sitter
16. Mobile radio transmitter used in rescue
17. Live cat mewing is program theme
18. "Blues Chasers" program begins
19. Opera "Martha" broadcast in entirety
20. FCC gives green light to FM broadcasting
21. All-classical music station
22. Cow bell used as station identification
23. Radio debate heard
24. Child care program
25. Speedboat-train race
26. "Night School of the Air"
27. President proclaims national emergency
28. "Operation Crossroads"—the A-bomb story
29. Indianapolis 500 auto race
30. "America's Town Meeting of the Air"
31. Radio's public service contributions

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may 1

announcer: Here's a fact from the Almanac of American Radio. National Radio Month begins today. Sponsored by (CALL LETTERS) and the National Association of Broadcasters, it's been celebrated each May since 1946. Its purpose is "to acquaint the listening public on a station level with the many and varied services radio provides."

may 2

announcer: Here's a fact from the Almanac of American Radio. Jack Benny made the first of many appearances on radio on this day in 1932. Like Benny, radio never grows old.

may 3

announcer: Here's a fact from the Almanac of American Radio. On this date in 1922, there were only 80 radio stations operating in the United States. Today, there are more than 5,500 radio stations from coast-to-coast broadcasting music, news, sports and special programs to enrich our lives. Wherever you are, stay tuned to radio—your constant companion.

may 4

announcer: Here's a fact from the Almanac of American Radio. In 1936, a radio station in St. Louis broadcast a race featuring midget automobiles. But there's nothing undersized about the scope of modern radio's sports coverage. It's sky-high and America-wide. Stay tuned for action.

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may 5

announcer: Here's a fact from the Almanac of American Radio. People spend nearly ten per cent more time listening to radio during the summer months. Whether you're relaxing on the patio, sunning by the pool or camping out, take along a portable radio. It adds a new dimension in pleasure to your leisure hours.

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may 6

announcer: Here's an interesting fact from the Almanac of American Radio. The dirigible "Hindenburg" crashed and burned at Lakehurst, New Jersey, on this date in 1937. Eyewitness accounts by two radio newsmen have become radio classics. For firsthand reports of what's going on around the world, listen to radio.

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may 7

announcer: Here's a fact from the Almanac of American Radio. News of Germany's unconditional surrender was flashed over radio on this day in 1945 from General Eisenhower's headquarters in France. For news while it's still news, stay tuned to radio.

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may 8

announcer: Here's a fact from the radio almanac. On this day in 1945, President Truman, King George, General Eisenhower and Prime Minister Churchill took part in international broadcasts celebrating the Allied victory in Europe. All the color and excitement of special events are yours on radio.

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may 9

announcer: Here's a fact from the Almanac of American Radio. Jimmy Durante's radio debut was on this date in 1933. Durante's wit and personal charm have made him a perennial favorite with millions of listeners. He's one more reason why people make radio their constant companion.

may 10

announcer: Here's a fact from the Almanac of American Radio. Germany's invasion of Belgium, Holland, and Luxembourg was reported to the free world on radio this day in 1940. Lightning events demand lightning reporting—on radio.

may 11

announcer: Here's a fact from America's Radio Almanac. On this day in 1897, the first wireless messages were exchanged over water by Guglielmo Marconi and George Kemp. Their messages were transmitted 3½ miles across the Bristol channel from the Island of Flat Holm to the southern coast of Wales. Modern radio is heard round the world . . . and even on the moon.

may 12

announcer: Here's a fact from the Almanac of American Radio. On this day in 1937, Americans heard the first direct broadcast of a coronation, the ceremonies in which George VI and Elizabeth became King and Queen of England. Today's radio takes you wherever there's a coronation, an inauguration, or other important news event you should hear.

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may 13

announcer: Here's another way radio serves America. "The Editor Speaks," a digest of editorial opinion from newspapers, was first heard on a New York radio station in 1937. Today, many radio stations take their own stands on issues and make known their views on the air. Working for community betterment is one reason why radio is America's sound citizen.

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may 14

announcer: Here's a fact from the radio almanac. In 1922, news received by a radio station in Dallas, Texas, was the only direct communication with Mexico City during the Mexican revolution. To stay abreast of what's going on in this restless, rapidly changing world, listen to radio.

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may 15

announcer: Here's a fact from the Almanac of American Radio. In 1926, a radio station in Pittsburgh, Pennsylvania, broadcast a conversation with a girl flagpole sitter atop a hotel. Today's radio still goes where unusual things are happening. Stay tuned to radio . . . it's always in tune with you.

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may 16

announcer: Here's a fact from the radio almanac. In 1935, power from a radio station's mobile transmitter was used to guide rescue workers to the scene of a mine disaster from which one miner was saved. Radio . . . the sound citizen . . . serves America.

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may 17

announcer: Here's a fact from the Almanac of American Radio. On this day in 1944, a radio station in Alabama used the mewing of a live cat as a theme for its "Hep Cats Program." For the sounds you want to hear—live and lively—you can't beat radio.

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may 18

announcer: Here's a fact from the Almanac of American Radio. In 1923, a radio station in Pittsburgh began a morning program of music and comedy called the "Blues Chasers." When your spirits need a lift, dial yourself a new lease on life with radio.

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may 19

announcer: Here's a fact from the Almanac of American Radio. "Martha," the first opera to be broadcast in its entirety, was heard on this day in 1921 from Denver, Colorado. You can still hear opera and other beautiful music of any variety on radio.

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may 20

announcer: Here's a milestone from the Almanac of American Radio. On this day in 1940, the Federal Communications Commission gave the 'go ahead' to FM broadcasting. Today there are more than 38 million FM-only radios in American homes and more than 200,000 FM car radios bringing listeners a wide variety of good sounds.

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may 21

announcer: Here's a fact from the Almanac of American Radio. On this day in 1936, a station in New York began broadcasting a complete schedule of classical music. Many radio stations now have all-classical programming, bringing good music to millions of Americans.

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may 22

announcer: Here's a fact from the Almanac of American Radio. In 1922, a radio station in Fort Worth, Texas, used a cow bell as its sound identification. Today, radio is more lively than ever. It's still America's sound habit.

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may 23

announcer: Here's another milestone from the Almanac of American Radio. On this day in 1922, the first debate on the merits of daylight saving time was broadcast on radio. Whether you're listening to a debate or a disc jockey, radio always merits your attention.

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may 24

announcer: Here's a fact from the Almanac of American Radio. By this date in 1929, a program of child care and health was an established feature on a radio station in Washington, D. C. Modern radio still provides timely tips on how to rear junior. Stay tuned to radio . . . it's always in tune with you.

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may 25

announcer: Here's another milestone from the Almanac of American Radio. On this day in 1925, a radio station in Schenectady, New York, broadcast from an airplane a description of a race between a speedboat and a railroad train. Radio keeps you up to date with a world in high speed because radio is the mobile medium.

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may 26

announcer: Here's another way radio helps America. On this date in 1945, a radio station had started regular broadcasts of "Night School of the Air" from Purdue University. Helping listeners achieve a better life is one reason radio has become a great American institution.

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may 27

announcer: Here's a fact from the Almanac of American Radio. In his sixteenth "fireside chat," broadcast on this day in 1941, President Roosevelt proclaimed an unlimited national emergency because of the war in Europe. In times of crisis, people naturally turn first to radio for latest news and official reports.

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may 28

announcer: Here's a fact from the Almanac of American Radio. On this day in 1946, a major radio network broadcast a program called "Operation Crossroads" to explain the story and meaning of the atomic bomb. Interpreting the complexities of a rapidly changing world is one way in which radio serves America.

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may 29

announcer: Here's another milestone from the Almanac of American Radio. Live coverage of the 500-mile Indianapolis automobile race was first heard in 1924. If you like the thrills and spills of auto racing, you'll hear the running of the famous race tomorrow on radio.

may 30

announcer: Here's a fact from the Almanac of American Radio. This day in 1935 saw the beginning of "America's Town Meeting of the Air" radio series. Radio still covers the local scene, broadcasting everything from Little League sports to community news. That's why radio is always in tune with you.

may 31

announcer: Here's another way radio serves America. Radio stations and networks donate about 350 million dollars a year in free air time to public service projects for churches, scouting, and thousands of other civic and charitable organizations. Service to the community is the life-blood of radio.

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2. "Labor-Management Forum"
3. Radio survey
4. The American Army in Rome
5. $22 million spent for radio advertising
6. Allied invasion of Europe
7. Description of a robin hatching
8. The longest eclipse of the sun
9. College graduate gets degree by radio
10. 1924 Republican Convention
11. Celebration of Lindbergh's return from Paris
12. "Lapel mikes" introduced
13. "Little Brown Church of the Air"
14. German occupation of Paris
15. Nature sketches
16. Musical jingles introduced
17. "Shadows and Sunbeams"
18. "Navy Send-off Breakfast"
19. Talking cockatoo bird
20. Radio averts panic in bombardment
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22. Louis-Schmeling fight
23. Radio's "Garages for Grain"
24. National political convention
25. Scouts broadcast from remote area
26. Geography of call letters
27. Radio network quotes prices for commercials
28. Broadcast from a dirigible
29. Transistor is demonstrated
30. First round-the-world broadcast

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june 1

announcer: Here's a fact from the Almanac of American Radio. On this day in 1925, radio stations in Chicago and Los Angeles announced they would broadcast all home baseball games through the season. Today, radio gives you play-by-play descriptions of your favorite teams, plus a rundown of scores.

june 2

announcer: Here's another way radio serves America. In 1943, the "Labor Management Forum" was started by a radio station in Boston to get labor and management together regularly to discuss disagreements. Being a good neighbor is part of radio's service to you.

june 3

announcer: Here's a fact from the Almanac of American Radio. On this day in 1935, a regional radio network was conducting a survey of homes with radio to determine who was listening. Today, more than 80 million adults listen every day to radio . . . America's sound habit.

june 4

announcer: Here's a fact from the Almanac of American Radio. On this day in 1944, radio flashed the news that the American 5th Army had entered Rome. The ability to make on-the-spot broadcasts and beam them around the world at the speed of light is one of the reasons radio is preferred for following news developments.

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june 5

announcer: Here's a fact from the Almanac of American Radio. In 1944, a giant soap company spent nearly $22 million for radio time and talent. In America, advertising helps everybody. It helps businesses sell goods and services and tells consumers where to get the best products for the least money.

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june 6

announcer: Here's a fact from the Almanac of American Radio. On this day in 1944, news of the Allied invasion of Europe was flashed over radio. In the days that followed, radio kept an anxious America informed of major developments, often broadcasting firsthand reports direct from battlefields.

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june 7

announcer: Here's a fact from the Almanac of American Radio. A radio station in Laconia, New Hampshire, took its microphone into a robin's nest on this day in 1943 for a peck-by-peck description of a hatching. Wherever dramatic things happen you'll find radio—it's where the action is.

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june 8

announcer: Here's a fact from the Almanac of American Radio. On this day in 1937, radio listeners heard a description of the longest total eclipse of the sun in 1,200 years. There's nothing under the sun that can match the appeal of radio.

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june 9

announcer: Here's a fact from the radio almanac. On this day in 1925, the State University of Iowa bestowed a degree by radio. A student was forced to leave school by illness—he finished his courses through special radio broadcasts. Radio is America's sound citizen.

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june 10

announcer: Here's another way radio serves America. Radio has been covering national political conventions since this date in 1924, when the Republican Convention was broadcast from Cleveland, Ohio. Between conventions, radio keeps you informed of day-to-day political developments at all levels of government.

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june 11

announcer: Here's a fact from the Almanac of American Radio. Charles A. Lindbergh's return to Washington after his historic ocean-spanning flight to Paris, was broadcast on this day in 1927 over a coast-to-coast radio network. You can hear history in the making if you stay tuned to radio.

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june 12

announcer: Here's a fact from the Almanac of American Radio. "Lapel mikes" were introduced on this date in 1936 at the Democratic National Convention. Used for interviewing and for picking up voting results from the floor, they added a new dimension to the immediacy of radio.

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june 13

announcer: Here's another way radio serves America. The "Little Brown Church of the Air," a forty-five minute regular church service, started Sunday broadcasts from Chicago in 1925. You still hear church services each Sunday over modern radio.

june 14

announcer: Here's a fact from the Almanac of American Radio. On this day in 1940, radio told the world that the German army had taken Paris. More people receive their news from radio than from any other form of mass communication.

june 15

announcer: Here's a fact from the Almanac of American Radio. On this day in 1938, a radio station in Denver, Colorado, began a program called "Nature Sketches" from the Rocky Mountain National Park. Learn more about the world you live in—listen to radio.

june 16

announcer: Here's a fact from the Almanac of American Radio. Musical jingles and spot announcements with sound effects were introduced to radio in 1932. Modern radio still uses such devices to add zest and interest to commercials, public service announcements, and other features. Stay tuned to radio—the best sound around.

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