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ABSTRACT

THE HISTORY OF RADIO STATION KSL FROM 1922 TO TELEVISION

by Heber G. Wolsey

Commercial radio, as we know it today, had its beginning less than fifty years ago. During its approximately half-century of existence, it has been so busy making broadcasting history that it has taken little time to record that history. The Journal of Broadcasting lists only a handful of radio station historical studies. In a few years, it will be impossible to record an accurate historical account of America's pioneer radio stations because their founders will have died; and much of the history of radio will have died with them. Radio deserves a more permanent place in history than that which, to date, has been recorded in its name. With this in mind, the present study has been undertaken to analyze how and why 50,000 watt, clear channel KSL, Salt Lake City, Utah, one of America's major radio stations, has developed its policies, programs, and personnel to accomplish its avowed purpose of becoming an important and integral voice of the communities it serves.

The study has considered the entire KSL operation as a "voice", an individual, if you will, with a philosophy for existence. And an attempt has been made to

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Many personal interviews with past and present KSL executives were conducted. Hundreds of documents in KSL's files, such as minutes of Directors' meetings, program logs, and progress reports, were reviewed. Copies of the Deseret News and the Salt Lake Tribune, covering the period involved, served as important sources of information. Clear Channel Hearing, Docket No. 6741, the Federal Communications Commission document which contained a wealth of material on KSL's operations, was reviewed in detail.

Since a radio station does not operate in a vacuum, it is important to understand the cultural and social environment with which it comes in contact. Only then can its role in society take on proper meaning. For this reason, as a setting for the current study, the historical background of the people in the station's primary coverage area has been analyzed, and a short review of radio's overall development in America has been made.

Several conclusions were arrived at as a result of this study. Research showed that KSL has defined well its audiences and recognized its responsibilities to them. An analysis of its policies and its practices reveals that the station accurately may be considered as one of the outstanding clear channel stations in America.

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However, there were two periods of time, during the first years at the station and from the late 1930's to the early 1950's, when management was so business and engineering oriented that creative programming and selling were relegated to secondary positions.

KSL, during most of its history, although not wholly owned by the Mormon Church, has been controlled by that organization. Research has shown that this combination of business operation and church influence has involved KSL in two distinctly different areas of broadcasting: (1) the business of broadcasting, with its accompanying responsibility to conduct its operations in such a way as to return a profit to its stockholders; and (2) religious broadcasting, with its accompanying responsibility not only to make adequate time available to all major religious faiths in the area, but to create programs designed to fill well the time allocated to its majority stockholder, the Mormon Church, for religious programming.

From the business point of view, KSL has fulfilled admirably its responsibilities to its owners and to its audiences. From the religious broadcasting point of view, the station today, to a great extent, is living on its past laurels, with little creative effort evidenced in this phase of operation.

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**THE HISTORY OF RADIO STATION KSL
FROM 1922 TO TELEVISION**

by

Heber G. Wolsey

A THESIS

**Submitted to
Michigan State University
in partial fulfillment of the requirements
for the degree of**

DOCTOR OF PHILOSOPHY

Department of Speech

1967

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ACKNOWLEDGMENTS

I would like to express sincere thanks to Dr. Kenneth G. Hance and to Mrs. Fay P. Wolsey. Dr. Hance has been an understanding and highly competent adviser; and his life, to me as to so many who have come under his direction, has been an inspiring reminder of the fruits of true education. My wife, Fay, through her devoted support and willingness to be both mother and father to the children on so many occasions while "daddy was working on the dissertation" has qualified her for honors far greater than any recognition which might accompany a graduate degree.

There are many more who have made my work easier and more rewarding; Dr. Walter Emery and Mr. Leo Martin of the Television-Radio Department, Michigan State University; Joseph Kjar, Lennox Murdoch, and Arch Madsen of KSL; and my colleagues at Brigham Young University.

A special word of thanks goes to my sister, Sarah Wolsey, a superior and dedicated teacher of English who has given many valuable suggestions during the course of this study.

To all who have contributed to this work, those mentioned by name in these acknowledgments, and those not mentioned but who have given freely of their time and talents during countless interviews, I am most grateful.

ACKNOWLEDGEMENTS

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INTRODUCTION

Nature and Significance of this Study

In an editorial published September 19, 1966, Broadcasting magazine noted that radio's miraculous first generation was fading into history. As an example of this end-of-the-beginning of radio, the editorial cited the death the previous week of Earl J. Glade, radio pioneer of Utah and the West. The editorial concluded by stating that "these men . . . cut the pattern that is today's free-enterprise broadcasting structure. The present and future generations owe them a prayer and an everlasting debt."¹

The debt can be partially repaid by compiling and recording the events of historical significance which were brought about by the efforts of these pioneers and by subsequent men and women whose vision or lack of vision has given us the radio fare we have known over the years.

Radio, during the past forty-five years, has known burgeoning beginnings, a golden age, heroic maturation during a world war, a struggle for survival against a sister medium--television, and a current social acceptance

¹Editorial, Broadcasting, September 19, 1966, p. 122.

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of such magnitude that today there are more operating radio sets in America than there are people.²

Radio, in its less than fifty years of active life, has been so busy making history that few organized efforts have been made to record that history. The Journal of Broadcasting lists only a handful of historical studies of radio stations.³ In a few years it will be impossible to do a complete research project on the pioneer radio stations because the founders will have died, and much of the history of radio will have died with them.

Radio deserves a more permanent place in history than that which is recorded in its name at present. Its potential, though not fully realized, is monumental.

George A. Coddington, Jr., in Broadcasting Without Barriers, suggests:

In all the long history of man's effort to communicate with his neighbor, radio marks a unique advance. The size and composition of the audience that can be reached by a single broadcast staggers the imagination. Radio enables the educator, journalist, political leader or social reformer to be heard simultaneously by industrialist and farm worker, professor and illiterate, child and adult. Broadcasting is also an intimate companion, entering freely into the normal round of daily life in the home or at the office, factory or sports club. No

²From the brochure Four Radios for Every Home (New York: Radio Advertising Bureau, Inc., 1965).

³Journal of Broadcasting, II, No. 1 (Winter, 1957-58); IV, No. 1 (Winter, 1959-60); V, No. 4 (Fall, 1961); VII, No. 3 (Summer, 1963).

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matter where man goes he is potentially within reach of broadcasting.⁴

With such a potentially all-pervading force as radio, it would seem wise to analyze why and how some of our major radio stations have succeeded in becoming such important and integral parts of the communities they serve.

KSL, Salt Lake City, Utah, is a 50,000 watt, clear channel radio station, operating on 1160 kilocycles. Since its beginning on May 6, 1922, it has created numerous engineering innovations; produced many programs of national award winning merit, including the oldest continuous radio program in America; and developed broadcasting specialists who have made major contributions to the national networks, the National Association of Broadcasters, many regional networks and individual stations, a world-wide commercial short-wave complex, the Hollywood motion picture industry, and numerous educational institutions.

Previous station studies have dealt primarily with technical developments, personalities, programming, and, to an extent, with an analysis of the causes behind the development of the particular station.

This study attempts to consider the entire station operation as a "voice," an individual, if you will, with a philosophy for existence. And an attempt will be made

⁴George A. Coddington, Jr., Broadcasting Without Barriers (The Hague: United Nations Educational, Scientific and Cultural Organization, 1959), p. 5.

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To do this it will be necessary to check the historical background of the area and the society into which KSL was born. Attention will be given to the history of the Intermountain West in general (KSL's primary coverage profile) and of Utah in particular. And to complete the setting from which KSL emerged as a "voice," a review of the history of radio's development in America will be conducted.

KSL's philosophy, scale of values, and reasons for speaking will be studied. The circumstances under which KSL has spoken, its audiences, and the occasions for speaking will be scrutinized. The lives of the men and women who gave KSL a voice will be reviewed. Finally, an attempt will be made not only to record KSL's message but to analyze what the effects of that message have been.

Sources of this Study

A detailed historical study of KSL has been under consideration by station executives for several years. Fortunately, four or five interviews with Earl J. Glade, one of the major radio pioneers of KSL and Western America, were recorded on tape prior to his death in September, 1966. These tapes contain reminiscences on many phases of

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KSL's operations from its beginnings until 1965. Many other interviews with past and present executives and staff members of KSL have been very valuable to this study. Clear Channel Hearing, Docket No. 6741, presented to the Federal Communications Commission, May 7, 1946, contains a wealth of documented material which was helpful in analyzing KSL's broadcast philosophy, its programming structure, and its attitude toward its large, varied, and widely scattered audiences. Hundreds of documents in KSL's files were reviewed, such as program logs, sales studies, progress reports, financial statements, and minutes of board meetings and staff meetings. Copies of the Deseret News and Salt Lake Tribune, covering the period involved, served as other major sources of information. A number of sources, noted in the bibliography, furnished the background materials for the chapters on Western American history and the history of radio during the period under consideration.

Plan of the Study

Since a radio station does not operate in a vacuum, it is important to understand the cultural, social, and political environment with which it comes into contact. Only then can an analysis of its role become meaningful. For this reason the early chapters of this dissertation include the following: Chapter One, a brief setting for

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the study, covering the station's first day of operation; Chapter Two, historical background of the people in the station's primary coverage area; Chapter Three, a short study of radio's development in America. Succeeding chapters deal with the station's voice as it relates to its numerous and varied audiences--the farm audience, the religious audience, the urban audience. Interwoven into the text of these chapters will be the chronological history of the station. A number of persons who have made major contributions to the station will be the subjects of detailed discussion in several chapters; for example, Earl J. Glade (mentioned previously) and Richard L. Evans, the "Spoken Word" of the Mormon Tabernacle Choir broadcasts originating from KSL. The final chapter of the study will include a summarization of the findings and the conclusions arrived at as a result of those findings.

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CHAPTER I

THIS IS KZN CALLING

It was a warm day for early May in Salt Lake City, Utah. By noon the temperature had risen to 71 degrees. The forecast called for unsettled weather, with not much change in temperature. But the warm weather was no boon to Salt Lakers. Rapid spring thaws had brought about the worst flood in Salt Lake City history, and the crest was expected during the three-hour period beginning at eleven o'clock that night.

It was Saturday, May 6, 1922. And, although preparations were being made to protect homes and businesses from the flood waters, life in the City of the Saints went on pretty much as usual. The freshman class at University of Utah had painted the large, white block "U" on the hillside a brilliant green. The Primary Association of the Mormon Church was preparing to open its "Convalescent Children's Hospital and Dry Nursery" the following week. Readers of the Deseret News learned that three negroes had been burned at the stake in Texas, that Russia was unable to meet the Allies' terms but hoped to continue negotiations on vital issues, and that a sixty year old

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Salt Lake City man was being sued by a nineteen year old San Diego beauty for \$50,000 in a breach of promise suit.

Ford cars were being advertised for \$517.35, delivered in Salt Lake City, complete with starters and demountable rims. Deseret News advertisers, in general, were being cautioned: "Do not court disappointment by anticipating profits which you may never realize unless you advertise in the Deseret News."¹

The News reported that the Department of Labor and local employers were in agreement that unemployment in Utah would soon be a thing of the past.

The Utah State "Aggies," for the first time in history, had just defeated the University of Utah in tennis.

Is Marriage a Failure? was playing at the Paramount Empress Theater, along with Pathé News and Aesop's Fables. Gloria Swanson was coming to town on celluloid the following day in Jesse Lasky's production of Beyond the Rocks. Rudolph Valentino was her leading man.

But floods, Fords, and films held little interest for H. Carter Wilson on that day in May, 1922. Promptly at 3:00 o'clock that afternoon this Deseret News radio

¹Deseret News, May 6, 1922.

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operator "set his wonderful scientific radio apparatus in operation."²

Hello; Hello; Hello; This is KZN; KZN, the Deseret News, Salt Lake City, calling; KZN calling.

Greetings! The Deseret News sends its greetings to all of you far and wide!

By means of this radio station the Deseret News proposes to serve you daily with news bulletins, music, weather reports and other data of interest.³

Deseret News writer, Jack Cannon, in his enthusiasm over the potential of this electronic innovation, wrote:

Conceive if you can anything to parallel the significance of the installation of the powerful machine. News traveling with the speed of light along an ether wave for the satisfaction of the numerous radio fans of the intermountain country and not only news, but programs of music and entertainment such as people travel hundreds of miles to enjoy. All will be caught by the numerous receiving stations of the land and will be enjoyed to the fullest extreme.⁴

Formal dedication ceremonies of KZN (later to become KSL) were conducted the evening of May 6. The honor of being the first official voice of KZN was given to Heber J. Grant, President of the Church of Jesus Christ of Latter-day Saints (Mormon). Promptly at 8:00 p.m. he made the following statement:

This is my message to the people of the world--a quotation from the Doctrine & Covenants, known as Section 76, a revelation to Joseph Smith

²Ibid., May 8, 1922.

³Ibid.

⁴Ibid.

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"And this is the gospel, the glad tidings which the voice out of the heavens bore record unto us,

"That He came into the world, even Jesus, to be crucified for the world, and to bear the sins of the world, and to sanctify the world, and to cleanse it from all unrighteousness;

"That through Him all might be saved whom the Father had put into his power and made by Him.

"For we saw Him, even on the right hand of God, and we heard the voice bearing record that He is the Only Begotten of the Father.

"That by Him and through Him, and of Him the worlds were created, and the inhabitants thereof are begotten sons and daughters of God."

This is the end of the quotation. I bear witness to all mankind that Joseph Smith was a prophet of the true and living God.⁵

Following President Grant's message, Salt Lake City mayor, C. Clarence Neslen, sent greetings to listeners within the reach of the KZN signal:

Personally, I am particularly interested in this accomplishment on the part of this paper, because I earned, or at least received my first money from this institution, as a boy, and worked hard in this institution for sixteen years. It is a pleasure, on behalf of this city, to congratulate them and to send a few words of greeting to you listeners wherever you may be.

It is fitting, of course, to have this word of greeting come in the springtime, at the beginning of new things. Here in Salt Lake City, we are now enjoying beautiful spring weather and we presume that is the case throughout this intermountain country. We have passed through a rather severe winter--a trying winter--but I am sure, from

⁵Ibid.

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indications here, times are improving, things are getting better, and there is nothing but hope and cheer before us, and we should all feel encouraged and decide to go forth with renewed energy, undertaking those things that lie before us.

I feel to congratulate the people of this state and this intermountain country for the fortitude which they manifested in the trials they had before them during the recent winter. Nowhere, perhaps, could we find such stability, such conservatism, and such fortitude on the part of the people under such trying conditions. We were calm and deliberate, and we all feel that we have withstood the storm, and, now that things are brighter, it is a pleasure to congratulate each other over this wonderful invention that has been made possible here for us to use, through the enterprise and the liberality of this, one of the leading newspapers of the western country.

I send personal greetings and greetings on behalf of this city to you all, and will now bid you good night.⁶

Mrs. Heber J. Grant added a distaff flavor to the occasion by noting:

I think this is one of the most wonderful experiences of our lives. I am glad I live in this age when every day--almost every hour--brings us some new invention. I would not be surprised if we were talking to the planets before many years. This is one of the most wonderful inventions of this or any other age.⁷

Anthony W. Ivins, Counselor to Heber J. Grant, marveled that:

When the Mormon pioneers entered the Salt Lake Valley in 1847, at which time the Pony Express was the most rapid means of communicating news from one point to another, they little dreamed that before a period of seventy-five years had passed their children would talk to the world by wireless.⁸

⁶Ibid.

⁷Ibid.

⁸Ibid.

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Concluding remarks for the dedicatory program were made by the Honorable George Albert Smith:

I have had many unique experiences in my life. I had the privilege of riding the first bicycle that came into Salt Lake City, and the first pattern of safety bicycle that came here. I talked in the first telephone that came here and have talked over the long distance telephone from San Francisco to New York. I have heard the Pacific and the Atlantic oceans rumbling over the wires. I have also had the pleasure of riding in an aeroplane from Brussels to London, at the rate, part of the time, of 100 miles an hour.

I have lived to see many wonderful things occur, as predicted by the prophets of old, wherein it was stated that when the Book of Mormon should first come forth, the Lord would commence his work among the nations, and we have lived to see more wonderful indications during the period of time since the coming forth of the Book of Mormon, that would contribute to the comfort and satisfaction of the human family, than have occurred in all the balance of time since the world was created.

And now, to cap the climax, we have the opportunity of talking over a wireless telephone, and having it broadcast to very many stations scattered at intervals anywhere from 500 to 1,000 miles away. I had the privilege once of sending the first wireless telegram that was ever received by President Joseph F. Smith, when I was out in the Atlantic Ocean, but I look upon this wireless telephone as the culmination of all the marvelous experiences to which the human family has thus far been heir, and I congratulate the people who live in this wonderful land of liberty, this country which is always foremost in matters of invention, and I am grateful indeed, that my lot has been cast among a people who look forward to every good thing for the benefit and uplift of mankind.⁹

The first day's broadcasting schedule of station KZN, before and after the dedicatory program, bears a striking resemblance to many radio stations' program

⁹Ibid.

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schedules of today:

3:00 p.m.	--	Opening announcement
3:05 p.m.	--	News bulletins
3:10 p.m.	--	Weather reports
3:15 p.m.	--	Musical program
3:30 p.m.	--	Announcements
6:00 p.m.	--	Baseball scores, Pacific Coast League, American League, National League
6:15 p.m.	--	Musical program
8:00 p.m.	--	Dedication of station
8:15 p.m.	--	News bulletins
8:25 p.m.	--	Weather report
8:30 p.m.	--	Musical program
8:45 p.m.	--	Conclusion ¹⁰

Thus, on May 6, 1922, the baby, KZN, which was to become KSL, the 50,000 watt, clear channel voice of Intermountain America, was born.

¹⁰Ibid., May 6, 1922.

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CHAPTER II

HISTORICAL BACKDROP

From the Empire State to the City of the Golden Gate, from the Northern Rockies to the Rio Grande, stretches a patch-work quilt of vari-shaped states that make up America. Name a state, and a mental image appears: Michigan--automobiles; Iowa--corn; Texas--long horn cattle and oil wells; Utah--Mormons. Every state has its own rich heritage and its contemporary promise. Few, if any, have had their past and present history so intertwined with one religious organization as has Utah. Catholic and Protestant religious leaders such as Lord Baltimore, John Winthrop, the Mathers, Roger Williams, Jonathan Edwards, Dwight L. Moody, have their names indelibly stamped in the history books of America. But the causes they espoused have not had such a continued influence on one particular state as have the Mormons on Utah. Even today, when a Utahn states where he is from, he expects automatically to be asked, "Are you a Mormon?"

Because the state of Utah and the Mormon Church have so much of their development in common, it would

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be inaccurate as well as impractical to attempt the history of one without including the history of the other. And certainly, the dual history would be required if one were interested in understanding the background and philosophy of a radio station whose signal covers the state of Utah and whose owner is the Mormon Church.

For centuries prior to the colonization of Utah by the Mormons, the territory between the Rockies and the Sierras was a vast, unknown wilderness. No real interest was shown in this region until the latter half of the eighteenth century, when it was discovered that the region offered a formidable barrier between two desirable areas--the South-and-Mid-West and the Pacific Coast.

According to Sutton, Catholic priests were the first white men to enter what is known now as the state of Utah.

It was in the year 1776 that two Spanish Franciscan Fathers, Atanazio Dominguez and Silvestre Velez de Escalante, passed through this section of the country and preached Christianity to the Indians of Utah Valley.¹

This area, known since Frémont's survey of 1843 as the Great Basin,² was difficult to traverse, not only

¹Wain Sutton (ed.), Utah, A Centennial History (New York: Lewis Historical Publishing Company, 1949), II, p. 693.

²William James Snow, "The Great Basin Before the Coming of the Mormons" (unpublished Ph. D. dissertation, University of California, 1923), p. 1.

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because of its large size, but because of its topography. Vast deserts and salt flats combined with 12,000 foot mountain peaks to make travel almost impossible. If travelers were able to combat the desert heat during the day, they had to re-adjust for the sub-freezing temperatures of the nights in both the deserts and high mountain country during much of the year. Lack of water was one of the great barriers to bringing the explorer or trapper or hunter across the uncharted miles of wilderness. And lack of water, today, still remains perhaps the greatest obstacle to the development of this otherwise fertile and productive land.

Another Catholic, the Jesuit missionary and explorer, Father Pierre Jean DeSmet, visited Utah twice, the first time in 1841, six years before the Mormons arrived. In a letter to his nephew written in March, 1851, Father DeSmet stated:

In the fall of 1846, as I drew near to the frontier of the state of Missouri I found the advance guard of the Mormons numbering about ten thousand camped on the territory of the Omaha not far from the old Council Bluffs. They had just been driven out for the second time from a state of the Union (Illinois had received them after their war with the people of Missouri). They had resolved to winter on the threshold of the Great Desert and then move onward into it, to put distance between themselves and their persecutors, without even knowing at that time the end of their long wanderings nor the place where they should once more erect for themselves permanent dwellings. They asked me a thousand questions about the regions I had explored, and the valley which I have just described pleased them greatly from the account I gave them of it.

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Was that what determined them (to settle there)? I would not dare assert it. They are there! In the last three years Utah has changed its aspect and from a desert has become a flourishing territory which will soon become one of the states of the Union.³

But the part that the Mormons played in the history of Utah did not begin in Omaha Indian territory. It had its real beginning in Palmyra, New York, in 1820, when a fourteen-year-old boy told a Methodist preacher that he had seen a vision of the Father and the Son, and that, upon inquiring which church he should join:

I was answered that I must join none of them, for they were all wrong; and the personage who addressed me said that all their creeds were an abomination in his sight; that those professors were all corrupt; that: "they draw near to me with their lips but their hearts are far from me, they teach for doctrine the commandments of men, having a form of godliness, but they deny the power thereof."⁴

In one brief discussion, Joseph Smith not only suggested that he was an instrument in the hands of God, but he referred to the other religious creeds in the area as abominations in the sight of God.

The minister reacted by saying that the vision was of the devil, that there were no such things as visions or revelations anymore, that all such things had ceased with the apostles, and that there would never be any

³Sutton, II, 705.

⁴The Pearl of Great Price, p. 48.

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Had Joseph Smith stopped there, his claim, no doubt, would have been considered merely as the ramblings of an immature boy and forgotten; but he continued publicly to claim the reality of the vision. "I had seen a vision; I knew it, and I knew that God knew it, and I could not deny it, neither dared I do it; at least I knew that by so doing I would offend God, and come under condemnation."⁶

Again and again he returned to his theme of defiance of the contemporary churches.

What will become of the various professors of religion who do not believe in revelation and the oracles of God . . . ? I tell you . . . they will be damned; and when you get into the eternal world, you will find it will be so; they cannot escape the damnation of hell.⁷

As followers began to multiply, he challenged:

Why do not my enemies strike a blow at the doctrine? They cannot do it; it is truth, and I defy all men to upset it . . . the kingdom of God has come unto you, and henceforth the ax is laid unto the root of the tree; and every tree that bringeth not forth good fruit, God Almighty, and not Joe Smith, shall hew it down and cast it into the fire.⁸

It is not surprising that such doctrine gained little favor with the religious leaders of the times. But it is unlikely that this alone would have created

⁵Ibid., p. 49.

⁶Ibid., p. 50.

⁷Documentary History of the Church of Jesus Christ of Latter-day Saints, p. 58.

⁸Ibid., pp. 273-74.

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general animosity in the rank and file inhabitants of America's frontier. On the contrary, there is much evidence to support the contention that his promise of a way of life, beyond what contemporary religionists were offering, gained many converts to his cause.⁹

It took something touching the lives of the people more directly to arouse them to antagonism. And this Joseph Smith supplied in at least two directions--one religious and one economic.

The religious issue involved the Book of Mormon. Joseph Smith claimed to have received the religious history of the peoples of the American continent from a messenger from God, and to have translated it by supernatural means. Many of the people of the frontier believed literally and deeply the words of John, the Revelator, in the last book of the Bible: "If any man shall add unto these things, God shall add unto him the plagues that are written in this book;"¹⁰

The Book of Mormon, to them, was blasphemy indeed. It contradicted Holy Writ. When Joseph Smith published the "Articles of Faith of the Church," he reminded the reader that the Mormons "believe the Bible to be the word

⁹Franklin Hamlin Littell, From State Church to Pluralism (Garden City, New York: Doubleday and Company, 1962), p. 85.

¹⁰The Bible, "Book of Revelation," chapter 22, verse 18.

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of God, as far as it is translated correctly."¹¹ This afforded little satisfaction to the Bible-only believers, especially those who had heard Joseph Smith's assertion that "the Book of Mormon was the most correct of any book on earth, and the keystone of our religion, and a man would get nearer to God by abiding by its precepts, than by any other book."¹²

The economic problems between Mormons and non-Mormons were highlighted in the Missouri chapter in Mormon history. The "Mormon War" in Missouri cost the Mormons everything they had--land, homes, and possessions. And it instilled a bitterness in both Missourian and Mormon that lasted for generations.

The complaint against the Mormons was familiar: theirs was a peculiar religion for that age; they were Easterners whose habits and speech differed from the Missourians; they were opposed to slavery; they regarded the Indians as part of God's chosen people; and they preached that Mormons some day would "inherit" Missouri. The concept of Mormons inheriting Missouri is the key to much of the violence which followed. A revelation given to Joseph Smith in July, 1831, stated:

¹¹The Pearl of Great Price, p. 60.

¹²Alma P. Burton (compiler), Discourses of the Prophet Joseph Smith (Salt Lake City: Deseret Book Company, 1956), p. 189.

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Hearken, O ye elders of my church, saith the Lord, your God, who have assembled yourselves together, according to my commandments, in this land, which is the land of Missouri, which is the land which I have appointed and consecrated for the gathering of the Saints. Wherefore, this is the land of promise, and the place for the city of Zion.¹³

Joseph Smith instructed the Missouri Mormons to purchase the land, and told them that although the Lord held the land of Zion in His hand, to "render unto Caesar the things that are Caesar's."

At first the gathering of the saints to Zion caused few difficulties with the Missourians. It was to be a practical work of colonization, with land purchased and preparation made for the gathering. But church members, impatient to have their prophet's prophecy fulfilled, converged on Zion. The already established settlers feared that the Mormons would soon outnumber them and rule the county. At first they offered to sell out to the Mormons, who were willing to buy but had little money. When economic considerations could not be resolved satisfactorily, the old citizens found voice in extremists like Reverend Finis Ewing, head of the Cumberland Presbyterians. "The Mormons," he said, "are the common enemies of mankind and ought to be destroyed."¹⁴

¹³The Doctrine and Covenants of the Church of Jesus Christ of Latter-day Saints, Section 57, verses 1-2.

¹⁴William Mulder and A. Russell Mortensen (ed.), Among the Mormons, Historic Accounts by Contemporary Observers (New York: Alfred A. Knopf, 1958), p. 76.

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Incident built on incident. The Mormons and Missourians clashed openly. Word was passed to Missouri Governor Lilburn W. Boggs that the Mormons were on their way to sack and burn the city of Richmond. Boggs, without taking the time to check on the accuracy of the statement, hurriedly issued his famous extermination order, which said in effect that the Mormons must be treated as enemies and must be exterminated, or driven from the State, if necessary, for the public peace.

Three days later, thirty Mormon families were massacred at Haun's Mill on Shoal Creek.

From 12,000 to 15,000 Mormons were driven from the State, and Joseph Smith and six other Mormon leaders were convicted by a summary court-martial and ordered shot in the public square "as an example" to their people.

General A. W. Doniphan denounced such an execution as cold-blooded murder, and threatened to remove his troops if such an order were carried out.

After additional hearings, the Mormon leader was indicted for treason and committed to jail in Liberty, Missouri, where he wrote that "the murders at Haun's Mill, the exterminating order of Governor Boggs, and the one-sided rascally proceedings of the Legislature, have damned the state of Missouri to all eternity."¹⁵

Several months later he was "allowed" to escape,

¹⁵Ibid., p. 111.

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because Missouri was not only willing, but anxious to rid itself of the trouble-making Mormons.

During the Missouri persecutions, General John B. Clark had suggested to the Mormons that their greatest cause of difficulty was their gathering together in large numbers, and suggested that dispersion would mean peace. But the Mormons were a gathering people; and before long, they were busily engaged in building Nauvoo, Illinois, the City Beautiful, on the banks of the Mississippi River, 190 miles north of St. Louis.

Both Democrats and Whigs in Illinois were interested in gaining favor with the Mormons, who represented a large voting block. As a result, the charter for the city of Nauvoo was exceedingly generous and made this new community a virtual city-state.

When Joseph Smith was made mayor of the city and lieutenant-general of the Nauvoo legion, an arm of the state militia, it appeared that he and his people were safe from their enemies. But he was not a man to settle into peaceful pursuits. He visited President Van Buren in Washington to seek federal redress for the loss of Mormon property in Missouri. Reporting on this incident in the Alexandria Gazette (reprinted October 17, 1840, in the Quincy Whig), he stated:

Mr. Van Buren gave us to understand that he could do nothing for the redress of our grievances lest it should interfere with his political prospects

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in Missouri. He is not as fit as my dog for the chair of state; for my dog will make an effort to protect his abused and insulted master, while the present chief magistrate will not so much as lift his finger to relieve an oppressed and persecuted community of freemen, whose glory it has been that they were citizens of the United States.¹⁶

Nauvoo prospered; the saints gathered; then events transpired which crystallized the opposition into action.

First, politically, the Mormons alienated both Democrats and Whigs, leaving themselves completely surrounded by political enemies. This gave encouragement to the anti-Mormon sentiment which was growing.

Next, and, as future events bore out, more important in the life of the prophet, was his revelation sanctioning polygamy. In the beginning, this had less effect on the anti-Mormons than on the church membership itself. A disastrous breach cleft the church.

A number of church members joined with an anti-Mormon group to start a new newspaper in Nauvoo, the Nauvoo Expositor. Its first issue, June 7, 1844, denounced the prophet's use of power, accused him of immorality, and demanded repeal of the city charter to correct abuses of the one-man rule which it permitted.

As mayor, the prophet called a meeting of the city council. The council declared the Expositor a nuisance, and ordered it destroyed. This was the match which lighted the conflagration which followed.

¹⁶Ibid., p. 115.

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In his tumultuous career, Joseph Smith had repeatedly challenged his enemies to find fault with his doctrine. Time after time he had refuted the charges of religious fallacy which had been hurled at him. But with the destruction of the Expositor, the prophet's enemies, within and without the church, had a concrete issue upon which to unite.

The editors of the Expositor went to the neighboring town of Carthage, swore out a warrant for the prophet's arrest, detailing political dictatorship, polygamy, and freedom of the press in their charges.

The prophet, sensing the tenor of the opposition, crossed the Mississippi, intending to go to the West and find a place of refuge, outside the limits of the United States, where his people could practice their religion without interference from outside. His friends, fearful that Nauvoo would be destroyed if he left, prevailed upon him to return.

On June 27, 1844, in a small jail in Carthage, Illinois, Joseph Smith and his brother, Hyrum, were shot to death by a mob composed largely of militia men, who had been ordered dispersed by Governor Thomas Ford when he recognized their rabid anti-Mormon sentiments.

Less than three months prior to his death, the prophet delivered a sermon to a throng of some twenty thousand persons assembled in Nauvoo--a sermon which has

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become known as "The King Follett Discourse."¹⁷ A student of American religious history would find a great deal of the prophet's religious philosophy embodied in this one discourse, and an in-depth analysis of the sermon could shed much light on this religious leader's life. The sermon, more than any other of his public utterances, is a lasting reminder of his conviction of the rightness of his cause and the wrongness of the contemporary religious community.

Adherents were flocking to his cause, but the old rumblings of discontent were mounting. He had gained economic and political prestige, but his power was being challenged. He was campaigning for the Presidency of the United States, and he needed all the friends he could get. And there were twenty thousand people (many non-Mormons) ready to listen to him. If ever there were a time when wisdom dictated that he be generous with his enemies, it was then.

After brief introductory remarks, he said, " I do not intend to please your ears with superfluity of words or oratory, or with much learning; but I intend to edify you with the simple truths from heaven."

He continued, "My first object is to find out the character of the only wise and true God . . . and to

¹⁷Joseph Fielding Smith (compiler), Teachings of the Prophet Joseph Smith (Salt Lake City: Deseret Book Company, 1935), pp. 342-62. All King Follett Discourse quotations are taken from this source.

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There was nothing here, certainly, to arouse antagonism. Then he began to return to one of his favorite themes, the false teaching of the religionists of the day: "But if I fail to do it, it becomes my duty to renounce all further pretensions to revelations and inspirations, or to be a prophet; and I should be like the rest of the world--a false teacher, be hailed as a friend, and no man would seek my life."

He then reminded the anti-Mormons in the audience:

Every man has a natural, and, in our country, a constitutional right to be a false prophet as well as a true prophet. If I show, verily, that I have the truth of God, and show that ninety-nine out of every hundred professing religious ministers are false teachers, having no authority, while they pretend to hold the keys of God's kingdom on earth, and was to kill them because they are false teachers, it would deluge the whole world with blood.

Unequivocally, he continued, "I will prove that the world is wrong."

He then spoke in detail of the principles of the restored church of Jesus Christ, religious principles which differentiate Mormons and non-Mormons to this day, and he took careful and obvious pains to substantiate his claims from the Bible.

It is evident he considered this sermon to have a twofold purpose, both purposes premised on his belief that he had little time remaining to live. First, he was attempting to lay down a complete pattern of conduct

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for his followers, a pattern of religious and secular life which would sustain them after he was gone. Second, he was preoccupied with letting his detractors know that he was aware that they were planning his destruction. And this always seemed to bring out the defiance in him.

"When a man begins to be an enemy of this work," he said boldly, "he hunts me, he seeks to kill me, and never ceases to thirst for my blood. He gets the spirit of the devil--the same spirit that they had who crucified the Lord of Life." Then with blue eyes flashing, standing tall and erect, he threw out the challenge that his friends and foes both had heard so many times, "I have the truth, and am at the defiance of the world to contradict me, if they can!"

His message was over, his life was over, and yet he was reluctant to relinquish the reins of a way of life he had carved almost single handedly from the western frontier. He paused while he looked over the crowd. Friends were there, and enemies, the curious and the skeptical. The flashing eyes seemed to soften as he continued, almost wistfully, "You don't know me; you never knew my heart. No man knows my history. . . . I don't blame any one for not believing my history. If I had not experienced what I have, I could not have believed it myself." Then, almost as an afterthought, he said, "I never did harm any man since I was born in

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For a second time he had ended his sermon, and for a second time he could not sit down. The man who had defied conventional religion would not let him. The man who had fought the Missouri mobs would not let him. The man who had commanded the jailers to silence would not let him. His shoulders squared, and the old light returned to his eyes. "When I am called," he said, with the bravado that had marked him from the beginning of his ministry, "by the trump of the archangel and weighed in the balance, you will all know me then."

Had the religion known as Mormonism withered and died in Illinois with the death of its prophet-founder, there would be little value in studying its relationship to the development of the West. Its followers who subsequently may have gone west would have been engulfed in the history of the trappers, explorers, gold seekers, and other pioneers of the western movement. But out of the chaos of Carthage there crystallized in the minds of the Mormons a new determination to find a land where they could live the gospel of Jesus Christ as they believed it. The man who gave purpose and power and drive to this determination was Brigham Young, a modern Moses, who led the latter-day Children of Israel through a forbidding wilderness to their promised land, and in so doing, carved a chapter in history unique in the annals

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When Brigham Young took over the reins of the young church, "move on" almost had become a way of life for the Mormons. Palmyra, New York--move on. Kirtland, Ohio--move on. Jackson County, Missouri--move on! And now, Nauvoo, Illinois, the city beautiful--move on!

Twenty thousand Mormons were forced out of Illinois in 1846.¹⁸ When Brigham Young was asked where he could take such an unwieldy mass of humanity, he said, "I am getting them away from the Christians! . . . The business of the Saints is to journey west."¹⁹

The Mormon trek westward, under the direction of Brigham Young, is a story of privation and misery and death. But it is also a story of a well organized, highly structured attack on the great American wilderness. Although the Mormons had lost almost all of their earthly resources, their preparation for the exodus was handled on a surprisingly scientific basis.²⁰ Reports of expeditions to the West were studied carefully, including Frémont's and Mitchell's. One of the Mormon missionaries to England had brought back a complete set of astronomical

¹⁸Ward J. Roylance, Utah, the Incredible Land (Salt Lake City: Wheelwright Lithographing Company, 1965), p. 18.

¹⁹Irving Stone, Men to Match My Mountains (Garden City, New York: Doubleday and Company, 1956), p. 96.

²⁰Ibid.

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instruments. The first company of 143 men, three women, and two children, as well as subsequent companies, were organized much as Moses had organized the Children of Israel for their flight from Egypt.²¹ Companies were divided into hundreds, fifties, and tens; and a captain was placed over each.

No family was permitted to join the trek until Brigham Young made certain that they had a good wagon and team and at least eighteen months' supplies. Referring to the part Brigham Young played in the exodus to the West, a non-Mormon biographer, M. R. Werner, said: "Without Brigham Young the Mormons would never have been important after the first few years of their institutional life, but without the Mormons Brigham Young might have been a great man."²²

Financial help came to the Mormons from an unexpected source. President Polk needed volunteers to fight in the Mexican War, and called for Mormons to enlist in the cause. Over 500 Mormons joined the U. S. military, received soldiers' pay, and marched west as a body at government expense. Their pay helped get their families to their "promised land." By the time the Mormon Battalion reached San Diego, the war was over; and they were not called upon

²¹Milton R. Hunter, "The Great Trek," Vermont Life, II, No. 2 (Winter, 1947-48), p. 27.

²²Stone, p. 96.

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to fight. They were mustered out in July, 1847, the same month that the first company of the Mormons reached Salt Lake Valley. Many of the Battalion members returned eastward to join their families. Others stayed in California to work, some moving up to Yerba Buena (changed to San Francisco in 1847), where two-thirds of the white population were Mormons²³ who had sailed from New York with Sam Brannan. It was one of these discharged Battalion members who first discovered gold at Sutter's Mill.²⁴

Meanwhile, Brigham Young was shepherding his flock toward their sanctuary in the mountains. He had repeatedly said, "I will recognize the site of our new home when I see it, and we will continue as the Lord directs us."²⁵ On July 24, 1847, sick with mountain fever, he raised himself from his wagon bed, viewed the desolate valley of the Great Salt Lake, and uttered his famous pronouncement, "It is enough. This is the right place."²⁶

Irving Stone reports that many of the Saints:

. . . broke down and wept; for this seemed a place beyond the end of the earth; parched, barren, hard crusted, desolate, forsaken. But that moment,

²³Ibid., p. 101.

²⁴Roylance, p. 18.

²⁵Stone, p. 96.

²⁶William Edwin Berrett, The Restored Church (Salt Lake City: Deseret Book Company, 1961), p. 260.

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at five in the afternoon, the first of many Mormon miracles took place: a shower of beneficent rain fell. . . .

The following day, Sunday, the pioneers gathered for thanksgiving and prayer and the reading of scripture.²⁷

Although many of their problems were just beginning, the Saints, at last, had found their home.

During the next forty years, more than 85,000 Europeans immigrated to Utah, under the direction of the active missionary system of the Mormon Church; and thousands more from America found their way to Utah and to a new way of life. Katherine Coman, in her Economic Beginnings of the Far West, concluded that "It was, taken all in all, the most successful example of regulated immigration in United States history."²⁸

Today, with our vast systems of rapid communication and transportation, it is difficult to appreciate the speed and thoroughness with which the Mormons colonized the most desirable locations in the Intermountain West. Within two years after they entered Salt Lake Valley, they had settlements in Sanpete Valley, a hundred miles to the south. Another two years, and they were in Iron County, 260 miles south, with outposts in Nevada and California. Seven years before a transcontinental railroad was completed, the Mormons had established scores of

²⁷Stone, p. 99.

²⁸Quoted in Hunter, p. 31.

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settlements in Utah, Idaho, Wyoming, Nevada, and California.²⁹

The Mormons systematically planted the earth with settlements and christened them with crisp, laconic names: Cove Fort, Spanish Fork, Dutch John, Salt Lake. To keep their Book of Mormon alive in the hearts of the people, they gave other towns names such as Lehi, Nephi, and Moroni.

Mormon towns showed a remarkably standard pattern. They were laid out on the square, with wide streets running from north to south and from east to west. Fields were outside of town, but each home had an adjacent garden plot. A central fort was constructed in each town as protection against the Indians, but these forts were rarely needed.

Within this geographical and social framework, the Mormons continued their dedicated task of "gathering Israel." America, to them, has always been a chosen land from which the gospel of Jesus Christ is to be preached to all the world. Shortly before Utah gained statehood, a non-Mormon governor noted this characteristic outlook when he stated:

The Mormons are . . . informed they are the chosen people of God, and that they must consecrate themselves to his service; and that in the fullness of time all nations and peoples will accept their doctrine and look to them as the great light shining

²⁹Roylance, p. 16.

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upon the darkness of all nations of the earth.³⁰

The pre-statehood era in the history of Utah was saturated with misconceptions and misunderstandings between the Mormons and "gentiles," much of it centered around the polygamy issue. In 1890, when the President of the Church issued the Manifesto, which outlawed the practice of polygamy, the way was cleared for admitting Utah to statehood.

Utah became the forty-fifth state in 1896. Although some misunderstandings continued between Mormons and non-Mormons, statehood marked the beginning of a new era of cooperation between, then fusion of, two clashing cultures. The new state's constitution gave evidence of this, beginning with Article 1, Section 1:

All men have the inherent and inalienable right to enjoy and defend their lives and liberties; to acquire, possess and protect property; to worship according to the dictates of their consciences; to assemble peaceably, protect against wrongs, and petition for redress of grievances; to communicate freely their thoughts and opinions, being responsible for the abuse of that right.

All political power is inherent in the people. . . .

The State of Utah is an inseparable part of the Federal Union and the Constitution of the United States is the supreme law of the land.

The rights of conscience shall never be infringed.³¹

³⁰Arthur L. Thomas, Report of the Governor of Utah to the Secretary of the Interior (Washington, D. C.) September 9, 1890.

³¹George Thomas, Civil Government of Utah (Boston: D. C. Heath and Company, 1912), p. 37.

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The early history of Utah, though strongly influenced by Catholic explorers and Mormon pioneers, is not complete without a mention of those who came to the territory for reasons other than religious.

Lewis and Clark, in 1806, had skirted the northern edge of the territory on their way to the Pacific Ocean.

Jedediah Strong (Jed) Smith, trapper, hunter and beaver trader, was one of the most famous mountain men of early westward exploration. In February, 1824, Jed Smith and his party, looking for a route through the Rockies, made the first east-west crossing of South Pass, the gateway which was to become famous a generation later as Gold Seekers, Oregon Trailers, and Mormons pushed through it by the thousands.

In 1861, General Patrick Connor came to Utah to police the territory after the withdrawal of the Army personnel who had been brought in for the "Utah War." He was energetic; he was anti-Mormon; and the realization that the Mormons had nearly complete social and economic control of the territory rankled him. He was instrumental in founding the city of Corinne, on the Union Pacific Railroad, which he hoped would rival Salt Lake City in importance. This city, located at the north end of the Great Salt Lake, was designed to be populated and run without Mormon interference. Connor built steamboats for the purpose of navigating the lake, and put his vast

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store of energy to work on developing transportation and mining in the territory. Stegner reports that:

Within two weeks of its [Corinne's] location there were fifteen hundred people and three hundred buildings in the place. Lots sold for anything from three hundred to a thousand dollars. The boom was on, even before the Union Pacific and Central Pacific met at Promontory, a few miles west. When that historic junction took place, Corinne was the second largest city in the territory, and by all odds the busiest.³²

But the dreams of Corinne's founders were not realized. The Mormons built a railroad, the Utah and Northern, which linked Utah and the Idaho mines. Ogden took most of the railroad business from Corinne, and smelters were built south of the Great Salt Lake to be nearer the Bingham Canyon mines. In 1903, when the railroad built the Lucin Cutoff across forty miles of the lake, Corinne was left stranded on a branch line.

But other "gentile" strongholds fared better than Corinne. In the Oquirrh mountains, twenty-five miles south-west of Salt Lake City, is a steep canyon housing the mining towns of Bingham, Copperton, Upper Bingham, and Highland Boy. A silver strike in 1863 started the town of Bingham. Although Bingham Canyon was not another Comstock Lode, the mines there were worked into profitable production. The Mormons knew how to manipulate men and make them work. The "gentiles" knew how to make dollars

³²Wallace Stegner, Mormon Country (New York: Duell, Sloan & Pearce, 1942), p. 252.

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work; and with the help of Eastern capital, a smelter and concentration plant were built. Today, the largest mining operation in the world is still in healthy production at Bingham, Garfield, Arthur, and Magna, with 16,000 tons of refined copper produced each month, and with gold and silver as lucrative by-products of modern mining methods.³³

Many of the fabled stories of the old West have their roots in Utah territory. The old Outlaw Trail, which ran from Montana to Mexico, cut down through eastern Utah. Robbers' Roost, made famous in Zane Grey's novels, was located in the desert dryness of Utah.

A role call of the Wild Bunch and other outlaw gangs of the West was sprinkled liberally with the names of ex-Mormons and "gentiles" who found the agrarian way of life too tame for their blood. The Ketchum Gang, the McCarthy Brothers, Flat-Nosed George Curry, Dan Parker, and Harry Tracy all knew the Utah territory well. But none had a more famous reputation than George LeRoy Parker, the son of a quiet English convert to the Mormon Church. When he dropped his Mormon way of life in favor of the excitement of cowhand, rustler, and bank robber, he added the name and fame of Butch Cassidy, the nearest approach to a true Robin Hood the West has ever produced. Stegner characterizes him as:

³³Roylance, p. 67.

A friendly, gay, reckless and coolly daring young man whom everyone liked, even the sheriffs who chased him. He had so many friends through the Mormon Country and along the Outlaw Trail that he thumbed his nose at pursuing posses. By the evidence of a half dozen ranchers who employed him at one time or another, he was the best cowhand and the best shot they ever saw. He put the fear of God into law officers for hundreds of miles, took hundreds of thousands of dollars from express cars, banks, pay-rolls, yet he never, apparently, robbed an individual except as a prank, and he never, until his last twelve hours, killed a man.³⁴

This, then, was Utah's introduction to the twentieth century, a mixture of Mormons and miners, robbers and railroad men. Mormon isolation was disappearing, and at the same time a greater understanding of Mormon culture was being developed throughout the country. World War I hastened the integration of the two cultures, as Mormon boys went off to war and came back with stories of life which few Mormon missionaries had experienced in far away lands. And Salt Lake City, the "Crossroads of the West," was introducing the Mormon way of life to hundreds of thousands of tourists and service men and friends who began to recognize in the City of the Saints a culture peculiarly its own, but at the same time peculiarly and deeply American.

At war's end, Utah, which had sent its boys to fight alongside New Yorkers and Iowans and Californians, was busily engaged in making itself an integral part of American society. Agriculture was beginning to give way

³⁴Stegner, p. 284.

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to industry, which today includes such giants as United States Steel, Standard Oil of Indiana, Kennecott Copper, and massive defense and space industries.

When radio fever flared across the country in the early 20's, Utah had its share of restless, searching minds to give impetus to the infant industry. And by May 6, 1922, with the help of Nathan O. Fullmer, Elias S. Woodruff, H. Carter Wilson, and others, the Intermountain West's pioneer radio station found its voice.

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CHAPTER III

. . . BECAUSE RADIO IS HERE

You have accomplished one of the great miracles of the world. . . . You destroyed a superstition. You destroyed, in fact, the most obstinate of all superstitions--the superstition against which poetry and all the arts have fought for centuries. . . . You destroyed the superstition of distance and of time. . . .

You destroyed in the minds of many men and women in this country the superstition that what is done beyond three thousand miles of water is not really done at all; the ignorant superstition that violence and lies and murder on another continent are not violence and lies and murder here; the cowardly and brutal superstition that the enslavement of mankind in a country where the sun rises at midnight by our clocks is not enslavement by the time we live by; the black and stifling superstition that what we cannot see and hear and touch can have no meaning for us. . . .

You destroyed the superstition of distance and of time--of difference and of time.¹

Perhaps nowhere has a greater tribute been paid to the actual and potential power of radio than in the words noted above. They were delivered by Archibald MacLeish, five days prior to Pearl Harbor, at a testimonial dinner honoring Edward R. Murrow for his part in making the events of Europe take on meaning for

¹Archibald MacLeish, William S. Paley and Edward R. Murrow, In Honor of a Man and an Ideal (New York: The Columbia Broadcasting System, 1941), pp. 5-6.

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At the same time, other radio commentators covering the events of war were being referred to as latter-day soothsayers who were more interested in financial remuneration than factual reporting.²

Since its inception, the part which radio has played in society has been praised, condoned, and condemned. It has been epitomized as a god and a fraud, a debaucher and a deliverer, a purveyor of jewels and of junk. There are few, today, who will suggest that radio has reached the celestial spheres, and few, also, who can see no good in this pervasive broadcasting medium. But, to borrow from Stephen Vincent Benét in another context, "Say neither in their way, 'It is a deadly magic and accursed,' nor 'It is blest,' but only 'It is here.'"³ And because radio is here, on thousands of stations across the land, every minute of every day, it is worthy of more than a peremptory assignment to the jewel case or the junk pile. And, to understand better the problems and opportunities of an individual station, it would be helpful to place that station within the context of radio's development in general. Thus,

²Robert J. Landry, This Fascinating Radio Business (New York: The Bobbs-Merrill Company, 1946), p. 258.

³Stephen Vincent Benet, John Brown's Body (New York: The Heritage Press, 1948), p. 454.

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before turning attention to the study of KSL, Salt Lake City, a brief review of the historical development of radio is in order.

In attempting to go back to the beginnings of radio, and to place authorship of its creation on one man, many difficulties arise. These difficulties are compounded by the fact that the word "radio" has many meanings. As Goldsmith and Lescarbours have pointed out:

If we refer to the impressing of the voice on a radio wave, Reginald A. Fessenden becomes the father of radio. If conceiving the possibility of propagating music and talks to an unseen and unknown audience means radio, then Lee DeForest becomes the proud father. If by radio is meant the institutionalized syndication of programs over wire networks to scattered radio stations, then the planning mind which managed Station WEAJ is the father of radio. If by radio is meant the psychological and engineering change from purely experimental radio telephony to an organized service to the interested public, then Frank Conrad of Station KDKA is the father. If the foresight to couple organized broadcasting with the quantity production of home radio sets, be radio, then H. P. Davis, Vice-President of the Westinghouse organization, is the father.⁴

But whomever one may want to credit as being the father of radio, one thing is certain. Many minds in many lands were working, often simultaneously, to unravel the secrets of wireless transmission of sound.

As early as 640 B. C., a Greek, Thales of Miletus, noticed that amber, after being rubbed, would attract

⁴Alfred N. Goldsmith and Austin C. Lescarbours, This Thing Called Broadcasting (New York: Henry Holt and Company, 1930), p. v.

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straws and other light objects.⁵ This property of amber became the forerunner of electricity, since the Greeks referred to amber as "elektron" because of its sunny luster.

The discovery of electrical conduction is attributed to the Englishman, Stephen Gray, who in 1725 proved that electrical forces could be carried in a hemp thread for a distance of approximately 1,000 feet. About fifty years later, Sir Charles Wheatstone termed a device he had constructed to amplify weak sounds, a "microphone."

A Bureau of the Census report in Washington noted that as early as 1837 Alfred Vail and Samuel F. B. Morse had successfully demonstrated that intelligence could be transmitted over wires.⁶ Six years later, Congress passed a bill appropriating \$30,000 for the purpose of building a telegraph line between Washington, D. C., and Baltimore. The following year, 1844, Morse's first message was flashed over the completed line. The message--"What hath God wrought?"

Before the nineteenth century was half over, John Walker Wilkins, of England, was suggesting that "telegraphy

⁵Orrin E. Dunlap, Jr., Radio and Television Almanac (New York: Harper & Brothers, 1951), p. 8. Many of the historical dates and events which follow, concerning radio's development, are taken from this source.

⁶Walter B. Emery, Broadcasting and Government (Lansing: Michigan State University Press, 1961), p. 3.

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without wires might be a possibility."⁷ And, while America was spending its first year of the Civil War, Phillip Reis, a German, was designing a microphone with which musical sounds were transmitted.

In quick succession, Alexander Graham Bell invented the telephone; Thomas A. Edison applied for a patent for a "speaking machine;" and Professor Heinrich Hertz, of Germany, proved experimentally that electromagnetic waves could be transmitted at the speed of light.

Then, in 1901, Marconi flashed his first signal across the Atlantic. This monumental accomplishment of wireless transmission fired the imaginations of men such as Fessenden, Rutherford, DeForest, and Korn, who were not satisfied merely to send a series of dots and dashes through the air waves. Their dreams envisioned music, the human voice, and even pictures.

"Television on the way" was the headline in an article in the Kansas City Times of January 30, 1910. The writer was reporting experiments by M. Georges Rignoux and M. Fournier of France, who were reported as stating, "We hope soon to transmit the colors as well."⁸

What was the first radio station in America? Here, again, we have problems of definition. Do we mean the

⁷Dunlap, p. 16.

⁸Ibid., p. 46.

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oldest station, or the first licensed station, or the first one to program for public consumption, or just what? The Journal of Broadcasting reminds us:

Any school child "knows" that broadcasting began with KDKA's broadcast of the Harding-Cox election returns in November of 1920. Yet WWJ, Detroit, claims it is the "world's first radio station." WHA, Madison, calls itself, "the oldest station in the nation." Just last year, Journal of Broadcasting published Gordon Greb's scholarly work which attempted to show that broadcasting began in 1909 with Charles Herrold's station in San Jose.⁹

It is not the purpose of this paper to assess the validity of each of these claims. It is, however, pertinent to recognize that, using these stations as a beginning, radio went from a plaything to a major medium of mass communications at a rate that rivaled its sister medium, television, three decades later.

On January 1, 1922, there were thirty licensed radio stations in the United States.¹⁰ By May of the same year, United States Department of Commerce figures showed eighty stations; July, 196; August, 227; December, 569.

The National Association of Broadcasters had its beginnings in 1923.

In 1926 the National Broadcasting Company was

⁹Journal of Broadcasting, IV, No. 1 (Winter, 1959-60), pp. 40-41.

¹⁰Gene F. Seehafer and Jack W. Laemmar, Successful Television and Radio Advertising (New York: McGraw-Hill Book Company, 1959), p. 7.

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organized as a service of Radio Corporation of America, with the aim, "to provide the best programs available for broadcasting in the United States."¹¹

To make this aim a reality, the first program of the network, a mammoth, four-hour extravaganza, November 15, 1926, listed such famous artists as Mary Garden, Will Rogers, Titta Ruffo, Weber and Fields, the New York Symphony Orchestra, the New York Oratorio Society, the Edwin Franks Goldman Band, Vincent Lopez and his Orchestra, George Olsen, and the orchestras of Ben Bernie and B. A. Rolfe.¹²

Less than a year later, September 18, 1927, the Columbia Phonograph Broadcasting System (changed to Columbia Broadcasting System two months after air date) began broadcasting with a basic network of sixteen stations. Its first program--a new American opera called "The King's Henchman," by Deems Taylor and Edna St. Vincent Millay.¹³

Beginning with its decade of maturation, the decade of the 1930's, and continuing until today, what have been the voices that Americans have listened to?

¹¹Dunlap, p. 83.

¹²Gleason L. Archer, Big Business and Radio (New York: The American Historical Company, 1939), p. 291.

¹³The Sound of Your Life (New York: The Columbia Broadcasting System, 1950), p. 7.

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And that is all there is--there isn't any more, as my dear friend Ethel Barrymore would say . . . Thanks for listening. I am yours respectfully, Mrs. Winchell's little boy, Walter.¹⁴

Then there was Benito Mussolini:

I should like to contradict many rumors spread abroad on the attitude taken by Fascism and the danger it is supposed to represent to the world. Such accusations are groundless. Neither I, nor my government, nor the Italian people, desire to bring about another war. . . . Italy, let me repeat it, will never take the initiative in starting a war.¹⁵

The name of Adolph Hitler began to take on significance in 1933, when a high, emotion-packed voice filled the air waves:

If Germany was saved from going to pieces, it was because the defenders of democratic principles were so completely below average, so inferior and dwarflike as to make them unfit to be leaders of the masses. . . .

Our program is the direct contrary of their program of madness and insanity.¹⁶

And another voice was becoming an important part of life in America's living rooms--a voice that was promising to lead the people from depression to a "new deal for the common man"--Franklin Delano Roosevelt:

Let me assert my firm belief that the only thing we have to fear is fear itself--nameless, unreasoning, unqualified terror which paralyzes needed efforts to convert retreat into advance.¹⁷

¹⁴Ibid., p. 15.

¹⁵Ibid., pp. 19-20.

¹⁶Ibid., pp. 25-26.

¹⁷Ibid., p. 26.

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All was not seriousness, however, on the airwaves. There were Joe Penner, Burns and Allen, Eddie Cantor, Jack Oakie, and Ed Wynn, who invariably began his routine with something like: "I love the woods. There's a man in the woods who crossed a kangaroo with a raccoon--he's trying to raise raccoon coats with pockets."¹⁸

There was music--lilting tunes such as "Carioca," "Easter Parade," "Who's Afraid of the Big Bad Wolf," and "Isle of Capri." There was opera--grand, soap, and horse. And there was Orson Welles:

Ladies and gentlemen, we interrupt our program of dance music to bring you a special bulletin. At 20 minutes before eight, Central Time, Professor Farrell of the Mount Jennings Observatory, Chicago, reports observing several explosions of incandescent gas, occuring at regular intervals on the planet Mars.¹⁹

The Welles program, which generated a national panic, ²⁰ reminded broadcasters of two cardinal principles concerning broadcasting: first, people listen to radio in snatches, and are tuning in at different times during the program; second, people believe what they hear on the radio.

There are other voices, too, which, by means of a microphone, have recorded history in its many different

¹⁸Ibid., p. 34.

¹⁹Ibid., pp. 52-53.

²⁰Isabel Leighton, The Aspirin Age (New York: Simon and Schuster, 1949), p. 432.

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aspects--Churchill and Charlie McCarthy, Eisenhower and My Friend Irma, Lowell Thomas and Danny Thomas, H. V. Kaltenborn and Arthur Godfrey. There are Stevenson, Nixon, Kennedy; and Crosby, Presley, the Beatles, and the Monkees. There are the sounds of United Nations and un-United Nations, of atom bombs and insect bombs. And there are the perennial disc jockies.

Historically, broadcasting systems have been developed to fill the needs and desires of the countries in which they were developed. Thus, if one were interested in gaining an understanding of American radio broadcasting, he would need to study it within the historic and social framework of America. That is to say, while American broadcasters may learn a great deal from other broadcasters, it would be nearly meaningless to compare systems, per se, since what may be "right" for France, for example, may "not be right" for India; and both may be "wrong" for the United States. Thus, for the current study, the history of KSL will be analyzed within America's social and economic milieu.

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CHAPTER IV

PRIOR TO THE PREMIER PROGRAM

For years the famous and popular Salt Lake City Social Hall stood at the head of the avenue which bore its name. Progress brought automobiles; automobiles called for large garages and show rooms; and the street became known as Motor Avenue. Today, the name has reverted to Social Hall Avenue, but it could well be known as Radio-Television Place. The garages and show rooms now house modern television and radio stations, which are affiliated with two national radio networks and three national television networks.

The tin and wooden radio shack which was built on top of the Deseret News building in the early 1920's and which housed Utah's first commercial radio station had little in common with KSL's present day facilities at Broadcast House, 145 Social Hall Avenue. The facilities were completed February 10, 1962, and include KSL-AM, KSL-FM, KSL-TV, plus corporate offices for Bonneville International--headquarters of the numerous broadcast facilities of the Mormon Church.

Before reviewing the historical events which took

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place prior to the first broadcast on KSL's predecessor, KZN, we shall make a quick, "capsule" survey of today's operations in order to add valuable comparative information to the narrative of KSL's development.

As of June 1, 1967, 194 full-time and part-time employees handled the many facets of the KSL broadcast operation.

Today, KSL-Radio has four control room areas designed for combination operation, and a large polycylindrical studio facility which produces excellent low-high frequency reverberation balance.¹ The audio consoles are constructed so that pick-ups from any location in the station can be handled by each console. All audio equipment is designed for stereo operation. The 50,000 watt AM radio transmitter, with its 485 foot antenna, is located fourteen miles west of Salt Lake City. It has its own diesel power plant, so that it can be self supporting in case of regular power failure. Studios located on Social Hall Avenue also have an independent power supply. KSL-AM has one of the twelve remaining commercial radio clear channels in the United States.

KSL-Television broadcasts from two large studios; one, fifty feet by forty feet; the other, fifty feet by sixty feet; and by remote pick-up. The station has five

¹Information concerning KSL's studios and facilities was received from Vincent Clayton, Chief Engineer of KSL, Inc., during a personal interview, June 8, 1967.

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black and white cameras and two color cameras, with complete chains, including film and slide projectors. With a recent acquisition, the station now owns five color videotape machines. There are three control rooms, rear projection equipment in the studios, and large storage areas for properties and scenery. The station maintains its own woodworking department and art department. Photography is separated into two areas, one with the art department, the other with news. An elevator large enough to handle automobiles and trucks runs between the ground level and the second level.

KSL-Television was the first station in the United States to develop high mountain operation; and today its transmitter, located 9,124 feet above sea level, is the second highest television transmitter in America. The FM transmitter is also located on the mountain top, thus giving KSL-FM unusually broad coverage.

Transmitters nine thousand feet in the air, stereo equipment, and color videotape machines, however, were not what was occupying the minds of the "radio telephone" dreamers during the years immediately following the end of the First World War.

Melvin R. Ballard, in 1919, after completing a mission for the Mormon Church and serving in the United States Army during the war, moved to Salt Lake City and

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went to work for the Deseret News.² Before 1919 was over, he became City Circulation Manager; and by the spring of 1920, he was General Circulation Manager. As Circulation Manager he was constantly thinking of ways to promote the sale of the News. He added the funny paper section to the paper, began using rotogravure, and was constantly being involved in circulation stunts such as having a man jump off the roof of the News building.

During this same period of time, Ballard was appointed Boy Scout Commissioner of the Ensign Stake of the Mormon Church. He recognized that part of scouting was learning Morse Code. He found a kindred spirit in H. Carter (Harry) Wilson, the International News Service telegraph operator, whose office was in the Deseret News building. "My idea," said Ballard, "was to train the scouts how to receive wireless, since telegraphy was part of scouting."³

Ballard and Wilson received permission from the News to keep the money from the sale of scrap paper (the roll ends from newsprint rolls), out of which "we built a wireless station on top of the Deseret News building."⁴

²Information relative to Melvin R. Ballard's part in the development of radio in Utah was received during a personal interview with him, June 8, 1967.

³Ibid.

⁴Ibid.

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According to Ballard, he envisioned getting each Boy Scout troop in the State of Utah to set up a receiving station, and from his sending station on top of the News building he could send them Morse Code messages and thus teach them this important phase of scouting.

At the same time, he suggested to the News that this type of operation would permit the News to send out special bulletins which could be received by the Scout troops and transmitted to the residents of each town. This, he reasoned, would be one more way of promoting the news of the world in each area and thus build circulation for the Deseret News.

One summer evening during 1920, Ballard and Wilson were experimenting with their wireless set (the receiving part of it) when they picked up a voice broadcast from Letterman's Hospital in Denver. The broadcast was being transmitted by World War I veterans who had rigged up a sending station while they were convalescing from injuries sustained during the war. This was a new experience for Ballard and Wilson--hearing a voice instead of the usual series of dots and dashes. Ballard recounts, "I'll never forget the thrill of first hearing a voice coming over the air."⁵

Soon a new idea began forming in Ballard's head.

⁵Ibid.

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He reasoned that if Boy Scouts could perform a service by receiving Morse Code and passing on the information to others, a greater service could be performed by sending voice messages over the wireless. He presented a suggestion to the News management to build a voice transmitter on top of the News building, and to encourage Boy Scout troops in the state to set up receiving sets at their church buildings (the idea of having receiving sets in each home did not occur to him at the time). Then church members could gather at their meeting houses and hear the news. In order to get News management interested, he even suggested that the President of the Church could speak to Church members throughout the State by this means (the News was owned by the Mormon Church).

According to Ballard, Deseret News management was singularly unimpressed with the idea, but did appropriate a very modest sum (between \$500 and \$1,000) "to see what we [Ballard, Wilson, Fullmer, and others interested in radio at the News] could do."⁶ It was at this time, autumn, 1921, that the wooden and tin radio shack was built on top of the Deseret News building.

On Saturday, March 4, 1922, more than two months prior to the formal dedication of station KZN, the Deseret News began a weekly radio page. The lead article pointed out that the News opened a wireless station, 6ZM, on

⁶Ibid.

November 22, 1920, "the first newspaper in this part of the country to install a wireless set to broadcast press and weather reports."⁷ Early operations included giving the latest news of the day and a weather report for southeastern Idaho and northern Utah.

The station was equipped with a one kilowatt Acme transformer, Bentwood rotary quenched gap, .02MFD glass and lead plate condenser, built especially for 6ZM by an eastern firm, and a Western radio oscillation transformer. The receiver consisted of a deForest Honey Comb coil set and radio shop regenerative set with detector and two step amplifier.⁸

The News reported broad coverage for 6ZM. An operator on board the S. S. "Maui" enroute from San Fransisco to Honolulu reported picking up press dispatches from 6ZM on February 12, 1921, 1,188 miles at sea. An amateur in Butler, Pennsylvania, reported 6ZM's signal being heard there.

On February 21, 1921, President-elect Warren G. Harding sent out a message of tribute to George Washington, addressed to all state and county officials and to the executives of commercial clubs throughout the country. The message was picked up by station 6ZM and delivered early the next day to Governor Charles R. Mabey; Senator

⁷Deseret News, March 4, 1922.

⁸Ibid.

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Thomas E. McKay, President of the Utah Senate; E. R. Callister, Speaker of the Utah House of Representatives; Mayor C. Clarence Neslen; and C. B. Hawley, President of the Salt Lake City Commercial Club.

The signal of 6ZM consistently reached into New Mexico, Arizona, California, Idaho, Washington, Oregon, Montana, North and South Dakota, Nebraska, Wyoming, and Kansas. The receiver at 6ZM was capable of picking up signals from "all the large trans-oceanic stations, some European stations as well as all amateur stations within range."⁹

The News of March 4, 1922, described the new radio-telephone station which it was building and which would shortly start broadcasting such programs as market reports, music of various kinds, and the latest news bulletins. The station was to be "a 250 watt outfit for voice and 500 watts for straight telegraphy."¹⁰ It was designed to send from 1,000 to 1,500 miles by telegraph and 1,000 miles by voice. According to the News article, the 6ZM "spark set" would be dismantled as soon as the telephone set was ready for operation.

On April 1, 1922, five weeks prior to the first official program on KZN, Melvin R. Ballard left the

⁹Ibid.

¹⁰Ibid.

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Deseret News to help organize the Covey-Ballard Motor Company. But radio fever was high at the News, and other men who had been working with him continued to push for an early realization of their dream.

The name of Nathan O. Fullmer began to appear in radio discussions at the News during the fall of 1921. He had begun work at the News on April 1, 1919, and rose rapidly to the position of Business Manager by May 1, 1922. Fortunately Fullmer had the foresight to keep many original letters, photographs, and news clippings of the day. His daughter, Pearl F. Jacobson, prepared a well documented article for Utah Historical Quarterly (Spring, 1964), outlining the early history of radio in Utah, and the part her father played in it. Fullmer, seventy nine years of age, opened his files and his memory on June 8 and 20, 1967, to add valuable information to the narrative of radio's early development in Utah.

Fullmer's wishful thinking about a radio station that would do more than send and receive dots and dashes began to materialize one morning in the fall of 1921, when Deseret News General Manager, Elias S. Woodruff, asked him about the feasibility of building a voice radio transmitter.¹¹

¹¹Pearl F. Jacobson, "Utah's First Radio Station," Utah Historical Quarterly, XXXII, No. 2 (Spring, 1964), p. 132.

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The biggest stumbling block to the project was the price asked by American Telephone and Telegraph Company, which had a monopoly on much of the equipment needed. The President of the Mormon Church, Heber J. Grant, did not approve the spending of \$25,000 being asked by the A. T. and T.¹² This meant that whatever was accomplished would have to be done without material aid from the ownership of the paper.

After much discussion, it was decided that a search would be made to see if necessary parts and equipment could be secured from sources other than American Telephone and Telegraph. Contacts were made in Canada, New York, and San Francisco.

During the last few weeks of 1921 and early in 1922, parts for the transmitter began to be assembled at the News building.

On April 21, 1922, Elias Woodruff, who was on a business trip to Chicago, wrote to Fullmer:

Dear Nate:

As soon as I reached Chicago Mr. Woodman took me to the "Fair," a large department store doing broadcasting. I met a Mr. O'Grady who has charge of this department. He told me they were working in connection with the Chicago Daily News and could buy equipment independent of A. T. & T. Co. He quoted me \$3,000 for a 1 kilowatt set with a radius of 750 miles, and \$2,400 for a ½ kilowatt set. He said they were fighting the A. T. & T. Co. monopoly through Rep. Britten of Illinois. I told him I would see Senator Smoot if I reached Washington. If not, I

¹²Deseret News, May 3, 1962.

would write to him. Then I wired you and later got your message advising me of a \$500.00 price at San Francisco. I am wondering if there can be a joker anywhere. If we can buy as we seem to be able to, why does A. T. & T. Co. quote such a price and appear to be so cocky?

If we buy a toy set we will kick ourselves, but O'Grady says his set will send 750 miles. Heretofore we were told by Wilson that 250 watts would do that. According to O'Grady, 1 kilowatt with a 1,000 watt motor generator is required to do the business. If Wilson has not gone, ask him this question. If he has gone, wire him and caution him to be sure of what he is getting.

The whole town is radio crazy. Every paper has radio bulletins in the windows. Every delivery wagon shrieks, "Keep posted on radio. Read the radio department of the Chicago Daily News." Hearst's paper splashes it all over, and every few blocks radio stores offer radio sets for sale.

I am too tired to write more tonight, but I wanted to let you know what I had learned here regarding radio. Read this to Goff and Homer. Regards to all.

Cordially,

/s/ Elias¹³

Four days later, April 25, 1922, Woodruff wrote to Fullmer from New York:

Dear Nate:

Just a hurried scribble. I have not written you a word, although, of course, we have been in touch with each other. It is comforting to know that all is going fine. I want you to express my thanks to Homer and Goff for their support and my appreciation for their efforts.

Radio is a real problem. I believe we will never be able to broadcast except in a small way. Nevertheless, it is good for Wilson to get the set for the amount he is spending. We may have to stop after awhile, and if we do we will not be out much. The publicity we can get before we are stopped or regulated will be worth while. The Detroit News has already spent \$25,000.00 on broadcasting

¹³Utah Historical Quarterly, XXXII, No. 2 (Spring, 1964), p. 133.

so you can see how much some of them think of it. . . .

Cordially,

/s/ Elias¹⁴

It was in this letter of April 25, 1922, that Woodruff noted he had wired Wilson to buy the radio set he was negotiating for, "Even if we have to junk it later."¹⁵

From New York, Woodruff traveled to Detroit in search of new business for the Deseret News and to learn more about this new thing called radio.

In a letter to Fullmer dated May 3, 1922, Woodruff noted that he had secured four tubes and a condenser in New York, and was having them expressed to Salt Lake City, because "They are very perishable and I was afraid to take a chance on bringing them myself."¹⁶

He then informed Fullmer that "We are in bad with the A. T. & T. . . . They call us 'boot leggers.' How do you like that title?"¹⁷

It was obvious that the title did not materially bother Woodruff, because he continued, "Tonight I am going with Mr. Buell to the Detroit News--They also are

¹⁴Ibid., pp. 133-34.

¹⁵Ibid.

¹⁶Letter from Elias Woodruff to Nathan O. Fullmer, May 3, 1922.

¹⁷Ibid.

radio bootleggers and I hope to learn something there-- I feel that if they can broadcast in this field surely we will not be molested way out there."¹⁸

Although Woodruff was not afraid to be called a "boot legger," if it meant securing a new means of promoting the Deseret News, the conservative philosophy of the News management was reflected in the concluding paragraph of this letter:

I saw the Detroit News station, W. W. J. last night. They have a very pretentious outfit-- They have built a 6 room house on the roof. Have 2 sound proof rooms, a reception room 2 operators rooms, and an equipment room. . . . They spend money lavishly and it seems to me to no purpose. Fine plush carpets on the floor--The place is a palace.¹⁹

Another letter from Elias Woodruff, in Chicago, to Nate Fullmer, dated May 6, 1922, the day KZN officially began operations, indicated that the neophyte radio station operators were learning new techniques and searching for ways to put them into effect simultaneously:

I wired you today regarding radio because I wanted you to know that broadcasting without a sound proof room is not practical and I thought you might start without knowing that. We can use a downstairs room if we wish and the concert or program can be sent up to the instruments on the roof. It is my thought that we should have reports from a number of listeners before we really ask the public to listen in. Radio has a wonderful hold on the public. Everywhere one goes it is the paramount topic and I am sure we shall make a big hit

¹⁸Ibid.

¹⁹Ibid.

by our move. . . . 20

While Woodruff and Fullmer were handling the business of getting the station on the air, H. Carter (Harry) Wilson was spending every available minute actually assembling the transmitter. However, one thing after another delayed his progress. First, the generator quit working; then tubes blew. And at \$110 for each tube,²¹ the station's financial condition constantly hovered between near bankruptcy and despair.

The radio transmitter, designed and built by Wilson, was finally completed.²² He used two 250-watt tubes as oscillators, and two 250-watt tubes as modulators. A three horse power motor, driving a 2,000 volt one-kilowatt plate current generator, provided power for the transmitter's tubes. A series of 350-volt dry cells and a 12 volt storage battery provided the power for the tubes of the speech amplifier. The antenna, an inverted "L" type, consisted of eight wires 120 feet long spaced 39 inches apart.

The tin-shack building which housed the station included three rooms, a studio room for the entertainers,

²⁰Ibid., May 6, 1922.

²¹Deseret News, May 3, 1962.

²²The description of this original transmitter which follows was published January 1, 1923, as "Facts about KZN, The Deseret News Broadcasting Station," and was reprinted in KSL's 40th Anniversary brochure, 1962.

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an operating room, and a generator room. Equipment included a set of microphones "of special design to transform sound into electrical energy,"²³ a speech current amplifier to increase the power of the microphone output, and a Colin B. Kennedy Universal receiver with two step audio frequency amplifier.

As construction neared completion, Fullmer and Wilson tried to work out an estimated air date. And when Wilson suggested that the first broadcast could well be less than a month away, they both were elated. Their dreams were now nearing reality--dreams of a new world of entertainment, news, sports, and weather reports, and even Mormon Conference sermons, being delivered from their transmitter to the people's living rooms.

During the last few frenzied days and nights before the station went on the air, almost everything else was forgotten except getting the transmitter completed. Sooner than originally estimated, the equipment was ready for testing.

Since there were so few receiving sets available in Salt Lake City, Nate Fullmer made arrangements with a friend, William Elder, more than four blocks away (east of the corner of Broadway and State Streets), to try to tune in on the test. Engineer Wilson and his two assistants made the last adjustments on the equipment. Fullmer

²³Ibid.

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called his friend that they were ready to "send."

The suspense of waiting to hear back from his friend was too much for Fullmer. He ran across the roof of the building, down three flights of narrow iron steps, then took the elevator to Main Street, and from there ran over to his friend's small electrical shop.

When Elder saw him coming, he shouted the words that Fullmer and Wilson had worked months to hear. "She's coming over, Nate! She's coming over! Congratulations!"²⁴

After catching his breath, Fullmer telephoned the good news to Harry Wilson. Then he sent a telegram to Deseret News General Manager, Elias Woodruff, who was still in the East.

The next step was to get the station ready for formal dedication. News of the planned air date was publicized in the Deseret News. Radio interest soared, and many people bought small radio crystal sets, complete with ear phones and "cat's whiskers" for tuning in the first broadcast.²⁵

As reported previously, the dedicatory program of the new radio station (with call letters changed from 6ZM to KZN) was aired at 8:00 p.m., Saturday, May 6, 1922, with church, state, and city dignitaries lending an air

²⁴Utah Historical Quarterly, p. 135.

²⁵Ibid., p. 137.

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of excitement and importance to the occasion. The station previously had been licensed by the United States Department of Commerce on April 21, 1922.²⁶

As personnel at every radio station can testify, things do not always go "according to script." And the first program on KZN was no exception. As the dedication was being aired, listeners were startled to hear the voice of Mormon President Heber J. Grant say clearly, "Turn off the heat." Many letters were received asking for an explanation of this interjection. It seems that to counteract the cool May evening, someone had connected an electric heater directly behind President Grant, and he was being provided with too much warmth.²⁷

With that dedicatory program, KZN was finally on the air, and the dreams of its creators were beginning to be realized. It should be noted, however, that those directly involved at the Deseret News were not the only ones who were responsible for that first broadcast. Many other persons interested in radio indirectly influenced greatly the early development of KZN, either by direct help, by encouragement, or by striving for competitive advantage.

A group of students at the Latter-day Saints College

²⁶Richard L. Evans, "Historical Highlights of Radio Station KSL," unpublished typescript, 1934, p. 1.

²⁷Deseret News, May 3, 1962.

in Salt Lake City, calling themselves the Saints' Scientific Society, had put together an amateur radio transmitter in 1920 for the purpose of "broadcasting football and basketball games and anything else of interest that came to the L. D. S. College campus."²⁸ John Cope, Leo Jensen, Rollow Kimball, and C. Richard Evans formed the nucleus of the group.²⁹ When the Deseret News began showing interest in radio, much of the equipment from the L. D. S. College operation was moved to the roof of the News building and became part of KZN's first transmitter.³⁰

Early in 1922 Carl F. Eyring, Physics Professor at Brigham Young University, gave encouragement to radio neophytes when he noted that "the 'hearing' was splendid" on B. Y. U.'s amateur station, 6APL, and that "the ether, the carrier of wireless waves, was teeming with messages."³¹ He marveled that:

In this day of radio, man has literally impregnated "ether space" with the buzzing of dots and dashes, the chatter of the human voice, and strains of music. The master hand of science reaches into this apparent confusion of ether waves

²⁸Personal interview with Rollow Kimball, one of the students who was involved in the L. D. S. College station and who today is KSL-TV Chief Engineer, July 14, 1967.

²⁹Ibid.

³⁰Ibid.

³¹Carl F. Eyring, "When Space Talks and Sings," Improvement Era, Vol. XXV, No. 7 (May, 1922), p. 628-33.

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and picks out the series of waves desired--a weather report, a sermon by a noted preacher, or the song of a beautiful singer. Our "ether space" is a veritable fountain into which liquids of all sorts may be fed and at which the prepared may quaff a favorite drink. This is indeed the miracle of the age.³²

The Improvement Era, Mormon Church magazine, shortly before KZN went on the air, added its enthusiastic approval of the radio work being done by its sister publication, the Deseret News:

It is not impossible that, by 1925, or sooner, the President of the Church of Jesus Christ of Latter-day Saints may be able to deliver his sermons in the Salt Lake Tabernacle and be heard by congregations assembled in every settlement of the Church from Canada to Mexico, and from California to Colorado. There are a thousand thoughts that arise in the mind in contemplation of this most wonderful instrument and the possibilities arising therefrom. One may well exclaim, "What hath God Wrought!"³³

KDYL, Salt Lake City, the first competitor to KZN, was racing to be the first Intermountain West commercial station to go on the air. This, of course, added impetus to the KZN drive to begin broadcasting before any other station in the area. A group of Ogden, Utah, men interested in radio also was making plans for a station in that city.

Throughout the Intermountain West, interest in radio transmission and reception climbed rapidly, with KZN a focal point of that interest. According to Deseret News accounts, the first programs on KZN were well

³²Ibid.

³³Improvement Era, Vol. XXV, No. 5 (March, 1922), p. 457.

received and, by the radio yardstick of the day, very successful. But after the first flush of success died down, many problems arose which had to be overcome before KSL truly would merit the name of the radio voice of the Intermountain West.

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CHAPTER V

THE VOICE DEVELOPS (KZN-KFPT-KSL)

There is an old story which tells of a young, freckle-faced boy who wanted desperately to meet a vivacious little red haired girl who had just moved into the neighborhood. The opportunity presented itself unexpectedly one afternoon, and he found himself alone with her. She smiled warmly at him and held out her hand. The boy gulped, pulled at his shirt collar, which all of a sudden had become very constricting, and muttered, "Good gosh, what do I do now?"

The Deseret News pioneer radio station operators found themselves in a similar predicament during the first years of KZN operation. Radio, alluring, nearly magical, had smiled warmly at them and stretched forth her arms for an embrace. It was a heady experience; but once the radio dreamers found themselves alone with her, with that first exciting encounter a thing of the past, they looked at each other and said, in effect, "Good gosh, what do we do now?"

It was one thing to bring a group of dignitaries to the station and to have them give glowing speeches

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concerning the potential of this new marvel of communication. It was quite another thing to find something to say or to do on the air on a regular daily basis. As a result, the station was on the air only thirty minutes a day to begin with--from 8:00 to 8:30 p.m. Gradually broadcast time was extended to an hour and a half--from 8:00 to 9:30 p.m.

Although daily broadcasts were confined to short periods of time while KZN was groping to find its voice, many ideas were developed which foreshadowed the commercial system of broadcasting with which we are familiar today.

Even though no appreciable advertising appeared on KZN until the Radio Service Corporation of Utah was formed in June, 1924, the advertising potential of radio was recognized at once by a few merchandisers. The ZCMI Department Store inserted an advertisement in the Deseret News of May 9, 1922, three days after the premier broadcast on KZN, advising readers of the News that: "a radio message that would be of unusual interest within a radius of 200 miles if broadcast, would be the message that the Greatest Merchandising Event of the Entire Year is about to be announced."¹

The Pantages Theater, anxious to be identified with the new radio marvel, released an advertisement in the News of May 13, 1922, the day prior to Mothers' Day:

¹Deseret News, May 9, 1922.

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To Mother

Whose heart is the broadcasting station for all the love we have ever known. Whose outstretched arms are the antenna from which radiates the affection of the universe--whose breast is the receiving station for all our joys and sorrows--whose voice is the magnavox which distributes God's own message--

To Mother, yours and mine, we dedicate this day--
Sunday, May Fourteenth
Nineteen Twenty Two.²

In an editorial, May 9, 1922, the Deseret News heralded the birth of radio station KZN as "an epoch in the history of the paper quite as significant as any ushered in since the establishment of the institution nearly 72 years ago."³

This enthusiasm at the News, however, was short lived. Within two years the News divested itself of all interest in radio station operation. As long as Elias Woodruff had remained General Manager of the newspaper, radio interest remained high;⁴ but when B. F. Grant took over management, he "would have nothing to do with radio."⁵

It is, however, important to recognize that broadcasting in its early days in Utah received a great amount of encouragement through the publicity afforded it by the Deseret News.

²Ibid., May 13, 1922.

³Ibid., May 9, 1922.

⁴Interview with Nathan O. Fullmer, June 20, 1967.

⁵Earl J. Glade, undated handwritten article concerning early days at KSL. Nathan O. Fullmer agreed with this appraisal during interview, June 20, 1967.

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Less than a week after the initial broadcast, full page advertisements appeared in the News offering radio receiving sets free with six new subscriptions to the paper.⁶

The weekly radio section of the News continued to keep readers up-to-date on the growth and development of radio. An early program on KZN included news bulletins, weather forecast, stock market report, and music during the afternoon. The evening program of the same day was devoted to music--with a live presentation by Miss May Daly, known professionally as "Mammy," a "black face" singer and comedian, and by phonograph records, including "Gypsy Blues," "Birds of a Feather," "Blue Danube Blues," "Feather Bed Lane," "Mammy Lou," "Ten Little Fingers and Ten Little Toes," "April Showers," "All that I Need is You," "Granny, You're My Mammy's Mammy," and "That Wonderful Mother of Mine."⁷

Before KZN was a week old, a broadcast was beamed to high school students visiting the University of Utah.⁸ This broadcast so impressed university officials that it was suggested that a permanent receiving station be installed at the university for the purpose of receiving

⁶Deseret News, May 11, 1922.

⁷KZN program for May 11, 1922, as reported in Deseret News of same date.

⁸Deseret News, May 12, 1922.

"the best the country has to offer in lectures, concerts and other entertainment."⁹ This broadcast also resulted in an announcement by university officials that a course in radio would be given at the school with the opening of the fall quarter in September, 1922. The possibility of an extension course was also being considered.

To celebrate its first week on the air, KZN secured the services of two musical comedy stars who were appearing in Salt Lake City at the Salt Lake Theater: Miss Mabel Kronan and Mr. Philip Ryder, stars of Abie's Irish Rose. Arrangements were made through the show's producer, Oliver Morosco, and George D. Pyper, Manager of the Salt Lake Theater.

KZN was the originating station for "the first extensive radio dance in the West according to all information."¹⁰ A special 10-piece band played the latest dance selections from the studios on top of the News building. The music was picked up by the "receiving station" installed at the Odeon Dance Hall and amplified to the dance floor by means of a large magnavox. It was estimated that about 2,000 persons were in attendance to dance to the radio music and to listen to a tenor solo by Alfred Best, who sang "Pagliacci" over the facilities of KZN.

⁹Ibid.

¹⁰Ibid., May 27, 1922.

One of Nathan Fullmer's desires was to secure the use of the McCune School of Music, two blocks north of the station, from which to broadcast musical programs.¹¹ The recital hall and several other rooms there had acoustics far superior to those of the studios of KZN. "Remote" broadcasts from the McCune School were accomplished by stringing a wire from that building, down the street to the north corner of the Temple wall, then along the wall to the Bureau of Information building, and from there to the transmitter on top of the News building. These remote broadcasts eliminated much of the echo that had been prevalent in many earlier broadcasts.¹²

Fullmer also was instrumental in bringing the music of Owen Sweeten's Band from Saltair, through the switchboards of the Telephone Company, and from there to the KZN transmitter.

It did not take long to realize that KZN's signal was covering a large territory. By October 14, 1922, letters and radiograms had been received from eighteen states, Canada, Mexico, Hawaii, and as far away in the Pacific as 2,865 miles from Salt Lake City.

A letter from Upland, California, stated: "We all get you here as loud as the best Los Angeles station which is some record, comparing distance--how do you

¹¹Utah Historical Quarterly, p. 140.

¹²Ibid.

do it?"¹³

H. B. Hinman from Prescott, Arizona, wrote: "Listened in on your entertainment last night and enjoyed your program immensely. Have listened from Kansas City, Denver and Los Angeles, but your station came in clearer and with the best results I have received."¹⁴

"Your broadcasting came in very clearly last evening," said V. I. Daniels of Geerin, Nebraska.¹⁵

"Perhaps it may interest you to know that on Thursday night I tuned in on your broadcasting, and although faint was quite clear," reported a listener in Bismarck, North Dakota.¹⁶

Mr. and Mrs. George E. Marygold of Burbank, California, reported that: "We are 11 miles north of Los Angeles and we get your concerts on our loud speaker. . . . We get your concert much better than Los Angeles."¹⁷

Another letter from Burbank read:

I heard him say . . . that the broadcasting station K.Z.N. was located in Salt Lake City. I wish to tell you that I was flabbergasted to say the least. My receiver is a cheap vacuum tube regenerative set and until tonight I had never heard

¹³Deseret News, September 16, 1922.

¹⁴Ibid.

¹⁵Ibid.

¹⁶Ibid.

¹⁷Ibid.

anything that was coming from a greater distance than fifty miles.¹⁸

A letter from Hoquiam, Washington stated: "Heard you very QSA [very strong] here. Could understand you 100 feet from the phones, with a horn attached to one phone."¹⁹

"I had just came [sic] home from work," wrote Mr. Donald Lewis, of Albia, Iowa, "and tuned for Atlanta, Georgia, when I picked you and a last musical selection, and signed off K. Z. N. Could hear you about 3 feet from phones."²⁰

A Vancouver, British Columbia, fan reported that: "It may interest you to know that your broadcast of music was picked up at Vancouver. . . . You came in very clear, modulation, etc., fine."²¹

A Dexter, Minnesota listener reported receiving KZN "very clearly."²²

A radiogram, dated September 23, 1922, was received from the Steam Ship "Elkton," bound for Manila by way of the Panama Canal. It read in part:

If some one were to tell me what I am about to

¹⁸Ibid.

¹⁹Ibid.

²⁰Ibid.

²¹Ibid.

²²Ibid.

tell you, I should very much doubt their statement, but in my own case, at least, "hearing is believing." . . . When about 1500 miles out from Balboa bound for Honolulu I first intercepted KZN signals. . . . Each night as we got farther off shore your signals came in better. I can truthfully say were QSA and clear as a bell. . . .

Again this evening I have heard you but could only occasionally understand your announcements. The music was just fair. Was hardly loud enough to be enjoyed however. But the fact remains we heard you. Estimated distance, 2,865 miles.²³

A Los Angeles newspaper expressed the opinion that:

Probably the most wonderful station in the West is KZN, the Deseret News phone at Salt Lake City. Its signals come in throughout the entire Pacific slope with almost the same strength as a local station. People with good crystal detector receivers in Los Angeles are hearing KZN nightly.²⁴

The Honolulu Star-Bulletin, in a letter dated October 3, 1922, informed the Radio Editor of the Deseret News that:

It is with pleasure we beg to report hearing your station KZN on the evening of September 27 while installing a radiophone on the plantation on the eastern side of the Island of Hawaii. We received your concert loud and clear, even louder than our own station only 250 miles away.

We were able to put the music on the magnavox and dance by it.

. We believe that this was the first time that it had ever been put on the magnavox and danced to, at that distance.²⁵

But radio, even in its early days, was more than music. News, weather reports, and sports scores were

²³Ibid., October 7, 1922.

²⁴Ibid., October 14, 1922.

²⁵Ibid.

given at regular intervals, along with stock market quotations.

Other types of public service programs, also, were being developed. On October 18, 1922, Nathan Fullmer wrote to the Commercial Club and Chamber of Commerce of Salt Lake City offering KZN's services and suggesting that:

. . . some one in your organization, if you accept the use of our station, be appointed to arrange with some good clear voiced speaker to deliver about a five minute talk every evening over our radio in Salt Lake City and Utah propaganda that may be arranged by the Commercial Club.²⁶

A program designed especially to interest children was added to the regular program schedule. This was the Peter Rabbit Club, which broadcast musical selections performed by children and sent birthday greetings over the air to children belonging to the Club.²⁷

William Jennings Bryan delivered a ten-minute address over the facilities of KZN October 24, 1922.²⁸

An unusual program was aired December 9, 1922.²⁹ Many Utah residents and former residents were visiting or living in California. KZN prepared a special broadcast

²⁶Letter from Nathan Fullmer to the Commercial Club and Chamber of Commerce, Salt Lake City, October 18, 1922.

²⁷Utah Historical Quarterly, p. 141.

²⁸Deseret News, October 25, 1922.

²⁹Nathan O. Fullmer, "Nate Fullmer Recalls," unpublished typescript prepared by Fullmer for KSL, 1962.

for them and introduced it as follows:

For the first time in the history of Salt Lake radio a special concert has been arranged for Utahns in California. Stars of the local musical world will render selections over KZN. Reports from Ocean Park are that a large gathering of Salt Lake people will be assembled at the home of O. H. Hewlett, a prominent Salt Laker, for the entertainment. Mr. Hewlett has telephoned the Deseret News that the residents of that City are eagerly awaiting the opportunity to hear real Utah talent in Los Angeles and San Francisco are cooperating with KZN [sic] in the endeavor to give every Utah citizen a chance to hear the artists of the Bee Hive State.³⁰

One of the most ambitious undertakings of the young station was to broadcast a speech by President Warren G. Harding June 26, 1923, from the Mormon Tabernacle on Temple Square in Salt Lake City.

Many "firsts" had to be accomplished before the broadcast became a reality. A radio microphone was installed in the Tabernacle for the first time.³¹ Telegraph instruments ticked for the first time in the sixty-one year history of the Tabernacle as Associated Press dispatches on President Harding's address were sent to all the major cities in the country.³² A telegraph wire had never before been allowed in the auditorium. That night, by consent of high officials of the Mormon Church, the Associated Press wire between San Francisco and Chicago was looped into the Tabernacle for President

³⁰Ibid.

³¹Deseret News, June 27, 1923.

³²Ibid.

Harding's address.

Automobiles, filled with people anxious to hear the President's message, were allowed to enter the Temple grounds for the first time in history.

The world-famous Mormon Tabernacle organ was heard for the first time by means of radio.

According to the Deseret News, President Harding addressed the largest audience "which ever listened to a public speaker west of the Rockies. How? Radio."³³

The eight thousand seat Tabernacle was filled to overflowing, as was the Assembly Hall on Temple Square. Six thousand additional persons listened to loud speakers on the grounds around the Tabernacle and the Temple. At Liberty Park the Go-Getters' Club of the southeast section of the city had worked with the radio experts of Nathaniel Baldwin, Inc., to install a receiving set and a dozen loud speakers. Earl J. Glade, President of the Go-Getters' Club at the time, later became the key man in KSL's development. Two thousand people listened from automobiles and bleacher seats at Liberty Park. Others flocked to the State Theater, and still more surrounded a large receiving set on Federal Heights.

The speech was broadcast over the facilities of KZN;

. . . in hundreds of homes in Salt Lake and in

³³Ibid.

thousands of others from Provo to Los Angeles and from the desert regions on the south to the borders of Canada. . . . Some were in homes--with receiving telephone clamped to their ears or with the smaller "loud-speakers" familiar to every radio fan. Others thronged radio and electrical stores--which generally were keeping "open shop" in honor of the occasion.³⁴

On July 14, 1923, KZN began remote broadcasts from the Hotel Utah Roof Gardens.³⁵ These broadcasts featured the Roof Gardens Dance Orchestra and became a regular nightly feature from 10 p.m. until midnight.

During those early days of radio, the KZN staff included the following personnel: H. C. Wilson, Manager, Operator, and Announcer; Miss Rheva Brown, Radio Secretary in charge of all programs; and Clyde Nelson, Radio Guide and Studio Instructor.³⁶

Although interest in radio remained high among listeners, interest at the Deseret News soon began to wane. By May, 1924, all four of the men who had been instrumental in promoting radio as a part of the News had left the paper. Melvin R. Ballard left on April 1, 1922, to help organize the Covey-Ballard Motor Company. H. Carter (Harry) Wilson, after a series of personal problems, left the Deseret News and Salt Lake City. Nathan O. Fullmer resigned from his position at the News

³⁴Ibid.

³⁵Ibid., July 14, 1923.

³⁶"Facts about KZN," January 1, 1923.

February 15, 1924, because of ill health and overwork. Three months later, Elias Woodruff was released as General Manager of the News, to be replaced by B. F. Grant, brother of the President of the Mormon Church. As noted previously, B. F. Grant had no interest in radio as a part of the newspaper operation. Within a month after his appointment as General Manager, the Deseret News sold its interest in KZN to John Cope, KZN radio engineer, and to his father, F. W. Cope. The same month that the Copes purchased the station, the call letters were changed to KFPT (June 13, 1924), and Radio Service Corporation of Utah was formed. Studios remained on top of the Deseret News building, and power continued at 500 watts, but the frequency was changed from 833 to 1149 kilocycles.

During the first annual meeting of the stockholders of Radio Service Corporation of Utah, held July 15, 1924, John N. Cope, S. E. Mulcock, H. C. Johnson, F. W. Cope, and Ella M. Johnson were elected Directors of the Corporation.³⁷ An hour later the Directors met and elected John N. Cope, President; and Heber C. Johnson, Vice-President. F. W. Cope was appointed Secretary of the Corporation, and S. E. Mulcock was elected Treasurer.³⁸

³⁷Minutes of the annual Stockholders' Meeting of the Radio Service Corporation of Utah, held in the Company's studios, July 15, 1924.

³⁸Minutes of the Directors' Meeting of the Radio Service Corporation of Utah, held in the Company's studios, July 15, 1924.

On September 20, 1924, an event took place which had far reaching effect upon the development of the Radio Service Corporation of Utah. On that date an agreement was entered into with Earl J. Glade, as follows:

This agreement made and entered into this 20th day of September A. D. 1924 by and between Radio [sic] Service Corporation of Utah, party of the first part, and Earl J. Glade of Salt Lake City, Utah, party of the second part;

WITNESSETHL [sic] That for and in consideration of the covenants and agreements hereinafter mentioned the parties hereto agree as follows:

1st.--The party of the first part hereny [sic] appoints Earl J. Glade a sales agent for and in behalf of the party of the first part to sell service upon the prices and terms agreed upon from time to time.

2nd.--The party of the first part agrees to compensate said party of the second part on the basis of fifteen (15%) percent of the face value of all contracts turned into the office of the party of the first part properly signed and executed by authorized persons by the party of the second part.

3rd.--The party of the first part agrees to pay to said party of the second part on or before the 10th, day of each month all commissions due, which said commissions shall be based on the actual cash payments received by said party of the first part on such business as is written by said party of the second part, and paid during the succeeding calendar month.

4th.--The party of the second part hereby agrees to devote himself diligently to the interests of the party of the first part and this contract may be cancelled and become null and void if in the opinion of the party of the first part the party of the second part fails to devote sufficient time and attention to the interests of said party of the first part. Notice of thirty days shall be given by each party to the other in the event of intention to cancel this contract.³⁹

At a meeting of the Directors, November 17, 1924, this agreement was approved, with the further stipulation:

³⁹Minutes of Directors' Meeting, November 17, 1924.

"and in addition to the above commission Mr. Earl J. Glade be paid a retainer fee of Twenty five (\$25.00) dollars per month."⁴⁰ At this meeting Glade was appointed Sales Manager and Advertising Counsel.

During the same meeting, S. E. Mulcock was appointed General Manager of the Corporation, and Charlie Hayes was appointed Business Manager, with the following duties:

"To attend to all business details, including accounting and program supervision and . . . to be available for announcing at such times as may be required."⁴¹

The history of KSL as a commercial operation really began when Earl J. Glade became affiliated with the Radio Service Corporation of Utah. At that time he was a part-time professor in the Business School at the University of Utah and was also an advertising executive of the Gillham Advertising Agency.

Glade sold the first commercial radio broadcasting contract in Intermountain America.⁴² And this was no easy task, for, as he reported during a number of his public addresses: "When the business men of the community would see me coming, knowing I was trying to interest them in buying radio time, they would sadly shake their heads

⁴⁰Ibid.

⁴¹Ibid.

⁴²Richard L. Evans, "Historical Highlights of Radio Service Corporation of Utah (KSL), unpublished typescript, November, 1934, p. 2.

and feel sorry for my mother."⁴³

Recognizing the need for putting the corporation on a sound financial footing, Glade began looking around for ways to bring financial stability to the station. Five months after the Directors of the Corporation approved his appointment, he had found his answer. He interested the Church of Jesus Christ of Latter-day Saints (Mormon) in participating in the erection of a 1,000 watt transmitter. The Church loaned the station \$5,000 for one year, interest free, for the purpose of building the new transmitter.⁴⁴

Security for the loan was fifty-one per cent of the capital stock of the Corporation and immediate voting control. At the end of one year the Church had the option of acquiring ownership of the fifty-one per cent of the stock by cancelling the note and paying an additional \$2,500 (total capital stock was \$15,000).

The Church further agreed to lease to the Corporation for one year, free of charge, the west one-half of the basement of the Vermont Building and a structure behind the George Albert Smith residence on West Temple

⁴³One of these occasions was the Annual Communications Awards Banquet, Brigham Young University, Provo, Utah, May, 1965.

⁴⁴The agreement between Radio Service Corporation of Utah and the Church of Jesus Christ of Latter-day Saints was made a part of the minutes of the Board of Directors' Meeting, April 21, 1925.

Street to be used for studios and operating rooms.

Radio Service Corporation of Utah, in return for the waiving of interest charges and the free leases, agreed to broadcast a sacred Church service each Sunday evening and a Choir and organ concert each Thursday evening, the music and speakers to be furnished by the Church.

The agreement between the Church and the station stipulated that Bishop David A. Smith would be issued one share of stock in the corporation and would be elected to the Board of Directors. It was also stipulated that the Church would use its influence with the Utah Power and Light Company to get permission to attach an antenna to the south stack of the heating plant west of the Temple Block.

In those early days of radio it was necessary to secure a license from American Telephone and Telegraph to build and operate a station.⁴⁵ Evidently management decided to discontinue their "boot leg" operation, and to conform to the requirements of A. T. and T., since they agreed to pay a \$3,000 license fee.⁴⁶

On April 29, 1925, Directors Ella M. Johnson and Heber C. Johnson resigned; David A. Smith and Earl J.

⁴⁵Minutes of Board of Directors' Meeting, April 28, 1925.

⁴⁶Ibid.

Glade were elected directors, and Glade was appointed General Manager of the Corporation.

When Sylvester Q. Cannon, Presiding Bishop of the Church, was elected a director, then elected President a few months later, June 9, 1926, the basic pattern for management of Radio Service Corporation of Utah for a dozen years was established--Sylvester Q. Cannon, President; David A. Smith, Secretary and Treasurer; and Earl J. Glade, Manager of Operations.

During this time of reorganization and realignment, another important event occurred. Earl J. Glade was instrumental in securing "the active co-operation of . . . [the Salt Lake Tribune] . . . in stimulating interest in radio and in various ways furnishing the news releases required by an up-to-date radio station."⁴⁷ This alignment with the Salt Lake Tribune, which began in July, 1925, and continued until January 22, 1947, was the first instance where the Tribune interests and the Mormon Church worked together in a common business enterprise. As part of the agreement the Salt Lake Tribune Publishing Company secured a stock representation in the Radio Service Corporation of Utah.

Before the Tribune was approached, a similar offer was presented to Deseret News management, "but the tender

⁴⁷Minutes of Board of Directors' Meeting, January 29, 1926.

was refused."⁴⁸

To complete the transition to new management, with new ideas for making the station a commercially profitable enterprise, the call letters were changed from KFPT to KSL. Because the letters, KFPT, had been hard to say and difficult to understand, Glade traded call letters with an Alaskan station --KFPT for KSL. The call letters, KSL, became effective June 24, 1925.⁴⁹

The first financial ledger prepared by Radio Service Corporation of Utah indicates that the total income for the station from June 9, 1924, to October 31 of the same year was \$265.00⁵⁰

Early commercial accounts on the station were Salt Lake Knitting Store (the first commercial account on the station), D. A. V. Veterans, BPOE, Salt Lake Real Estate Board, L. D. S. Church, Glenn Brothers, University of Utah, Superior Motor Company, Mullett-Kelley Company, Rocky Mountain Electrical League, Capital Electric Company, Granite Lumber and Hardware Company, and Walker Brothers D. G. Company.

By July 1, 1926, business on the station, though

⁴⁸Ibid.

⁴⁹Hazel Lee Craig Felt, "The History of Radio Stations in Utah to 1950, "unpublished Master's Thesis, University of Utah, 1950, pp. 5, 13.

⁵⁰Ledger of Radio Service Corporation of Utah, beginning June 9, 1924, p. 2.

still small compared to today's standards, was increasing. The staff was increasing, too, having grown to six members. They, along with their monthly salaries, were as follows:

John N. Cope - Radio Engineer -	\$250.00
Cash \$200	
Credit 50 (to be paid when company is able)	
Earl J. Glade - Manager	25.00 plus 15% of business obtained.
Cyril Fossey - Operator	125.00
Myrtle Franstrum - Stenographer	60.00
Harold Pingree - Bookkeeper	10.00
Janitor	30.00 ⁵¹

A note attached to the salary schedule suggested that finances were still a major problem of the station. It stated that the salaries, so far as possible, would be paid regularly each month between the fifth and the tenth.⁵²

During his later years, Earl J. Glade spent a great deal of time compiling, cross-checking, and recording his notes and reminiscences on the early days of commercial broadcasting on KSL. One handwritten document is especially rich in his recollections and contains much material which explains well the facts and the fantasy surrounding radio in those days. He writes of KSL programs being picked up on the telephones in much of Salt Lake City's downtown area.⁵³ And he notes that one of the beliefs of the day was that the KSL signal was re-radiated from the walls and spires of the Temple,

⁵¹Ibid., note attached to page 121.

⁵²Ibid.

⁵³Earl J. Glade, a handwritten document, later

which was located across the street from the transmitter.⁵⁴

Glade tells of the time when Herbert Hoover, who was then United States Secretary of Commerce, visited Salt Lake City. At that time the Department of Commerce had jurisdiction over radio broadcasting in the United States. Hoover delivered a radio address over KSL from the Odeon Spanish Ballroom located on North Temple Street between Main and State Streets. He was so pleased with the broadcast and with the response he received from various parts of the country that he had Senator Reed Smoot arrange to get Earl J. Glade over to the Secretary's temporary headquarters at Hotel Utah for a personal thanks and congratulations to the station.⁵⁵

Equipment in those days was scarce and hard to come by. Because Western Electric demanded royalties on the use of their microphones, KSL had a microphone "boot legged" out of Canada.⁵⁶ As it was the only microphone the station possessed, keeping uninterrupted programming on the air was a difficult and often impossible task.

One night Utah Governor Charles R. Mabey was

transcribed as "Mayor Glade Recalls," by KSL, undated, p. 2. (Note: page numbers refer to the original handwritten document, in the possession of Earl J. Glade, Jr., not to the typewritten copies held by several people.)

⁵⁴Ibid.

⁵⁵Ibid., p. 4.

⁵⁶Ibid.

delivering an address in the old Salt Lake Theater. The Theater was packed; and the address was being carried over KSL, using the single microphone owned by the station. The Governor exceeded his allotted time; and a KSL technician went up on the stage while the governor was still speaking, took the microphone and raced back to the studios for another scheduled program. The station was off the air while the technician ran between the two locations.

Two famous Utah songs were popularized on KSL during the early days of radio broadcasting. "Utah Trail" was sung for the first time by two soldier-composers, Bob and Buster. They had written the words in lead pencil on the back of an envelope and had come to KSL, where they received permission to sing the song over the air.⁵⁷

"Springtime in the Rockies" lay dormant for three years on the shelves of the Daynes-Beebe Music Company. Then one night a male quartet from the Brigham Young University sang the song over KSL. The station aired the song frequently. Before long, sales began to climb and eventually reached the two million mark.⁵⁸

Freeman F. Gosden and Charles J. Correll, better known as Amos and Andy, performed for a week, ad lib, on

⁵⁷Ibid., p. 6.

⁵⁸Ibid., pp. 6-7.

KSL before they gained their national reputation. They received word of their first big contract while at KSL.⁵⁹

Henry Luce and Briton Hadden, the founders of Time, Life, Fortune, and Sports Illustrated magazines, sent their mimeographed news copy to KSL, when they were first beginning publication of Time, with the request that KSL broadcast it. "They were then just about as poor as we were," stated Glade.⁶⁰ KSL was happy to give them free advertising in return for free news. Twenty-five years later, when Hadden was visiting Salt Lake City, Glade asked him where he got those early mimeographed news stories, to which Hadden replied, "We swiped them from the New York Times."⁶¹

The microphone was not readily accepted by many of the artists associated with the Mormon Tabernacle Choir and organ. They were fearful that radio could not reproduce the music of the organ and the choir with a fidelity that would do them justice.

John J. McClelland, famous Tabernacle Organist, would not permit his talent to be broadcast by radio. As long as he lived, his music never appeared on any station. His funeral, interestingly enough, was the first to be broadcast from the Tabernacle.

⁵⁹Ibid., p. 8.

⁶⁰Ibid., p. 9.

⁶¹Ibid.

Another Tabernacle Organist, Edward P. Kimball, however, was a radio enthusiast; and through his help, KSL technicians were permitted to experiment to discover the best ways for reproducing Tabernacle music on radio.

One of the early uses of a transcontinental telephone network was the radio broadcast of Charles A. Lindbergh's arrival in the United States after his historic flight to Paris. The broadcast took place Saturday, June 11, 1927. KSL was one of the fifty stations comprising the network, largest assembled up to that time.⁶² The American Telephone and Telegraph Company set up a high frequency note on the wire circuit of about 5,000 cycles which continued for three days and three nights. This was done to test the constancy of the telephone circuit. The network hookup proved successful; and when Graham McNamee, the announcer for Lindbergh's arrival, was knocked over and trampled by the wildly excited crowd, the overflow crowd at the Tabernacle on Temple Square in Salt Lake City felt as though it were part of the action.⁶³

Perhaps the greatest faux pas in the history of KSL occurred during the time Earl J. Glade was recreating a World Series baseball game from telegraph reports for the benefit of the KSL audience. Glade was in the remote

⁶²Dunlap, Dunlap's Radio & Television Almanac, p. 86.

⁶³Glade, "Earl Glade Recalls," pp. 14-15.

control studio at the Tribune Building. A technician at the studios in the Union Pacific Building inadvertently threw the wrong switch; and the baseball broadcast, instead of going out over the air, was fed into the public address system in the Tabernacle on Temple Square where an overflow crowd of Mormons was listening to a religious address by their President, Heber J. Grant. For eight minutes the Saints were fed a sports spectacular instead of salvation. The mistake was not corrected until Presiding Bishop (and President of KSL) Sylvester Q. Cannon had run the entire distance from the Tabernacle to the control room and informed the technician that "the heavens were about to tumble."⁶⁴

Earl Glade, unaware of what had been going on, completed his broadcast and came out onto Main Street, where dozens of his friends commented on the outstanding Mormon Conference session they had attended that day. When he learned what had happened, he was certain that the heavens, indeed, were about to tumble on his head, but: "I am sure it was only President Ivins' [a member of the First Presidency of the Church] fondness for baseball that saved me from an ignominious firing."⁶⁵

Earl J. Glade was an innovator in a new industry which was being built on innovations. Not only did he

⁶⁴Ibid., pp. 16-18.

⁶⁵Ibid., p. 18.

bring the Mormon and Catholic business interests of Utah together (the Tribune ownership was Catholic); but when he had difficulty selling time on KSL, he began buying large blocks of time himself and reselling it to anyone whom he could interest in radio. When there was no money for the janitor's salary, he would do the janitorial work himself. He took his turn as announcer and as technician, and his wife played the piano on KSL for three years under the name of Beverly Snow.⁶⁶ There was no money to hire a regular pianist.

In purchasing time from KSL, Glade actually operated a company within a company. He was manager of both companies, kept separate records, and, as time progressed, maintained separate staffs. On April 11, 1928, he contracted with KSL for three hours of time, from 8:00 to 11:00 a.m. each morning, for a flat sum of \$350 per month, "the programs and times not to interfere with regular KSL station programs."⁶⁷

By December of the same year, Glade had purchased from the station: 8:00 a.m. to 10:00 a.m. (morning show), 4:00 p.m. to 5:00 p.m. (children's period), and 5:00 p.m. to 7:00 p.m. (Town Cryer).⁶⁸ He paid a flat rate for these

⁶⁶Glade, "Earl Glade Recalls," p. 5.

⁶⁷Minutes of Board of Directors' Meeting, April 11, 1928.

⁶⁸Ibid., December 4, 1928.

time periods and in return could sell them for any price he could get. In addition, for his work as Manager of KSL, he received \$25.00 a month plus twenty per cent commission on all KSL sales.

The complicated arrangements between Glade and the station are vividly portrayed in the minutes of the Board of Directors' meeting, July 26, 1929:

Under the old arrangement, Mr. Glade used the hours from eight to ten a.m. for which he paid \$14.00 per day or approximately \$378.00 per month; the Children's Hour from four to five p.m., \$5.00 per day or \$150.00 per month, two hours from four to six p.m., \$15.00 per day or \$450.00 per month. . . . Mr. Glade proposed that he take the Morning Watch period, three hours, more or less from 6:30 a.m. to 10 a.m., less one-half hour for setting-up exercises, -- for which he would pay \$600.00 per month. If the foregoing arrangement was [sic] adopted it would mean that Mr. Glade would pay \$1200.00 instead of \$828.00 for the morning and evening periods.

It was also brought out that the Children's Hour brings the station \$25.00 a week from the resorts in the summer time and the Pantages Theater in the winter time, which amount has always been turned over to the station. Mr. Glade has been receiving the amount of \$160.00 from the Royal Baking Company for this period and he in turn paid Roscoe Grover's salary of \$150.00 per month in addition to paying the station 5.00 for the use of this period.

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The matter of the commission to be allowed Mr. Glade for formal accounts was also discussed and President Cannon stated that formerly the commission of 15% was allowed and it was later raised to 20% when it was found that Mr. Glade could not operate on 15%. No special arrangements were made at that time on the National Broadcasts. President Cannon also stated that the National programs are spontaneous and that little or no work is required in connection therewith, and that after discussing this matter with Mr. Glade that the latter had proposed a commission of 10% on these accounts. . . . Mr. Glade stated that as National accounts increase the amounts due him for commissions would naturally decrease as this would do away with considerable time which would otherwise be sold to

local accounts. President Cannon stated that work on the Nationals required approximately one-fourth as much time as local and there was no selling expense, no servicing, but that a fair commission should be allowed.⁶⁹

Several times a Committee was appointed to decide "whether KSL should take over all of the periods and pay Mr. Glade a salary, or if they should continue to sell him the time."⁷⁰ Each time the decision was deferred, and he continued under these same general arrangements for years.

These were the formative years at KSL. Although the station was never very far from a financial emergency, the main concern of the early broadcasters was to find ways to keep the voice of radio alive. They recognized early that programming was of paramount importance to a successful operation, and that decisions concerning programming had to be made every day--such as whether or not the Intermountain audience wanted to listen to programs originated by the Ku Klux Klan. It was KSL's decision not to broadcast the Klan's programs.⁷¹

The formative years produced their share of complaints leveled against the station's programs and personalities. Many of those complaints have a familiar ring today, for example: "Announcers put too much personality into the announcements and consume considerable time in

⁶⁹Ibid., July 26, 1929.

⁷⁰Ibid. See also Minutes of Directors' Meeting, November 26, 1929, and November 15, 1932.

⁷¹Ibid., October 14, 1927.

unnecessary talk."⁷²

Slowly a station philosophy of broadcasting began to emerge. By October, 1927, KSL was able to state:

. . . that the policy of the station is to encourage broadcasting by anyone at any time provided it does not encourage racial, religious, or governmental prejudice, or anything indecent or profane, and that the station shall not be responsible for statements made from the station by any individuals, and that the president shall have the power to accept or reject any broadcasts.⁷³

As program philosophy developed, the management also developed the desire to increase the power and range of the station. On December 15, 1927, the Board of Directors instructed Earl J. Glade and Sylvester Q. Cannon to check into the possibility of increasing power from 1,000 to 5,000 watts. A little more than a year later, January 10, 1929, the new 5,000 watt station had its formal opening.

At the same time the new transmitter was being built, KSL was checking into the possibility of becoming affiliated with a national network. While negotiations in March, 1928, broke down, by July John Cope, after a visit to the East, was able to report that he "had a lengthy chat with Mr. Payne of the National Broadcasting Company, and was informed that it will be but a short time until the National Broadcasting Company will have something very interesting

⁷²Ibid., February 9, 1927.

⁷³Ibid.

to offer KSL in the way of a chain tie-up.⁷⁴

On December 24, 1928, KSL became affiliated with the National Broadcasting Company; and from that time on, KSL was one of the basic stations of first, the NBC network, and later, the CBS chain.

Prior to formal network affiliation, KSL had brought in by means of privately chartered network facilities many events of local and national importance: the famous Washington Birthday address of President Coolidge, by direct wire from Washington; the Dempsey-Sharkey fight, by direct wire from New York; the reception to Colonel Charles A. Lindbergh, by direct wire from Washington; the Tunney-Dempsey fight, by direct wire from Chicago; the Utah State University-Hawaii University football game, by radio from Honolulu; the Moffat Tunnel opening from Denver; the Elks' Minstrels, by direct wire from Elko, Nevada, and Idaho Falls, Idaho; the Dodge Brothers programs from New Orleans, Hollywood, New York, Chicago, and Detroit; the University of Pittsburgh-Stanford football game from Pasadena; President Coolidge, by direct wire from Gettysburg; the annual speedway classic by direct wire from Indianapolis; the Lions Club program from Pittsburgh; and many other outstanding features.⁷⁵

⁷⁴Ibid., July 19, 1928.

⁷⁵Evans, "Historical Highlights of Radio Station KSL," p. 6.

By early 1929, KSL was beginning to feel the confidence that comes from experience and growth. Power had been increased to 5,000 watts. Network affiliation, with its accompanying professional programming, was a reality. A strong business tie between the Mormon Church and the Salt Lake Tribune had put the station on a sound financial footing. Although power, network affiliation, and the financial situation of the station would all change greatly in the next few years, KSL was well on its way to becoming a mature radio voice of the Intermountain West.

CHAPTER VI

THE VOICE MATURES

Salt Lake City Chief of Police Burbidge made a hurried call to Police Headquarters. He instructed the dispatcher to send four burly police officers to the KSL studios in the basement of the Vermont Building. They arrived a few minutes later, and each of them was armed with a pitchfork. When they entered the main studio, they were confronted, not with law breakers, but with a record breaking mountain of telegrams piled on the studio floor--42,180 to be exact.¹ These telegrams had been received in response to one twenty-four hour program on KSL--the program which officially dedicated the new 5,000 watt KSL transmitter, January 10, 1929.²

The pitchfork wielding policemen were needed to shuffle the telegrams for a drawing for a new Ford car. The winning telegram, which had been selected at random from telegrams received from every state in the Union, from Canada, Alaska, Hawaii, and from ships at sea,

¹Glade, "Earl Glade Recalls," p. 10.

²KSL Program Department Log Book, beginning November 1, 1928, p. 144.

came from Grand Junction, Colorado. The new transmitter, located eight miles west of downtown Salt Lake City on Fifth South Street,³ was performing well.

The dedicatory program started at 5:00 p.m., January 10, with the music of Donald Cope and his Salon Group. This was followed by the Seventy-niners' Old Time Dance Orchestra in a program of old familiar melodies. After a "miniature symphony orchestra" presented a program of excerpts from the classics, Utah Governor George H. Dern and Salt Lake City Mayor John Bowman extended greetings.

At 9:00 p.m., M. A. Aylesworth, President of the National Broadcasting Company, sent greetings from N. B. C. and introduced Harold A. LaFount, U. S. Radio Commissioner for the Fifth Zone, who spoke for ten minutes.

At 10:00 o'clock, a special Utah program was aired from the National Broadcasting Company studios in New York. It featured Arnold Blackner, Utah Cowboy Tenor.

Programs throughout the night featured Utah talent such as John Stacey's Concert-Dance Orchestra, the Metropolitan Male Chorus, an accordion trio, the Senator From Sandpit County, Lowell Berry, Doug Isitt, Bud Averill, and others.

At 4:00 a.m., a program of selected recordings was dedicated to listeners on the Atlantic Seaboard.

³Glade, p. 10.

An hour later, a program, "Good Morning to the Middle West," was broadcast. This was followed at 6:00 a.m. with a program of music and greetings to the Pacific Coast and Mountain States residents.

For a period of twenty-four hours, listeners were invited to send telegrams to KSL if they could hear the station from its new high-powered transmitter. Their possible reward--a new Ford car. The results--42,180 telegrams.

But even the gratifying response from the added coverage area did not satisfy KSL management. A year and a half later, June 30, 1930, plans were well under way for increasing power to 10,000 watts.⁴ When the Federal Radio Commission informed the station that such a license might be available, KSL began exploratory talks with Radio Corporation of America to determine the costs of a new transmitter.

During the following six weeks, KSL's President, Sylvester Q. Cannon, visited a number of large stations in the East and discussed with them the feasibility of increasing KSL's power, possibly far beyond 10,000 watts. He also had numerous meetings with the National Broadcasting Company, the Federal Radio Commission, and Radio Corporation of America. On August 19, 1930, he presented

⁴Minutes of Board of Directors' Meeting, May 20, 1930.

a proposal to the Board that KSL make application for an increase in power to 50,000 watts. This proposal was approved, and Cannon and Glade were instructed to initiate an application.

After the application was submitted, months dragged by, but no word was heard from the Commission. A Mr. Yost, Chief Examiner of the Federal Radio Commission, passed through Salt Lake City one day during January, 1931. Earl Glade, hoping to learn more about the status of KSL's application, met every train which came into the City that day, but he failed to locate the Examiner.

Another month went by before KSL heard from Mr. Yost. His recommendation was that KSL apply for 25,000 watts of power. He gave the station twenty days in which it might file any protests or objections to his recommendations. The station immediately reconfirmed with the Commission its desire to operate with 50 kilowatts of power.⁵

A Construction Permit was finally granted the station late in the year. The frequency, operating power, and hours of operation were listed as follows:

- (a) Frequency . . . 1130 . . . kilocycles.
- (b) Power (1) Night . . . 25 kilowatts, with an additional 25 kilowatts on experimental basis.
- (c) (2) Day . . . 25 kilowatts, with an additional 25 kilowatts on experimental basis.
- (d) Hours of operation: Unlimited.⁶

⁵Ibid., March 3, 1931.

⁶Ibid., December 15, 1931.

By the time the Construction Permit was granted, radio business in Salt Lake City was feeling the effects of the depression. Money was tight, and KSL owners were not at all sure that an additional \$100,000-plus investment in radio was economically sound. They wired Senator Smoot requesting that he call upon the Radio Commission and endeavor to secure a delay for one year.

On February 3, 1932, Senator Smoot wrote KSL that he was of the opinion that the Commission would grant the extension, but that he questioned the advisability of the station's going on high power because "of the company's financial inability to make it profitable."⁷

A few days later KSL received the following telegram from Federal Radio Commissioner Harold A. LaFount:

At very urgent request and through good offices of Senator Smoot Radio Commission today approved present transmitter location for 50 KW installation. Commission cannot grant extension of one year or give definite assurance of favorable consideration of any further applications for 50 KW power. . . . ⁸

A special meeting of the Board of Directors was called, and costs of building and operating the proposed new transmitter were reviewed. Earl Glade assured the Board that the new station would bring in "at least \$500.00 per day after deducting the talent charges."⁹ Before the

⁷Ibid., February 11, 1931.

⁸Ibid.

⁹Ibid., February 12, 1931.

meeting was over, the President and the Manager were authorized to begin negotiations for a new transmitter and to submit all necessary information to the Federal Radio Commission.

At 9:00 p.m., Saturday, October 22, 1932, KSL's new 50,000 watt Western Electric transmitter officially began broadcasting. The formal opening program, which continued uninterrupted until 12:00 o'clock midnight the following day,¹⁰ began at the transmitter studios at Saltair, Utah, with greetings from Earl J. Glade, Managing Director, and Eugene G. Pack, Chief Engineer. Pack had direct supervision of construction and installation of the new plant.¹¹

At 9:15 p.m., the program switched to the new KSL-Hotel Utah studios, where "an impressive assemblage of artists, public officials and other guests [told] the story of the greatest event in Western radio history, over a coast-to-coast Columbia Network. [The station had changed from NBC to CBS the previous month.]"¹² A number of the Columbia Broadcasting System personalities came to Salt Lake City for the dedicatory programs. Many more made reference to the new KSL facility on their regularly scheduled programs during the two days of

¹⁰KSL News, XI, No. 3, p. 1.

¹¹Ibid.

¹²Ibid.

dedication.

Scores of Salt Lake City and Utah talent participated in the event, including: William Hardiman, violinist and conductor; Virginia Freeze Barker, soprano; Annette Richardson Dinwoodey, contralto; Richard Conde, tenor; the King Sisters Trio; the McCune Symphony Orchestra, directed by Frank W. Asper; Edward P. Kimball, Tabernacle Organist; actress Louise Hill Howe and actor Joe Kearns; Harry Clark, baritone and organist; the Orpheus Male Chorus, directed by Albert Southwick; and the Mormon Tabernacle Choir.

An October 22, 1932, KSL News editorial, reflecting on the station's recent accomplishments, stated with perhaps pardonable pride:

During the worst business depression of the Twentieth Century, KSL has made its greatest progress.

During the period of least business activity in a generation, KSL has made the largest expenditure in its history.

During a time when retrenchment was the general policy, KSL has erected one of the most powerful and most modern--one of the greatest transmitters in all America--one that more than holds its own by comparison with any transmitter, anywhere in any country.

During a time when men everywhere were being laid off, KSL has held its entire staff intact, without a single cut in salary, and has given employment directly to scores and indirectly to thousands.

During a time when financial pressure forced many similar institutions to resort to practices that were ordinarily distasteful to them, KSL has continually advanced its standards.¹³

KSL's dreams of dominant power did not end with the

¹³Ibid., p. 2.

installation of the 50,000 watt transmitter. Although 50,000 watts was the maximum power allowed by law, the Federal Communication Commission hinted that super-power construction permits may be granted and that applications would be considered.

On September 28, 1936, KSL applied for a permit to construct a 500,000 watt transmitter. After many delays, the time of the hearings on KSL's application was set for May 16, 1938. Eugene Pack attended those meetings and reported that the sentiment at the Commission was opposed to the granting of increased wattage to high power stations, but that "during the hearings KSL secured considerable mention and it was of a favorable nature."¹⁴

Three years later, in March, 1941, KSL petitioned the Commission for a review of its original 500,000 watt application. Ivor Sharp, the then Manager of Operations, went to Washington to file the petition and reported that "it appeared to be an opportune time for such a filing."¹⁵

However, with the advent of war, rather than allowing increased power, the Federal Communications Commission ordered a reduction in power of one decibel by all radio stations in the country. This meant that KSL's power was

¹⁴Minutes of Board of Directors' Meeting, May 16, 1938.

¹⁵Ibid., April 30, 1941.

reduced from 50,000 watts to approximately 39,000 watts.¹⁶ This reduction remained in effect until September 1, 1945, for daytime operation and October 1, 1945, for nighttime operation, at which times KSL returned to its full 50,000 watts of power.

Activity relative to increasing power to 500,000 watts has been going on intermittently to the present time, but as yet no final action has been taken by the Federal Communications Commission on KSL's application.

At the same time that KSL was working for maximum power in order to serve the audience in its coverage area more effectively, it also had a nearly constant problem of defending its use of a clear channel--a frequency used by no other station in the country. In February, 1930, KSL had accepted a change in frequency in order to get a clear channel.

A year and a half later, clear channel problems began to arise. WJJD, Chicago, had been given approval by the Commission to use KSL's frequency during certain hours in the summer months. The Chicago station wanted more time on the air, and thus applied to the Commission for permission to extend its hours of operation. KSL protested this move.

¹⁶Federal Communications Commission order No. 107, Mimeograph 64345, Changes in Method or Methods of Determining Certain Operating Constants of Standard Broadcast Stations, November 6, 1942.

In the Fall of 1931, KSL received a letter from WJJD in which a request was made for permission to operate on the same wave length as KSL each day until one hour after sundown, Salt Lake City time.

After numerous negotiations, KSL received the following letter, dated November 30, 1931, from WJJD:

In accordance with our verbal understanding, we desire to state that upon your advising the Federal Radio Commission that you do not object to the use of the frequency of 1130 kilocycles by our station until 8:30 p.m. Central Standard Time, we agree that we will not request any extension of time after 8:30 p.m. Central Standard Time, and that we will begin to reduce the power of our station each evening at 7:00 p.m. Central Standard Time, until there is a total reduction by 8:00 p.m. of 50% or 10,000 watts, and that we will operate on that reduced power until 8:30 p.m. Central Standard Time when we will sign off.

We will also cooperate fully with you and support you in protecting the frequency of the 1130 kilocycles enjoyed by your and our station from encroachment by other stations, either in the United States or elsewhere, with the understanding that no expense shall be incurred either directly or indirectly without our approval.

Further, we agree to permit you to broadcast for a period of ten minutes each day at a time to be agreed upon, either for yourself or others, with the understanding that we shall furnish an announcer for the period and that you will provide the program either directly or indirectly. This arrangement shall continue as long as the understanding above specified is in force.¹⁷

KSL sent the following reply to WJJD and forwarded a copy of both letters to the Federal Radio Commission:

As per our verbal understanding on conditions that you will make no further requests for operating

¹⁷Minutes of Board of Directors' Meeting, December 15, 1931.

your station after 8:30 p.m. Central Standard Time; that you will arrange to reduce the power of your station each evening beginning at 7:00 p.m., and obtain a total reduction of 50%, or 10,000 watts, within one hour thereafter, or by 8:00 p.m., and continue to operate at that power until 8:30 p.m. when you will sign off, we agree that we will advise the Federal Radio Commission that we hereby consent to your continuing to broadcast until 8:30 p.m. Central Standard Time.¹⁸

In the Fall of 1932, Earl Glade was informed that WJJD was broadcasting until 9:15 p.m., and he notified the Radio Commission with a request that they look into the matter. The result from this action was a new agreement between the two stations, in much greater detail than the first--the 8:30 time became current Chicago time instead of Central Standard Time, the period of time on WJJD which had been made available to KSL was lengthened to fifteen minutes and specified to be used between 7:45 p.m. and 8:30 p.m., and WJJD was to reduce power to 5,000 watts immediately at sunset Salt Lake City time.¹⁹

Sylvester Q. Cannon and Earl J. Glade visited the Federal Communications Commission in late 1934 to discuss other stations' requests to use KSL's clear channel. At that time they served notice on the Commission that all agreements with WJJD were withdrawn.²⁰

On December 28, 1934, KSL received a special request

¹⁸Ibid.

¹⁹Ibid., October 17, 1933.

²⁰Ibid., December 18, 1934.

from the Columbia Broadcasting System to permit stations WOV and WNYC, New York City, to share 1,000 watts of power day and night on KSL's frequency. KSL agreed to the request;

. . . as special consideration to the Columbia Broadcasting System and with the provision and stipulation that the proposed hearing about February 4th of Station WOV and Station WJJD should become unnecessary as far as Station WOV is concerned, and with the understanding also that the Columbia Broadcasting System will do everything possible to block the application of Station WJJD for license to use evening hours on KSL's frequency.²¹

In 1941, station WHAT, Philadelphia, made application to the Federal Communications Commission for authority to share KSL's frequency for both day and night operation. WJJD's application was still pending before the Commission.

By the end of the year 1943, the WJJD application had been dismissed by the Commission; but a station in Cuba, CMJK, had been authorized by the Cuban government to operate on KSL's frequency, contrary to the terms of the North American Regional Broadcasting Agreement. KSL lodged a protest against the Cuban license with the Federal Communications Commission and the State Department.

Because of pressure by other radio interests to secure permission to use clear channel frequencies which were already assigned, the Federal Communications Commission scheduled clear channel hearings on May 9, 1945. These hearings were delayed, however, until early 1946.

²¹Ibid., January 15, 1935.

One of the major orders of business was a review of the programs provided by clear channel stations. KSL appeared before the Commission May 7, 1946, and "so impressed those of the Commission and others who sat in Hearing, that KSL was commended highly for its record of performance and its sound policies."²²

Interpreting the results of the Hearing to KSL's ownership, Ralph W. Hardy, one of the station's representatives at the Hearing, stated:

Based on the merits of the case, and also the presentations made to date before the Federal Communications Commission, it seems clear that if the facilities of any clear channel station were to be increased as a result of the Hearing, KSL should be one of the stations selected.²³

KSL presented its own case before the Commission. It did not want to join with the other clear channel stations because its management believed that the problem of reaching the widely scattered audiences in the Inter-mountain West was different from the problems of the other clear channel operations.

That KSL's position was presented effectively is evidenced by an excerpt from a Brief filed January 12, 1948, on behalf of the Regional Broadcasters Committee, the spearhead of the opposition to clear channel

²²Federal Communications Commission, Clear Channel Hearing Docket No. 6741, Documentary Evidence Station KSL, May 7, 1946, p. 1.

²³Minutes of Board of Directors' Meeting, May 27, 1946.

broadcasting:

These facts, without anything more, show that the western part of the United States has been entirely overlooked in the equitable distribution of clear channel frequencies. It is obvious that clear channel stations distributed as indicated are allocated in such a manner that they are precluded from furnishing residents of Western states with programs to meet their local needs.²⁴

This statement from the opposition strengthened KSL's position concerning the need for clear channel broadcasting in the Intermountain West. Although the number of clear channel stations in America has been reduced to less than half the number operating at the time of the hearings, KSL remains the 50,000 watt clear channel voice of Intermountain America.

As early as 1929, after KSL began broadcasting with increased power and over a clear channel, the station began questioning its contractual arrangements with the National Broadcasting Company. The Network's charges for sustaining programs was one of the first problems which caused friction between the Network and some of its affiliated stations. KSL joined with affiliates on the West Coast to negotiate for more favorable sustaining program charges.²⁵

Another problem which concerned KSL was the low

²⁴Regional Broadcasters Committee Brief, filed with the Federal Communications Commission, January 12, 1948. Excerpts reprinted in KSL Stockholders' Meeting Minutes, January 27, 1948.

²⁵Minutes of Board of Directors' Meeting, November 26, 1929.

rates paid by NBC for network commercial programs being released on KSL. Station Manager, Earl Glade, reported in March, 1931, that unless a satisfactory change could be made, the company would receive less for the time turned over to the National Broadcasting Company than if it were sold locally. NBC assured the station that a survey was being made and that a new rate schedule was forthcoming.

Later the same year, dissatisfaction was voiced by KSL because of the time lost to local sponsorship due to the Network's fifteen minute requirement for switching from a program from the East to one from the West.

When KSL was negotiating for its 50,000 watt transmitter in 1932, the National Broadcasting Company urged the station to use RCA equipment and promised a satisfactory adjustment of rates for 50,000 watts of power. But when KSL asked NBC to spell out its "satisfactory adjustment," NBC would make no specific commitment.²⁶

A month later, the President and the General Manager of KSL went to New York to attempt to get a commitment from NBC; and failing that, to check the possibilities and advantages of affiliating with the Columbia Broadcasting System.

In New York, Cannon and Glade visited the National Broadcasting Company Station Relations Representative to find out, if possible, why the Network offered

²⁶Ibid., May 17, 1932.

"high-power stations the same rate as low-power stations."²⁷ They were told that there were so many factors to take into account that NBC had decided to make no variance in the rates because of station power.

At the same time, NBC had requested an increase in rates for network sustaining programs used by KSL from \$1,300.00 to \$1,500.00 a month.

KSL then met with William S. Paley, President of the Columbia Broadcasting System, and with his Vice President in charge of Station Relations. A proposed contract was submitted by CBS which would about double the rates being paid KSL by NBC, and which would permit KSL the free use of all CBS sustaining programs. Although there was some question as to the extent of CBS commercial programs which would be available to KSL, the station, after further meetings with NBC and CBS, decided to cast its lot with CBS. On September 1, 1932, KSL changed its affiliation to the Columbia Broadcasting System and, by so doing, became the only high powered CBS outlet in the eleven western states.²⁸

KSL joined the National Association of Broadcasters in mid-1931.

As KSL developed into a major advertising medium,

²⁷Ibid., July 12, 1932.

²⁸Evans, Historical Highlights of Radio Station KSL, p. 6.

and as the depression made the competition for the advertising dollar keener, the three daily newspapers in Salt Lake City discontinued entirely the listing of daily radio programs. This continued for a period of two and a half years, from April 19, 1932 until November 10, 1934.

Immediately after the newspapers refused their listings, KSL began printing weekly program schedules on small folders which were distributed locally through various department stores and other agencies. Interested persons who were willing to pay postage costs could get a schedule mailed to them.

The attitudes at the newspapers seemed strange to KSL, especially since the Tribune-Telegram interests also owned a substantial interest in KSL, and since the Deseret News ownership also owned controlling interest in the station.

No real progress was made in overcoming the problem until September, 1934, when negotiations to get radio schedules back in the newspapers began to bear fruit. The newspapers were agreeable to accepting the listings, but in return they asked for fifteen minutes of time daily from each Salt Lake City station for news and feature releases from each newspaper. KSL was willing to accept such an arrangement, but the other Salt Lake City radio station, KDYL, held out, stating that five minutes daily to each of the newspapers was all that the station would

give.²⁹

On November 10, 1934, agreements were made with each of the newspapers to have KSL program schedules published. In return, KSL made fifteen minutes a day available to each newspaper and guaranteed that schedules would be printed in no other publication in the Salt Lake Valley. KSL further agreed that when special programs were developed by the station or the Columbia Broadcasting System, "exclusive sponsorship shall be given to the Salt Lake Tribune whenever and wherever feasible."³⁰

A month after the newspapers began publishing the listings, John Fitzpatrick, Secretary of the Salt Lake Tribune Publishing Company, and Vice President of Radio Service Corporation of Utah (KSL), stated that the Salt Lake Tribune had received many favorable comments on the radio station program schedules appearing in the Tribune columns.³¹

During the 1930's and the early 1940's, KSL became one of the key stations in radio's fight to loosen the hold on broadcasting by the American Society of Composers,

²⁹Minutes of Board of Directors' Meeting, September 18, 1934.

³⁰Agreement between Salt Lake Tribune Publishing Company and Radio Service Corporation of Utah, dated November 10, 1934. This agreement was made part of the Minutes of the KSL Board of Directors' Meeting, November 20, 1934.

³¹Minutes of Board of Directors' Meeting, January 15, 1935.

Authors and Publishers (ASCAP).

In 1932, the Society was making demands upon radio stations for a fixed minimum charge each month, together with a percentage of earnings regardless of whether or not music of the Society was used. The charge was ten cents per radio set in the primary coverage area of the station, plus three per cent of the net receipts of each station. The yearly charge to KSL would have been about five-thousand dollars plus three per cent of net receipts.

When it became apparent that a contract would have to be signed with the Society, KSL negotiated for a \$3,500.00 settlement in lieu of the fixed minimum.

By December, 1934, two other music societies had entered the picture; one, the Society of European Stage Authors and Composers (SESAC); and the other, the Association of Music Publishers (AMP); both of which were making demands similar to ASCAP. KSL management issued instructions not to use any music under the control of these two organizations. Manager Glade endeavored to secure a list of music from SESAC and AMP, but each refused to provide a list, stating that it was KSL's business to determine this before music was used.³²

Earl J. Glade attended a meeting of the National Association of Broadcasters in mid-1935, at which time the NAB attitude was that the best method of settling the

³²Ibid., December 18, 1934.

differences between the radio stations and ASCAP was for Congress to fix definitely the powers of the Society.

On January 12, 1936, KSL received a telegram from ASCAP to the effect that unless the station signed a contract by January 16, covering a period of five years, the Society would bring action against Radio Service Corporation of Utah on each count for each number under the control of the Society which was sung or played over the air. KSL signed the contract under protest.

In 1939, KSL joined a new organization, Broadcast Music, Incorporated, which was being formed by various stations of the CBS Network to offset ASCAP, "whose demands in the way of fixed fees and royalties were becoming exorbitant."³³

KSL's contract with ASCAP was expiring at the end of 1940, and word reached KSL that the Society was planning to double its charges for music when new contracts were being negotiated.

Plans by Broadcast Music, Incorporated (BMI) were to collect \$1,600,000.00 from supporting stations and the CBS Network, the Network to pay \$400,000.00 of that amount. KSL's initial obligation was for \$10,600.00.

It was the plan of Broadcast Music, Incorporated to purchase some publishing houses and to encourage Composers to sell their work to BMI. The new music

³³Ibid., November 28, 1939.

licensing company would also encourage new music to be written by new composers. It was hoped that BMI would have sufficient music "to care for all demands, as of January 1, 1941."³⁴ By the fall of 1940, BMI's catalogs already contained 250,000 to 300,000 titles.³⁵

In February, 1941, KSL endorsed a guarantee of payment to the Edward B. Marks Music Corporation in the maximum amount of \$10,000.00. BMI was the joint signer on the note, which was partial payment for the Marks Music catalog.

During the early summer of 1941, KSL sent letters to a number of independent stations affiliated with the Columbia Broadcasting System urging them to refrain from making contracts with ASCAP. These stations had invested funds in BMI for the purpose of making it a permanent music licensing organization. KSL's Board of Directors went on record to state:

Inasmuch as the broadcasting industry has succeeded very well with only BMI since January 1, 1941, that there was no sound reason whatsoever for the broadcasting industry to play back into the hands of ASCAP.³⁶

Within two months, the National Broadcasting Company and ASCAP had reached an agreement which meant return of ASCAP music to that network. The CBS return to ASCAP

³⁴Ibid., October 18, 1940.

³⁵Ibid.

³⁶Ibid., July 14, 1941.

appeared imminent.

When CBS signed a contract with ASCAP, this left KSL little or no choice but to sign an agreement with the network for ASCAP music appearing on network programs and broadcast by KSL; because, under the new contracts, ASCAP music would be appearing throughout a large portion of the network's programs, and failure by KSL to come to an agreement would have meant virtual elimination of network programs on KSL. Thus, KSL signed an ASCAP agreement with CBS. The agreement called for KSL to return to CBS 2 3/4 per cent of the revenue paid the station by the network.

It was clear that ASCAP was solidly back on the air, but KSL did what it could to show its displeasure with ASCAP arrangements, especially with the blanket license provision. The station signed an eight-year contract with Broadcast Music, Incorporated, then reluctantly agreed to an ASCAP contract for its non-network programs, but only on a "per program" basis.

During the time that KSL was being faced with such problems as music license fees and clear channel encroachment, it was developing a dual desire to stay abreast of electronic developments and to expand its communications holdings. To accomplish these two objectives, KSL took a four-pronged approach to broadcasting: (1) continued emphasis on improving its amplitude modulation (AM)

operations; (2) addition of a frequency modulation (FM) facility; (3) analysis of the potential of television (TV); and (4) acquisition of additional broadcasting facilities.

An application for a frequency modulation station was submitted to the Federal Communications Commission August 1, 1940.

A tentative site for the transmitter was selected on top of one of the hills near the mausoleum. After further study, however, it was decided to locate the transmitter and studios at the Union Pacific Building. This would make for more efficient operation, because KSL engineers could then also operate the FM facility.

With the advent of World War II, plans for FM development lay generally dormant. But in September, 1945, KSL filed an amendment to its FM Construction Permit, requesting a change from 1,000 watts to 3,000 watts and a move to a site near Bingham for the transmitter. An appropriation of \$10,000.00 was made for field intensity measurements of the KSL-FM signal. At the time, little was known of the characteristics of the FM signal within mountainous regions.

FM development at KSL was slow, but "the first FM station in Utah"³⁷ began operation from the roof of the Union Pacific Building on December 26, 1946. There was

³⁷"Report to Stockholders," attached to Minutes of KSL Stockholders' Meeting, January 28, 1947.

little fanfare attached to the formal opening of KSL-FM.

Two commercial clients had purchased time on KSL-FM by March 10, 1947. Several reasons were given to explain why FM, locally and nationally, had not developed as rapidly as had been anticipated: few FM receiving sets had been distributed, prices were high, and a large percentage of sets had been defective. FM broadcasting had not proved as popular as had been expected since most FM stations had merely duplicated their AM service (KSL was one of the few early stations which did program its AM and FM facilities differently).

In an attempt to make KSL-FM more attractive as an advertising medium, plans were made to provide a new antenna which would improve the effectiveness of the signal. Further plans called for increasing the hours of operation to nine hours a day--noon to 9:00 p.m., and to study the feasibility of locating the transmitter on a mountain top west of Salt Lake City.

At the beginning of the year 1947, it was estimated that there would be five thousand or more FM receiving sets in the Salt Lake Valley by mid-year. This estimate, however, proved to be optimistic--there were less than that number by the beginning of the year 1948.³⁸

Disappointing as the financial returns from FM were

³⁸Annual Report to Stockholders, Radio Service Corporation of Utah, 1947, attached to Minutes of the Stockholders' Meeting, January 27, 1948.

during the early years of operations, station management maintained that KSL had gained prestige as a result of its leadership in pioneering FM operations in Utah, and had gained many friends, particularly among those who had become critical of AM radio programs.

Combining with the internal problems confronting FM in its struggle to find a place in the commercial broadcasting world was an external force which was doing its best to occupy the full time and energy of broadcasters--television.

As early as 1934, KSL's Vice President, John Fitzpatrick had discussed television's potential with Columbia Broadcasting System executives.

The following year, KSL President, Sylvester Q. Cannon, encouraged management to "keep in touch with this phase of radio work in order that we may be prepared to move along with it from the very beginning."³⁹

In the summer of 1936, the station received a letter from Philo Farnsworth regarding the outlook for television. In his letter, Farnsworth suggested that it was a good time in which to make a study of television's possibilities and perhaps "make a set-up for experimental purposes."⁴⁰

While KSL's President wrote Farnsworth asking for further detailed information regarding the matter, no

³⁹Minutes of Board of Directors' Meeting, June 18, 1935.

⁴⁰Ibid., August 17, 1936.

further action was taken.

As was the case with FM development, World War II curtailed television's progress. When the war came to a close, however, broadcasters once again could start to dream of greater mass media miracles. But some of the vision, the innovation of pre-war KSL seemed to be lacking, as evidenced by the expression, as late as 1945, of such attitudes as:

In respect to television . . . operations require such a tremendous amount of operating equipment and personnel, there appears to be a long way to go before television broadcasting will emerge from the present experimental basis to one based on practical business procedures.⁴¹

But television could not be ignored. Its potential for disseminating entertainment, news, and education was catching the imagination of promoters and preachers, hucksters and housewives. KSL applied to the Federal Communications Commission for a license to operate a television station on May 26, 1948. The FCC granted a Television Construction Permit to KSL on July 29th of that year. Radio Station KALL, Salt Lake City, filed a protest, which was denied by the FCC October 21st. The FCC then instructed KSL to begin construction not later than March 22, 1949.

General Manager C. Richard Evans made a trip to New York City and Washington; and before he returned, he had television network contracts from the American

⁴¹Ibid., March 26, 1945.

Broadcasting Company, the Columbia Broadcasting System, and the DuMont Television Network. He held a number of meetings with advertising agencies, several of these agencies showing great interest in television as a potentially powerful advertising medium. KSL's National Representative, Radio Sales, said that many national accounts would buy time on KSL-TV as soon as it started operation, including Bulova, Chesterfield, Phillip Morris, American Tobacco, BVD, Benrus Watch, Swank Jewelry, Whitman Chocolates, and Polaroid.

Following his return to Salt Lake City, Evans presented three alternatives to KSL ownership on February 14, 1949: (1) to proceed according to the issued construction permit; (2) to delay construction, which might involve KSL in the Salt Lake City hearing and possibly mean the loss of the construction permit; and (3) to file an amendment to the application for the construction permit, asking for a new corporation to handle television, or for a change in location, or both. This would delay any FCC action for permission to operate until all other Salt Lake City competing stations had been through the "television freeze" and subsequent hearings. The danger was that KSL might lose its VHF (very high frequency) channel and end up with a UHF (ultra high frequency) channel, which could not be received on the television sets then available.

If KSL had been slow in recognizing the powerful potential of television, that was a thing of the past now. The TV bug had bitten the radio broadcaster. Less than four months from the time Evans presented the three alternatives to the station's ownership, KSL-Television was on the air (June 1, 1949).

But television and frequency modulation were not the only areas into which KSL was interested in expanding. Together with its majority stockholder, the Mormon Church, it was contemplating the acquisition of an international short wave station as early as September, 1936.

In 1939, Company President, J. Reuben Clark, Jr., went to Chicago to discuss with the Chicago Federation of Labor the transfer of a short wave frequency to KSL. However, he discovered that the Federal Communications Commission had not issued a license to the Chicago Federation of Labor; and that, consequently, they had nothing to transfer to KSL.

Later that year, KSL studied the feasibility and desirability of participating in the establishment of a 100 watt station in Murray, Utah. It also analyzed the potential value of organizing a radio network, including stations in Utah, and parts of Idaho and Wyoming; and of organizing a corporation to supply sustaining and commercial programs to the proposed network.

In January, 1940, the Federal Communications Commission

dismissed KSL's application for a short wave station without prejudice.

KSL purchased the controlling interest in the Southern Utah Broadcasting Company (KSUB, Cedar City) in April, 1944. CBS service was instituted at that station on a bonus basis November 1, 1944.

The following year, KSUB studios were moved to the Escalante Hotel in Cedar City, technical equipment was updated, and the transmitter building was painted; and on July 1, Roscoe Grover assumed the position of Manager. The same year, an application was made to increase power to 1,000 watts and to change frequency to 590 kilocycles.

From a financial point of view the acquisition of KSUB was less than satisfactory. Cedar City and the surrounding communities have small populations, and the entire coverage area of the station is sparsely settled. However, under the guidance of KSL, the KSUB radio program service for Southern Utah was greatly improved.

In addition to expanding southward, KSL began looking toward Idaho for broadcast properties. The Idaho Radio Corporation was organized December 28, 1944, and KSL subscribed to 25 per cent of its capital stock. At the same time, an application for a 250 watt station in Idaho Falls was filed with the Federal Communications Commission.

Two months later, the owners of station KID, Idaho

Falls, approached the Idaho Radio Corporation with an offer to sell their interests in their station for \$108,000.00 This offer was accepted, and the transfer was approved by the Federal Communications Commission in November, 1945.

KSL has since sold its interests in KSUB, Cedar City, but today it still retains all or part ownership in television and radio properties in Salt Lake City, Utah; Idaho Falls and Boise, Idaho; and Seattle, Washington; in addition to an international short wave facility in New York City. Negotiations are currently underway for several other properties across the country and throughout the world.

CHAPTER VII

THE VOICE OF MUSIC AND THE SPOKEN WORD

Before the H-Bomb, before the atomic age, before World War II, before "the long Presidency," before Hitler, before the Japanese seized Manchuria, before the Great Depression, and even before the Wall Street crash, long, long ago on July 15, 1929, a great 375-voice choir began broadcasting coast-to-coast from the Salt Lake City Tabernacle. Every Sunday morning in the intervening years, winter and summer, war or peace, rain or shine, it has broadcast its half hour of hymns old and new, of Bach and Handel and of all the sweet and stately and spine-tingling sounds from the whole library of Christendom's sacred music. Behind the 375 voices swells an organ of 10,000 pipes.¹

The history of KSL's weekly broadcasts of the music of the Mormon Tabernacle Choir began on Monday afternoon at 3 o'clock, July 15, 1929. Edward B. (Ted) Kimball climbed high on a ladder to a microphone above the Tabernacle's pulpit to make the first announcement and to introduce the program over the 30-station National Broadcasting Company radio network.² Earl J. Glade, KSL General Manager, and creator of the idea of the Choir network broadcasts, waited nervously on the sidelines, hoping that the "pick-up" would be excellent and that

¹Life Magazine, editorial, July 26, 1954, p. 20.

²Deseret News, Church Section, July 18, 1964, p. 8.

the Network's audience would be vocal in asking for more Choir broadcasts.

In one sense, this first broadcast was nearly one hundred years in preparation. The Mormon Trek from Illinois to the Valley of the Great Salt Lake in 1847 was interspersed with the songs of the Saints. One of these songs still holds an important place in the repertoire of the Tabernacle Choir:

Come, come ye Saints, no toil nor labor fear,
But with joy wend your way.
Though hard to you this journey may appear
Grace shall be as your day.³

Less than a month after the Mormons reached the Salt Lake Valley, their "tabernacle" was an improvised bowery on what is now Temple Square.⁴ The Bowery was made of adobe blocks and poles supporting a roof of branches and leaves. In the Bowery, a space was set aside for a choir.⁵

The Choir's first regular director was John Parry, an Englishman who came to Utah in 1849.

In 1852, the Choir was housed in an adobe building--

³Church of Jesus Christ of Latter-day Saints Hymnal, p. 13.

⁴Facts about the Mormon Tabernacle Choir, mimeographed brochure prepared by the Information Service of the Church of Jesus Christ of Latter-day Saints, Salt Lake City, Utah, undated, p. 1.

⁵The Salt Lake Mormon Tabernacle Choir, printed brochure prepared by the Information Service of the Church of Jesus Christ of Latter-day Saints, Salt Lake City, Utah, undated, p. 3.

the "Old Tabernacle." Another Englishman, Joseph Ridges, built a pipe organ in Australia, got it aboard a chartered emigrant ship to America, and had it pulled by a span of twelve mules from San Pedro, California, to Salt Lake City.

Sixteen years after the first meeting in the Bowery, the Mormons began building their permanent Tabernacle. It was completed in 1867, is 250 feet long, and 150 feet wide. Its roof rises eighty feet. The ceiling, a ten-foot thick shell, is a latticework of timbers which are still held together with wooden dowel pins and rawhide. It seats approximately 8,000 people.

The auditorium's acoustics is so sensitive that a pin dropped in one end can be heard in the other end 250 feet away.

A new organ, built largely of yellow pine hauled by ox team from southwestern Utah 300 miles away, was installed in the new structure. Other essential materials came from the East. Parts of this organ are still in use today. Here, in a new building, with a new organ, the Choir poured forth the sacred songs of Christendom.

The reputation of the Salt Lake Tabernacle Choir grew rapidly. First, it began holding concerts in many cities of Utah. Then, in 1893, it was invited to compete in the choral contest at the Columbian Exposition in Chicago, winning second prize and \$1,000.00.

A tour to California followed. Next, the Choir was invited to sing at Madison Square Garden in New York City. Its sponsor was the American Land and Irrigation Exposition. Before it returned from this tour, it had performed fifty concerts, including a command performance before President and Mrs. William Howard Taft at the White House.

The Choir appeared, by invitation, at the Century of Progress Exposition in Chicago in 1924, and at the California-Pacific International Exposition in San Diego, California, the following year. It has sung with the Philadelphia Orchestra under the direction of Leopold Stokowski and Eugene Ormandy; and with the New York Philharmonic, conducted by Leonard Bernstein. It has sung in Great Britain, Holland, Denmark, Germany, Switzerland, and France, and in the Far East.

In Carnegie Hall, in the fall of 1958, the Choir presented The Messiah with the Philadelphia Orchestra. One New York Times reviewer asked, "Where on earth do the Mormons find so many admirable voices?"⁶

The answer to that query is that Choir members come literally from all walks of life. Architects, attorneys, and an agricultural statistician sing in the Choir. There are bankers, beauticians, and business men. College professors, carpenters, chemists, contractors; and

⁶Facts about the Mormon Tabernacle Choir, p. 5.

chiropractors make the twice-weekly rehearsals. Doctors, a dentist, and a dairyman add their special talents. Two electrical linemen participate in the singing. Nearly thirty per cent of the Choir members are homemakers. Another thirteen per cent are school teachers. A lady realtor sings soprano. A missile engineer is part of the tenor section. A baritone sells autos six days a week. And his friend who sings bass is an experienced welder. One family boasts a tenor-alto-soprano trio. A carload of Choir members travels over 10,000 miles a year just to attend the rehearsals.

Many people in many lands have heard and seen the Choir in person. But many millions more have made a tradition of listening to "Music and the Spoken Word" broadcast by KSL over the facilities of first, the National Broadcasting Company, and for the past thirty-five years, over the Columbia Broadcasting System Network.

Earl J. Glade picked a good time to propose a series of network Choir broadcasts to the National Broadcasting Company. In 1929, the radio broadcasting industry was becoming public-service conscious. Just the year before, Walter Damrosch had pioneered the work in school music with a series of symphony concerts nationally broadcast. And "coincidental with Mr. Glade's visit to New York was the appointment of a commission by the Secretary of the Interior to study the educational possibilities

of radio."⁷

Negotiations were soon completed with NBC, and Earl Glade hurried home to make final preparations for the first broadcast.

For the first few minutes of the initial program everything went well. Reception was described as "perfect" by Eastern representatives of NBC.⁸ Then shortly after the first organ selection, an annoying line hum became so bad that a number of Eastern stations were obliged to cut away from the network and fill with local programming. However, by the time of the second scheduled broadcast a week later, the technical difficulties had been corrected, and many favorable comments concerning the broadcast were received.

When KSL changed its affiliation from NBC to CBS in 1932, the National Broadcasting Company attempted to persuade the station to leave the Choir broadcasts on NBC. But KSL management had decided to make a complete changeover to CBS. Less than a week after the last NBC program was broadcast, the first of the Sunday morning broadcasts was aired by CBS. With the move to CBS, the format was changed to include musical selections by the Choir and short inspirational messages prepared by the

⁷William Mulder, "Music and the Spoken Word from Temple Square," Era, Vol. 42, No. 7, July, 1939, p. 440.

⁸Ibid.

announcer, Richard L. Evans (not to be confused with C. Richard Evans, engineer and later General Manager of the KSL Corporation).

The program is not fundamentally a Mormon Church program. It is, correctly speaking, a KSL-CBS public service feature. The material of the spoken and musical segments is non-sectarian in character, and the program is not considered by the network or the originating station to be promoting any one particular religious denomination's beliefs. It is produced and presented as a sustaining program of cultural value.

Turn-away crowds at the Tabernacle often greeted the Choir as it presented its network radio programs. On April 9, 1933, it was estimated that 15,000 people came to hear the broadcast. When the Tabernacle doors were closed prior to the broadcast, all standing room was taken; and the neighboring Assembly Hall, which was equipped with a public address system, was also filled.⁹

The Tabernacle Choir often met with unexpected problems while preparing to broadcast. Perhaps the most unusual broadcast occurred Memorial Day, 1937, when the Choir was scheduled to broadcast nationwide from the foot of the Great White Throne in Zion National Park.

⁹Robert W. Donigan, "An Outline History of Broadcasting in the Church of Jesus Christ of Latter-day Saints, 1922-1963," unpublished typescript prepared as a term project in historical research, Brigham Young University, 1964, p. 19.

At six a.m., a special train bringing the members of the Choir arrived in Cedar City amid a downpour of rain. When the Choir reached the Park, the location at the foot of the Great White Throne was under water.

Equipment hurriedly was moved indoors to Zion Camp Lodge. Thirty minutes before air time an entirely new program had to be prepared. Choir Conductor Spencer Cornwall rearranged the music, engineers worked feverishly to complete the wiring, announcers Earl J. Glade and Richard L. Evans redid the script. Two minutes before air time a fuse blew and plunged the Lodge into semi-darkness. This put the electric organ out of service. Organist Frank Asper quickly changed over to the piano while technicians worked to correct the electric problem. Announcers Glade and Evans, ad-libbing much of the time, handled the program so smoothly that the broadcast was acclaimed "one of the finest ever given."¹⁰

The regular weekly broadcast of the Choir originated from Sun Valley, Idaho, on Sunday, July 23, 1939. The following year, the music of the Choir and organ was brought to Carnegie Hall in stereophonic sound, along with that of Leopold Stokowski's Philadelphia Orchestra and Paul Robeson. This demonstration of stereophonic sound was conducted by Dr. Harvey Fletcher of the Bell Telephone Laboratories, who was also President of the New

¹⁰Mulder, p. 441.

York Stake of the Mormon Church.

Mrs. Dorothy Lewis, Coordinator of Listener Activities of the National Association of Broadcasters, visited Salt Lake City in 1943 and stated that "millions of listeners consider the coast-to-coast Tabernacle Choir and Organ broadcasts one of their best beloved programs," and that "listeners are even more appreciative when they discover that the Choir is a group of unpaid singers."¹¹

The year 1944 was a year of honors for the Tabernacle Choir and its radio broadcasts. In April, the KSL-originated broadcast was presented the George Foster Peabody Award for outstanding entertainment in music. The Columbia Broadcasting System, in its news release concerning the award, noted that "The Peabody Awards are administered jointly by the Dean of the Henry W. Grady School of Journalism, University of Georgia, and the National Association of Broadcasters. Selection is made by sifting hundreds of entries made by stations throughout the country."¹²

The National Association of Press Women awarded the broadcast a Certificate of Merit, July 29, 1944:

. . . in recognition of distinguished service in behalf of national morale in the midst of war, by means of the inspirational influence which comes out of a radio program that has captured the attention

¹¹Era, Vol. 46, No. 12, December, 1943, p. 766.

¹²Ibid., Vol. 47, No. 6, June, 1944, p. 367.

and interests of millions of listeners. A program which has achieved great spiritual significance in time of stress.¹³

In the Columbia Broadcasting System's Annual Report to stockholders covering the year 1944, the Choir program was ranked second in religious programs (the Church of the Air was ranked first).¹⁴

Beginning with the broadcast of June 2, 1946, KSL transcribed the Choir's weekly program and rebroadcast it locally each Sunday evening.

It was in 1946 that Alexander Schreiner, Tabernacle Organist, placed second in popularity among radio organists in a poll conducted by the magazine Musical America. Over 500 music editors in the United States and Canada participated in the selections.¹⁵

The Choir celebrated its twentieth year of network broadcasting July 15, 1949. To honor the occasion, Dr. Frank Stanton, President of the Columbia Broadcasting System, came to Salt Lake City and presented the Choir a gold-plated phonograph record of Choir music. In his presentation address he stated;

As this broadcast begins its twenty-first year on the air, I want to express our thanks to you for this magnificent series of broadcasts. While I am speaking directly on behalf of the Columbia Broadcasting System, I know from my personal experience

¹³Ibid., No. 9, September, 1944, p. 550.

¹⁴Ibid., Vol. 59, No. 11, November, 1956, p. 861.

¹⁵Ibid., Vol. 49, No. 7, July, 1946, p. 466.

that what I say represents not only the feeling of each of the stations that carries the program but also the millions of loyal listeners who make up the audience.

Twenty years is a long time as we count time in radio, and this program is by all odds the oldest continuous series of broadcasts of any kind on the Columbia Network. Those of us who are responsible for knowing the preferences of the one hundred million listeners who make up the Columbia audience each week, know full well the pleasure and inspiration you provide the nation on Sunday morning. We are proud of your excellent singing, of the unexcelled organ music, and of the eloquent inspirational vignettes--the Spoken Word--and also of KSL's important part in this twenty-year production. We recognize that participation in the Choir is a labor of love, and that your year round rehearsals and the early broadcasts on Sunday morning all represent a real effort on the part of each of you. Expressing appreciation for your service is like thanking an old friend for something he has done as a matter of personal pleasure.

As you begin your twenty-first year, or your second twenty years, we at CBS want you to know that you have our affection and sincere appreciation.¹⁶

Production of the regular broadcasts from the Tabernacle in Salt Lake City follows a routine which varies very little from year to year.

Several months before a specific broadcast, the Director selects the numbers to be sung, and the organists choose the organ selections. Copyright clearances are secured by the Columbia Broadcasting System. In the meantime, the numbers are placed on the Choir's rehearsal schedule.

Some of the numbers are chosen for future long-playing record albums, and these selections are recorded

¹⁶Albert L. Zobell, Jr., "Twenty Magnificent Years on the Air," Ibid., Vol. 52, No. 9, September, 1949, pp. 549, 582-3.

either during rehearsals or during the actual broadcasts.

The Choir Director insists upon approximately six weeks of rehearsals before he considers the numbers as being ready for network broadcast.

The Thursday rehearsal before each Sunday broadcast is spent in smoothing, perfecting, and timing each number.

During the fifty-minute rehearsal just prior to the broadcast each Sunday morning, the conductor decides on final interpretation of each selection; final timings are made; and KSL engineers make last-minute checks on any acoustical changes in the Tabernacle which may have occurred because of weather conditions and/or the size of the audience.

During the broadcast, tape recorders in Chicago, Los Angeles, and other cities are busy transcribing the program for later release. A recording studio in Salt Lake City is making a permanent church record of each broadcast, and also is preparing tapes for release of the program in many foreign countries.¹⁷

The Choir's first network television program was telecast in conjunction with its twenty-fifth anniversary of broadcasting. The Choir appeared on Edward R. Murrow's "See It Now" program, July 15, 1954.¹⁸

¹⁷Ralph D. Rytting, "The Tabernacle Choir Broadcast," Ibid., Vol. 61, No. 5, May, 1958, pp. 312, 370-72.

¹⁸Era, Vol. 59, No. 11, November, 1956, p. 861.

The Choir was selected to receive the "Grammy" award from the National Academy of Recording Arts and Sciences in 1959. The award was for the Choir's Columbia record of "Battle Hymn of the Republic," which was recorded with the Philadelphia Orchestra. "Best performance by a vocal group or chorus" was the category. The Choir also was nominated in the "Best Classical Performance-Opera Cast or Choral," through its album, "The Beloved Choruses," recorded with the Philadelphia Orchestra and Eugene Ormandy.

Another honor came to the Choir in 1962, when it was selected to participate in the first live American telecast to Europe via the communications satellite "Telstar." The Choir appeared in the amphitheater at the base of Mount Rushmore in South Dakota, and sang the universally-loved hymn, "A Mighty Fortress is our God."

Time Magazine, in 1963, suggested that the Choir broadcasts had "reshaped the world's image of Mormonism."¹⁹

To review the accomplishments of the Tabernacle Choir, however, is only part of the story of "Music and the Spoken Word," which is broadcast each Sunday from Temple Square in Salt Lake City. The "Spoken Word" also is an important and integral part of the success of these programs.

On Thursday, June 16, 1966, Richard L. Evans, the man who is the "spoken word" of the Choir broadcasts, became President of Rotary International, a world wide

¹⁹Time, July 26, 1963, p. 66.

service organization with half a million members in some 11,000 clubs located in 123 countries.²⁰ He is a member of the Quorum of the Twelve Apostles of the Church of Jesus Christ of Latter-day Saints (Mormon), one of the main governing bodies of this church of some 2,500,000 members. Evans is a member of the Board of Trustees of the largest church-related university in America.²¹ He has written a weekly editorial for a New York newspaper syndicate, which was published nationwide. He has had eleven books published; and his writings have appeared in numerous periodicals, including Readers' Digest, Coronet, and Look.²²

To millions of Americans, however, Richard L. Evans is not the executive, the educator, the writer, but a personal friend who drops in on them on Sunday mornings to introduce the selections to be performed by the Mormon Tabernacle Choir and Organ, and to share with them his short, inspirational messages.

In May, 1966, Richard L. Evans stated: "I finish thirty-six years of association with this broadcast next month."²³ During those years, he has missed only one

²⁰Francis A. Soper, "The Spoken Word," Listen, Vol. 19, No. 4, April, 1966, p. 6.

²¹Era, Vol. 67, No. 2, February, 1964, p. 104.

²²Ibid.

²³Letter from Richard L. Evans to Heber G. Wolsey, dated May 6, 1966.

program.²⁴

He has become so inseparably connected with the Mormon Tabernacle Choir that it seemed the natural--the correct--thing to do to have the Choir furnish the music for the 1966 Annual Rotary International Convention in which he was installed as President.

"Music and the Spoken Word" has been broadcast for some thirty-eight years--longer than any other nationwide radio program.²⁵ Richard L. Evans has been associated with the program for all but the first ten months of its existence.²⁶

He was born March 23, 1906, in Salt Lake City, Utah. When he was ten weeks old, his father died as a result of an accident, leaving Richard's mother to rear their nine children.²⁷

Richard attended the public schools of Salt Lake City, the Latter-day Saints University, and the University of Utah. He was a member of the state high school championship debating team, for which he was awarded a University of Utah scholarship. He was Editor of the Latter-day Saints University school paper. At the University of Utah he was manager of the freshman debating team.

²⁴Soper, p. 4.

²⁵Time, July 26, 1963, p. 66.

²⁶Soper, p. 4.

²⁷Biographical material for Richard L. Evans is from the Era, Vol. 39, No. 2, February, 1936, pp. 74-75.

His university studies were interrupted for three years by a call to fill a mission for his church in Great Britain. Upon his return, he continued his schooling at the University of Utah and received his A. B. degree with a major in English, in 1931, and his M. A. degree in 1932, with a major in Economics. Both diplomas were awarded with honors.

Shortly after his return from the mission field, and while he was continuing his studies at University of Utah, he became associated with KSL, first as a staff announcer, then, in turn, as production manager, supervisor of announcers, and director of publicity.

In June, 1930, he became the announcer on the Choir broadcasts. According to Albert L. Zobell, Jr.:

After the broadcast had been in progress something over ten months as a weekly concert feature, Richard L. Evans joined the program as announcer, writer and producer, and over the years a slow evolution has taken place, first from an occasional paragraph explaining the background of a Mormon hymn, to the present day sermonette or "spoken word."²⁸

Evans writes each of his sermonettes himself:

To prepare one, he dictates his thoughts for a coming sermonette, has them transcribed, dictates them again, and boils them down. He repeats the process as often as necessary to compress what he has into about three minutes. Being in charge of the program, he can vary the length of "The Spoken Word" until he feels it expresses exactly what he desires.²⁹

²⁸Albert L. Zobell, Jr., "From the Crossroads of the West, with Music and the Spoken Word," Era, Vol. 49, No. 7, July, 1946, p. 438.

²⁹Soper, pp. 4-5.

"There is no use saying a piece of copy is final if you can improve it on or off the air," Evans says.³⁰

The program is produced "live" each week. "There is something about a live performance, the reality of it, that brings out the best everyone has," Evans observes.³¹

Evans' voice and his physical appearance are not complementary. He is of slight build. His dress typifies the successful, sophisticated business man. His carriage is sharp, precise. Until recently he wore a small, well-clipped black mustache. He looks the part of the President of Rotary International.

From this sharp, sophisticated business man comes a voice that is deep, well modulated, warm and friendly. The authoritative aspects of his voice appear to come from a well of wisdom rather than from cultivated business acumen.

One admirer of this radio voice, when he first saw a picture of Evans, said in effect:

I have never been so disappointed in my life. For years I have pictured a big man, broad shoulders, wide girth, a shock of white hair and kindly eyes that carry the compassion of eternity. Instead, all I see is a man who appears to know far more of a troubled stock market than of a troubled soul. I wish I had never seen him.³²

³⁰Ibid.

³¹Ibid.

³²Remarks of Walter Parsons, a friend of the author, during a conversation in Skokie, Illinois, while they were both attending Northwestern University, 1949.

Today, at age sixty-one, Evans' hair has thinned and greyed, his mustache is gone, and there is a softness around his eyes and mouth. But to the members of his radio audience his actual appearance is unimportant. They create their own mental images from the voice of "The Spoken Word" as it says: "Once more we welcome you within these walls. . . ."

In his thirty-seven years of continuous broadcasting over KSL (as of 1967), he has written, produced, and delivered nearly two thousand sermonettes. The most popular of these miniature sermons have been compiled into eleven books, most of which have been published by Harper and Row.

Evans' basic purpose is to bring to his audience "fundamental truth with brevity of expression."³³ In explaining the genesis of the brief sermons, Evans has said:

. . . these brief "sermonettes," as radio listeners have chosen to call them, have been "talked off" on a dictaphone, under the pressure of a weekly broadcast schedule. During that time many listeners have inquired as to their source, their procurability, their originality.

As to originality--that is, of course, a relative term. The words and phrases belong to the author insofar as he is aware--except where there has been a borrowing from scripture, in which case the debt is acknowledged. As to originality of thought--well, they represent the author's convictions, the source of which is that common heritage of truth

³³Richard L. Evans, Unto the Hills, New York, Harper and Brothers, 1940, p. xi.

available to all who will be partakers of it.³⁴

In the early days of the program, the question arose as to whether or not this were a religious program, and, if so, whether or not it could be considered denominational. This was an important issue because, if it were classified as a Mormon religious program, many other religious bodies in the United States could request comparable time on the Columbia Broadcasting System network.

This prompted a review of the program and a change in format to "a sustaining program of cultural value."³⁵

To bear out the non-sectarian, cultural approach in Evans' sermonettes, a recent compilation of these brief messages included 249 quotations, of which 206 were quotations from the great thinkers of the world (non-scriptural), 23 were from the Bible, and 20 from other scriptural sources.³⁶

It was not uncommon for Evans to include specific Mormon doctrine in early broadcasts. "Man was also in the beginning with God."³⁷ On another occasion, in a

³⁴Ibid.

³⁵Heber G. Wolsey, "Religious Broadcasting by the L. D. S. (Mormon) Church," unpublished Master's Thesis, School of Speech, Northwestern University, Evanston, Illinois, August, 1949, pp. 12, 13.

³⁶Evans, Faith in the Future, New York, Harper and Row, 1961.

³⁷Doctrine and Covenants, Section 93, Verse 29. Quoted in Evans, Unto the Hills, p. 147.

discussion of one of the Choir's hymns, he stated:

It is a hymn that speaks of a previous personal existence of man, a probationary present in a brief but important school of life, and an illimitable hereafter wherein men will find themselves eternally progressing and will find continued existence under circumstances determined by the deeds and the thoughts and the usefulness of the life they now live. It speaks also of a Heavenly Father and an Eternal Mother, and is known by the title, "O My Father."³⁸

As the program evolved from a semi-religious one to "a sustaining program of cultural value," even the scriptural references were selected for their universality rather than for any denominational overtones. In a recent Christmas sermonette, Evans reminded his listeners to "love one another," to "love our enemies."³⁹ Mormon scriptural quotations in recent sermons are no more controversial than "seek . . . out of the best books . . . wisdom,"⁴⁰ or "God grant that we may more often remind ourselves what our fathers fought for, lived for, died for; that 'this land shall be a land of liberty.'⁴¹

Evans' style was developed early in his career. In essence, he seems to be saying to himself: say it simply, say it honestly, and let few words paint large mental

³⁸Evans, Unto the Hills, p. 146.

³⁹Evans, Faith in the Future, p. 165.

⁴⁰Doctrine and Covenants, Section 88, Verse 118. Quoted in Evans, Faith in the Future, p. 124.

⁴¹Book of Mormon, II Nephi, 10:10-14. Quoted in Evans, Faith in the Future, p. 148.

pictures.

Compression of thought is his watchword. This is both a strength and a weakness in his speaking. For the KSL-CBS radio program it is a necessity, and he has gained a nationwide following by developing this ability. However, when he is performing some of his other responsibilities, notably delivering sermons to large congregations of his Church, it is difficult for him to make the transition from sermonette to sermon. As a result, his sermons are short, and filled with so many thought-provoking ideas that the listener finds it difficult to absorb so much in so little time.

His delivery is slow to medium, about 125 words a minute. Each word is enunciated clearly and distinctly. He knows well the power of the pause, and his radio announcer training has given him the ability to interpret copy effectively. This ability was recognized as long ago as 1934 when he was singled out by a nationally distributed Bryan Davis radio publication as one of the best radio announcers in the United States.⁴²

He brings out meaning, not only with the pause, but with well-chosen word emphasis and inflection. It is evident that he is conscious of the sound of words, that the words he selects are those whose meanings are enhanced with speech.

⁴²Era, Vol. 39, No. 2, February, 1936, p. 75.

He has a microphone voice. For all its rich quality it does not project too well. Perhaps it would be more accurate to say that he would lose much of the warmth, the friendliness, the personal quality, should he deliver his messages with the projection that would be necessary for him to be heard in a large group without the aid of a well-placed microphone and adequate speakers.

He uses few gestures while he is speaking--whether it is a sermonette or a sermon. As a result, the speaker is nearly unnoticed. Rather, it is his message that occupies center stage.

A great deal more will be written about this man and his ability with the spoken word. During the past year he visited some 123 different countries, bringing the message of Rotary International to business and professional men throughout the world. At least twice each year his voice will be carried over hundreds of radio and television stations in all parts of the world; as the General Conference of the Mormon Church reaches interested listeners in Memphis and Melbourne, Syracuse and Singapore, Lansing and London.

He will be respected for his work in many fields; but, if an institution is the lengthened shadow of one man, as Emerson suggests, the institution which most completely falls under the shadow of Richard L. Evans is the KSL-CBS radio production of "Music and the Spoken

Word." This program has become a real, a living, institution to millions of listeners.

Richard L. Evans, himself, has perhaps given us the key to the continued popularity of "Music and the Spoken Word" from the Tabernacle on Temple Square in Salt Lake City. He writes:

To you, the listeners, the readers, to all of you everywhere: We are grateful for your encouragement, and for your confidence in what seems to have become a common denominator, with the great and moving music of many faiths, many peoples, and brief restatements of the truths of all time--and for the great eternal principles and purposes that give solid substance to our faith in the future.

May peace be with you, this day--and always.⁴³

⁴³Evans, Faith in the Future, p. 9.

CHAPTER VIII

THE VOICE OF AGRICULTURE

I have a pig that I bought as a weaner this spring and after having it altered it got along fine, grew fairly well, but was always inclined to be rather choosy about its food. . . . I noticed that its hind leg seemed to pain it and would not support its weight. . . . Could it be rheumatism? I'd surely appreciate any suggestions you could give me.¹

We bought a cow and she had warts on her teats. Now the whole herd has them. We have used castor [sic] oil, lard, and cool [sic] oil, but it doesn't help. Can you tell us what we can use?²

I have a horse which I have had trouble with lately. . . . When I got up this morning his ankles and tendons were swollen. . . . He also limps when he steps on small rocks. I was wondering if you could tell me what causes it, how long it will take to cure him, and if I could ride him during deer season?³

I would like to know if you can give me a little advice and information about buying a farm and borrowing money to finance the deal.⁴

¹Letter from J. D. Marshall to Radio Station KSL, dated September 27, 1945.

²Letter from Mrs. A. Barney to Radio Station KSL, dated March 1, 1945.

³Letter from J. R. Kirk, Jr., to Radio Station KSL, dated October 1, 1945.

⁴Letter from Mrs. B. L. Sampson to Radio Station KSL, dated October 12, 1945.

These are four of the hundreds of letters received yearly by KSL relative to its farm programs. The letters are all answered by agricultural specialists, often with personal calls from County or State Agricultural Agents.

During the years KSL has been on the air, farming has been a basic industry in the area served by KSL's signal.

Unlike the situation in many other agricultural areas, most farming and ranching in the primary and secondary areas serviced by KSL are carried on in small valleys surrounded by high mountains. KSL, as the only clear channel radio voice of Intermountain America, recognized early its responsibility to bring farm news and views to the widely scattered farmers and ranchers of Utah, Nevada, Idaho, and Wyoming.

The KSL Agricultural Director visits county agents, farmers, and ranchers in forty-eight counties. Problems are discussed, invitations are extended to participate in the KSL farm program, and all are encouraged to send KSL any information that would be helpful to others in their area.⁵

Stanley C. Farnsworth is a typical example of the KSL Agricultural Supervisor. A supervisor during the '40's and formerly a successful farmer and dairy man from

⁵Federal Communications Commission, Clear Channel Hearing, Docket No. 6741, Station KSL, Documentary Evidence, p. 49.

Idaho, he was thoroughly familiar with farm problems of the Intermountain area. Farnsworth was a student of Agronomy and Animal Husbandry, a member of the Service Committee of the National Association of Radio Farm Directors, a member of the Jerome Creamery Cooperative, and a member of the Southern Idaho Production Credit Cooperative. The first twenty years of his life were spent with his father on a ranch in Southern Utah, a dry farm in Idaho, and an irrigated farm in Northern Utah. Before coming to KSL, he operated his own farm and dairy herd in Rupert, Idaho.⁶

"A farm program," said Farnsworth, "ought to be broadcast at the time when the most farmers can conveniently listen."⁷

To find out the most convenient time, KSL asked hundreds of Intermountain farmers the best time of day for them to listen to the radio. The replies indicated that the dinner hour (12:00 noon to 1:00 p.m.) was best for them because in the early morning they were busy milking cows and getting the day's work started. Thus KSL placed its major farm program during the noon hour.

During a survey in March, 1944, KSL asked the farmers what they would most like to hear on a farm program. Four clear-cut areas were noted as being of

⁶Ibid.

⁷What They Want--When They Want It, a KSL printed brochure, undated, p. 1.

most interest: (1) a concise summary of the day's news developments, (2) the weather forecast, (3) the market quotations, and (4) discussions of current farm problems.⁸

The results of this survey helped KSL develop a format for its noon program, "This Business of Farming." The station arranged a direct line to the U. S. Weather Bureau. A writer and dramatic cast were assigned to dramatize farm problems instead of merely talking about them. Special agricultural events were covered in the program. Before long, other stations in Colorado, Idaho, and Utah were requesting permission to pattern their farm programs after the KSL production.

Following are several typical farm programs which have been aired on KSL over the years:

I. "This Business of Farming"--broadcast during the noon hour.

The program has been a regular farm feature of the KSL farm service for over twenty years (it was started in October, 1944). Presented in cooperation with the United States Department of Agriculture, and State and County agricultural groups and organizations, it was designed especially for agriculturists, and over the years has presented such varied information as:⁹

⁸Ibid.

⁹FCC, Station KSL, Documentary Evidence, p. 54.

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A. A Victory Garden promotion in 1945. The KSL Agricultural Supervisor was appointed publicity chairman for the Utah State Victory Garden Committee.

B. During a major World War II War Loan drive, special standing reports were broadcast and close cooperation was extended to War Loan Committees throughout the region.

C Soil Conservation programs have been presented consistently and have received wide response.

D. Special weather reports for the Intermountain Region have been prepared by the United States Weather Bureau and broadcast direct from the Weather Bureau at the Salt Lake Airport. A special broadcast booth was constructed at the Weather Bureau by KSL engineers, and direct lines have been maintained to the Weather Bureau offices by KSL.

E. For many years a period of five minutes was provided on each program for a dramatized discussion of a farm problem. Farmers were encouraged to send in their problems. This information was written in dialogue form, with the information checked with federal and state agricultural officials for authenticity. The problems discussed were chosen for their high interest value to farmers of the area.

F. Last-minute livestock market reports and market quotations have been broadcast daily. This information is received by direct wire from the Ogden

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Livestock Market and the North Salt Lake Livestock Market, and from the national reports supplied by both major wire services.

G. A summary of Intermountain, National, and International news has been presented for years on each program.

H. Information from all the major agricultural organizations in the Intermountain Region has been presented on this program. Transcriptions from the United States Department of Agriculture have been used when appropriate. Other governmental transcriptions such as "About That Farm You Want To Buy," and "Before You Buy A Farm--Think," have been integrated into the program.

I. Remote broadcasts have been carried at regular intervals from the Utah State Fair; the Intermountain Junior Livestock Show at North Salt Lake; the Ogden Livestock Show at Ogden, Utah; the Utah Celery Growers Cooperative Association; the Utah State Future Farmers Convention at Logan, Utah; and other events of importance to farmers in the Intermountain West.

J. Assistance with farm problems has been given to thousands of residents of the Intermountain Area. Within a year and half after "This Business of Farming" went on the air, responses from 62 counties in seven Western states had been received. The program has received national recognition from the United States Department of Agriculture, Washington, D. C.

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II. "The Farm Breakfast Roundup"--broadcast in the early morning hours, usually from 6:30 to 7:00 a.m., each week day.

This program has presented the following types of information of interest to farmers and ranchers of the Intermountain West:

A. News from the Extension Services of Agricultural Colleges of Colorado, Wyoming, Montana, Idaho, Nevada, and Utah.

B. Weather reports broadcast direct from the Intermountain Weather Bureau located in Salt Lake City.

C. Special interviews with 4-H Club members, agricultural specialists, and agricultural organization representatives covering current problems of special interest to farmers and ranchers.

D. Agricultural news supplied by local weekly newspapers and agricultural organizations.

III. "The Utah State Agricultural College Program"--broadcast during the Saturday noon hour.

KSL started this series of programs in 1935.¹⁰ It has been prepared and presented by experts from Utah State University (Utah State Agricultural College), Logan, Utah. Prominent agriculturists, poultry producers, cattlemen, and 4-H Club members and leaders are among the persons presented on this program.

¹⁰Ibid., p. 55.

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¹¹Ibid

¹²Ibid

Subjects for discussion have included 4-H Club activities, crop insurance, insect control, training agricultural leadership, pruning fruit trees, diseases common to man and animal, the turkey industry of the West, forest ranges, summer fallow, autumn landscaping, winter care of farm machinery, the Christmas tree, a more stable agriculture, and water supply forecasts.¹¹

In addition to regularly scheduled agricultural programs, KSL consistently makes time available for activities of high interest value to farmers and ranchers. Some of these activities are handled by KSL as follows:¹²

1. The release of special weather reports and frost warnings (any time of the day or night) during seasons when this service may be necessary.

2. The release of special farm programs, livestock shows, names of 4-H Club Winners, and programs featuring nationally prominent agriculturists who may be visiting the Intermountain area.

3. The KSL Farm Supervisor travels into the many counties of the Intermountain West, often with federal and state agriculturists, to observe county agents and agricultural representatives, farmers, and ranchers, and to encourage them to cooperate with the government

¹¹Ibid., pp. 88-90.

¹²Ibid., p. 119.

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4. Special announcements regarding meetings of home demonstration agents, county agents, Farm Bureau meetings, as well as emergency calls for help during the harvest season, are given prominent attention by the KSL Program Department.

5. The comments of county agents and other agriculturists in remote areas of the Intermountain West have been transcribed by the KSL Agricultural Supervisor, and released at a later date on one of KSL's farm programs, with special introductory comments to the listeners in that particular area. Through these types of programs, agriculturists and county agents are heard who would perhaps never have an opportunity to express their comments and opinions over the radio concerning agricultural problems.

KSL has given intermittent help to farmers almost from the beginning of broadcasting by its predecessor, KZN. Weather reports were given on the first official broadcast, May 6, 1922. A program commemorating Celery Week in Utah was broadcast November 20, 1928. The following year, Mountain States Implement Company began a program which included information to farmers and ranchers.

During the 1930's and 1940's, farm programming on KSL took on major proportions, and several innovations

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were developed at the station. The sound-proof booth built by KSL engineers at the Salt Lake Weather Station was given special recognition in a national radio publication and was copied by other radio stations because of its effectiveness.¹³

Remote broadcasts have been originated from as far away as Cedar City and Price, Utah; and Idaho Falls and Pocatello, Idaho.

Mail response for the noon broadcasts has come from seven states, extending from New Mexico to Washington, and from Wyoming to Nevada. The early morning farm program has reached far beyond that area to include Arizona, California, Montana, and Canada.

A general offer made by KSL to assist with farm problems received responses from all eleven Western States.

KSL Farm Directors consistently visited farm communities throughout Utah, Southern Idaho, and Western Wyoming. Special trips, such as to the 4-H Club Congress in Chicago, were scheduled when news interest to farmers demanded them.

And the response from farmers and farm organizations has been gratifying. A woman from Richmond, Utah, wrote:

¹³Letter from United States Weather Bureau in Salt Lake City to the Federal Communications Commission, April 26, 1946. Copies of this letter and those following are found in FCC, Station KSL, Documentary Evidence, pp. 52-118.

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"I think your program is wonderful, just what we need. I hope you can stay with us for a long time."¹⁴

The County Agent from Laramie, Wyoming, wrote to KSL to "compliment you for this splendid job of making a survey to find out what agriculture [sic] people are interested in."¹⁵

Clyde C. Edmunds, Secretary and General Manager, Utah Poultry Producers Cooperative Association, expressed his organization's attitude toward KSL farm programming:

For many months past we have recognized the excellent type of program you have been putting on daily under the title "This Business of Farming." We cannot help but feel that a dual service is being rendered through this program, namely, you are getting some good factual information into the hands of farmers themselves, and at the same time your program goes into thousands of city homes with the result that a greater appreciation of the problems of the farm is engendered in the thinking of the city population.¹⁶

The Soil Conservation Service of the United States Department of Agriculture informed KSL:

In a letter just received from Mr. Virgil S. Beck, Chief of our Regional Information Division, he states that our Washington office has received copies of the first two programs on your current series of soil conservation broadcasts. They were well pleased and expressed the opinion that this is

¹⁴Letter from Mrs. Alma Spackman to KSL's "This Business of Farming," March 26, 1945.

¹⁵Letter from W. T. Kirk, County Agent, Laramie, Wyoming, to Radio Station KSL, December 20, 1945.

¹⁶Letter from Clyde C. Edmunds, Secretary and General Manager, Utah Poultry Producers Cooperative Association, Salt Lake City, Utah, to Radio Station KSL, August 3, 1945.

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one of the best soil conservation programs in the country.¹⁷

Vernal A. Bergeson, Commissioner of Agriculture, State of Utah, told KSL: "I have traveled considerably in the state and . . . the livestock people . . . have told me of their appreciation for this newscast especially out on the ranges where it is impossible to get a newspaper regularly and on time."¹⁸

The Colorado State Conservationist noted that the personnel responsible for the farm programs on KSL have "that innate ability to take ordinary circumstances, which are on the farm and ranch everyday occurrences, and so present them to the public that they are extremely interesting."¹⁹

George S. Eccles, President of the Ogden Livestock Show, made this comment concerning KSL's farm program policies:

The generous cooperation of KSL with our Ogden Livestock Show activities has always been very satisfactory, but the surprise you sprang on us this year in giving us several programs originating right at the show was not only unusual but unprecedented. We want to let you know how sincerely and deeply we

¹⁷Letter from J. A. Libby, Assistant State Conservationist for Utah, Soil Conservation Service, United States Department of Agriculture, to Radio Station KSL, September 27, 1945.

¹⁸Letter from Vernal A. Bergeson, Commissioner of Agriculture, State of Utah, to KSL, March 7, 1945.

¹⁹Letter from Kenneth W. Chalmers, Colorado State Conservationist, Fort Collins, Colorado, to Station KSL, October 16, 1945.

appreciate it.²⁰

The Weather Bureau informed KSL that a sheep rancher credited KSL's weathercasts with saving twelve hundred ewes which had been sheared just prior to a cold snap. The rancher, after hearing the cold weather warning on KSL, immediately drove the ewes to cover.²¹

The farm programs produced by KSL and the responses received from farmers, ranchers, and agricultural organizations in the Intermountain West indicate that KSL is fulfilling its objective "to render the listeners in the KSL primary, secondary and tertiary areas a reliable, informative, helpful and interesting farm program service."²²

²⁰Letter from George S. Eccles, President, Ogden Livestock Show, Ogden, Utah, to Radio Station KSL, November 16, 1945.

²¹Letter from Archer B. Carpenter, Supervising Forecaster, United States Weather Bureau, to Radio Station KSL, July 20, 1945.

²²FCC, Station KSL, Documentary Evidence, p. 25.

CHAPTER IX

THE VOICE OF RELIGION

Throughout the fabric of recorded history, a pervading thread of religion has been inextricably interwoven. This thread sometimes has been coarse and harsh, sometimes soft with the compassion of eternity. Sometimes it has lain dull and dormant. At other times, its pure light has brought brilliant beauty and new life to a world groping for guidance. While it has appeared in many designs and in many variant hues, it has always been there. And always, the voice of the religionist has been striving to find more effective ways to bring the message of salvation to those searching for religious truth. But the age-old problem has continued to exist--so many who need the message, so few effective voices to transmit it. When radio raised its voice to the world, there were those who believed that the Lord was opening the way to the fulfillment of such prophecy as:

Hearken ye people from afar; and ye that are upon the islands of the sea, listen together.

For verily the voice of the Lord is unto all men, and there is none to escape; and there is no eye that shall not see, neither ear that shall not

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³Ibid

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Almost from the beginning day of radio, attempts have been made to penetrate the collective heart of the world with the gospel of salvation. On January 2, 1921, the Calvary Episcopal Church of Pittsburgh, Pennsylvania, broadcast the first religious service on station KDKA. Dr. E. J. Van Etten was the minister.² The Trinity Church Christmas Eve service was broadcast for the first time on station WEAJ, December 24, 1923.³

At the dedicatory program on KZN (later KSL), Mormon President Heber J. Grant, the first official voice of the station, quoted scripture and bore testimony of his religious convictions.

Since that first broadcast, religious services have been an integral part of KSL programming. In 1944, for example, KSL carried 303 different religious programs, for a total of 115 hours of broadcasting. Twenty-one different denominations were represented.⁴

KSL's programming policy has been to have its religious time shared approximately in the ratio of the denomination's population in KSL's coverage area compared

¹The Doctrine and Covenants of the Church of Jesus Christ of Latter-day Saints, Section I, Verses 1-2.

²Dunlap, Dunlap's Radio and Television Almanac, p. 66.

³Ibid.

⁴FCC, Station KSL, Documentary Evidence, p. 147.

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6Ibid

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8Ibid

9Ibid

to the total population of the area. For example, the population of Utah, Idaho, Nevada, and Wyoming, in 1944 (actually the 1940 census figures) was 1,436,139.⁵ The Mormon Church population in those areas was 460,817, or thirty-two per cent of the total. In 1944, 25.2 per cent of all religious programming on KSL was devoted to the Mormon Church. In 1945, the percentage was 24.86.⁶ During those same years, the Roman Catholic Church, with a population percentage of 4.5 (next highest to Mormons), received 19.2 per cent and 18.63 per cent of the religious time on KSL.⁷ The largest Protestant body was the Methodists, with 1.4 per cent of the total population. The Methodists received 5.9 per cent and 7.76 per cent of the religious time on KSL during 1944 and 1945.⁸ Among other religious denominations with programs appearing on KSL were Baptist, Christian Science, Church of Nazarene, Congregational, Episcopal, Evangelical Free Church, Jewish, Lutheran, Presbyterian, Salvation Army, Seventh Day Adventists, Society of Friends, and Unitarians.⁹

Of the 303 religious programs broadcast over KSL in

⁵U. S. Census figures for 1940, quoted in FCC, Station KSL, Documentary Evidence, p. 149.

⁶Ibid., p. 147-48.

⁷Ibid.

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1944, 199 originated locally with KSL and 104 originated with the Columbia Broadcasting System.¹⁰

Special religious broadcasts carried by KSL during the two years studied (1944-45) included the Catholic Christmas Mass, Masonic Easter Sunrise Service, Lenten Broadcasts by members of the Salt Lake Ministerial Association, special interviews with visiting churchmen, and the annual and semi-annual General Conferences of the Mormon Church.¹¹ Programs which were composed primarily of religious music included "The Salt Lake Tabernacle Choir and Organ," "Your Hymns and Mine," "Chapel of the Wasatch," "CBS Negro Choirs," "Wings over Jordan," and "The Great Lakes Naval Choir."¹²

On January 30, 1940, the Board of Directors of KSL reviewed its policy in relationship to locally originated religious programs. Exclusive of special religious broadcasts, KSL agreed to give the Mormon Church, the Catholic Church, and the Ministerial Association of Salt Lake City, each fifteen minutes per week of free time for the broadcasting of religious services. If any church group desired more than its allotted time for the broadcasting of strictly religious services, and time were available for sale, it would be sold to the Church at one-half the

¹⁰Ibid., p. 147.

¹¹Ibid., pp. 150-51.

¹²Ibid.

station's local rate. Any church group desiring time for the broadcasting of programs which were commercial in nature would be charged the station's full local rate.¹³

Catholic broadcasts on KSL are among the oldest continuous broadcasts on the station. Bishop Duane G. Hunt "was well known to the Catholic and non-Catholic people of the West through his radio sermons over KSL."¹⁴

Before studying for the Priesthood, he moved from Chicago to Salt Lake City, where he became a speech instructor at the University of Utah. It was while there that he decided to study for the Priesthood; and at the conclusion of his seminary work in Menlo Park, California, he returned to Utah. In 1927, Bishop Mitty "encouraged Monsignor Hunt in his radio work in the defense of Catholic Truth."¹⁵ By 1928, he was "giving much of his time to radio work."¹⁶

Earl J. Glade, Manager of KSL during the 1920's and 1930's, noted that "In point of length of service the broadcast of the Salt Lake Diocese of the Catholic Church is one of the oldest on KSL."¹⁷ Glade stated further that

¹³Minutes of Board of Directors' Meeting, January 30, 1940.

¹⁴Wain Sutton, Utah--A Centennial History, Vol. II, pp. 743-44.

¹⁵Ibid., p. 742.

¹⁶Ibid., p. 744.

¹⁷Glade, "Earl Glade Recalls," p. 9f.

"I have been assured that KSL was the first radio station in the world to broadcast a Midnight Mass."¹⁸

KSL has been the originating station for a majority of the Mormon Church's religious programming. Within a year after KZN (KSL) went on the air, a General Conference of the Mormon Church was "broadcast" by loud speakers to interested listeners on Temple Square. It was not until October, 1924, however, that a General Conference of the Church was actually broadcast over the air.¹⁹

In reviewing the effect of this broadcast, Earl J. Glade said;

Possibly the most convincing demonstration of the power of radio to convey the gospel message was made at the late semi-annual conference of the Church [October, 1924].

• • • • •
It is no exaggeration to report that the result was very reassuring. Letters and cards, as well as telegrams, received from various points in Western America and Canada, were convincing evidence of how much this service was appreciated.²⁰

Further comment concerning this broadcast came from a member of the First Presidency of the Church, Charles W. Penrose, who was ill during the Conference sessions. A radio receiver was put in his bedroom by KSL technicians; and after hearing the gospel messages and the religious

¹⁸Ibid.

¹⁹Albert L. Zobell, Jr., "Radio and the Gospel Message," Era, Vol. 50, No. 4, April, 1947, p. 205.

²⁰Earl J. Glade, "Preaching the Gospel Through the Radio," Era, Vol. 28, No. 3, January, 1925, pp. 242-44.

music, he said, "It has been one of the most thrilling experiences of my life."²¹

KSL originated another Mormon religious broadcast on November 16, 1924. The program consisted of a twenty-five minute sermon and thirty-five minutes of sacred music.²² This program, while changing format on occasions, has been a regular Sunday evening broadcast on KSL until the present time.

For many years the program consisted of a three to six month series of talks, together with appropriate music, each series having an over-all theme such as: "The Church in War and Peace," "Constancy Amid Change," and "Youth and the Church."²³

Currently, Elder Sterling W. Sill, Assistant to the Council of the Twelve, is featured on this program.

In March, 1929, the Era reported that much favorable comment on the Sunday evening broadcasts continued to come in. It also noted that a new program was being developed as follows:

Another step in the direction of adult education and one which will have a far reaching effect, is the broadcasting of the M. I. A. [Mutual Improvement Association of the Mormon Church] hour arranged by the Adult Committee of the General Boards through the courtesy of KSL, Salt Lake City. One hour each Sunday

²¹Ibid.

²²Ibid., p. 308.

²³Wolsey, "Religious Broadcasting by the L. D. S. (Mormon) Church," p. 15.

afternoon, for twelve weeks, from 3:30 to 4:30, will be devoted to discussions on science, child hygiene, and literature. These lectures are delivered by trained people and are interspersed with music. Altogether a very delightful and instructive program is furnished.²⁴

Another Mormon Church program began in 1930. Actually, it was not a religious program, as such; but it was programmed with the cooperation of Mormon Church leadership and with Mormon talent. It started out as a "brain child" of Earl J. Glade, who was convinced that a formal organ concert at midnight would be well received. The initial general reaction to the idea was that it would not be well received because the public would not be interested in it. With KSL's broad night-time coverage, however, the program was exposed to listeners in every state of the Union, in Canada, and Hawaii, and was consistently picked up in New Zealand, about 7,000 miles from Salt Lake City. Letters of appreciation by the thousands began piling up at the station: from among others, a banker in Montreal, Quebec; a consul in Guatemala City, Central America; a fisherman in Coos Bay, Oregon; a musician in Brooklyn, New York; a farmer in Broken Bow, Nebraska; a fur trader in Ketchikan, Alaska; a canner in Honolulu, Hawaii; a minister in Portland, Oregon; a rancher in Saskatchewan, Canada; a liquor dealer in Vancouver, British Columbia; a miner in Montana; a radio

²⁴"Church Events," Era, Vol. 32, No. 7, May, 1929, p. 617.

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manufacturer in Camden, New Jersey.²⁵

In 1935, the Era reviewed the progress of this program:

It was back in September of 1930 that this weekly musical program of two hemispheres began. Originally conceived as a sort of hobby by Western America's pioneer broadcaster, Earl J. Glade, it quickly outgrew the "hobby" stage and became an institution of international proportions.

Originally this program was known as the KSL Midnight Hour. It featured Frank Asper, organist, and William Hardiman, violinist, and now after more than four and a half unbroken years on the air, this radio offering, unique in all the world, has come to be known as "Sunday Evening on Temple Square," with Frank Asper, organist, Richard Condie, Utah Tenor, and Earl J. Glade, announcing.

To begin with the feature was heard three times each week, and more than three hundred such programs have been announced by Earl Glade. Today, however, "Sunday Evening on Temple Square" is heard only Sunday evening.²⁶

The "KSL Midnight Hour-Sunday Evening on Temple Square," and the "Tabernacle Choir Broadcasts" were building a national reputation for KSL's sacred and classical music productions. When Glade, in 1930, suggested to the National Broadcasting Company that Salt Lake City be permitted to furnish the annual N. B. C. radio broadcast of the oratorio, "The Messiah," the network consented.²⁷

Four times each year the Mormon Church participates on the Columbia Broadcasting System's "Church of the Air,"

²⁵Earl J. Glade, "To the Ends of the Western Hemisphere," Era, Vol. 34, No. 4, February, 1931, pp. 222-23.

²⁶"At the Crossroads of the West," Era, Vol. 38, No. 4, April, 1935, pp. 239, 257-58.

²⁷Glade, "To the Ends of the Western Hemisphere," p. 223.

most of these Mormon programs originating with station KSL. The Columbia Broadcasting System makes time available to representatives of the major faiths, with the stipulation that the material presented be non-controversial. The Mormon Church usually originates one of these programs in connection with its annual General Conference in April, one with its semi-annual General Conference in October, one during the Christmas season, and one in the summer months.

Many listeners write in for reprints of these programs. As many as 7,500 requests have been received for one program.²⁸ Following five Mormon programs in the 1947-1948 season, the Church Radio and Publicity Department distributed 672, 886, 1064, 464, and 755 reprints.²⁹

The Mormon Tabernacle Choir, popularized by the KSL-CBS broadcasts, was selected as "the Best All-America Choir" by an American-Welsh newspaper, the Druid, published December 15, 1932, in Pittsburgh, Pennsylvania.³⁰

William James DuBourdieu conducted a survey of religious programming in the United States during one week in 1932. This survey revealed that nineteen different

²⁸Donigan, "An Outline History of Broadcasting in the Church of Jesus Christ of Latter-day Saints, 1922-1963," p. 52.

²⁹Wolsey, p. 14.

³⁰Reported in KSL News, Vol. XII, No. 2, January 8, 1933, pp. 1-2.

Mormon programs were being broadcast during that week and that Mormon radio broadcasts, pioneered by KSL, were beginning to expand across the land.³¹

The Mormon Tabernacle and its famous organ were a part of an unusual broadcast during the "KSL Midnight Hour" program of February 5, 1933. The entire program was in the nature of an acoustical experiment.³² Various organ stops and combinations were tested on the air by means of a parabolic reflector and microphone placed nearly two hundred feet away from the pipes of the organ. A drop of a pin and a whispered conversation from the same distance were also broadcast. These two latter demonstrations are made daily at the Tabernacle to show visitors the unusual acoustical properties of the Tabernacle.

The parabolic tests were scarcely underway when a long distance telephone call was received from Uniontown, Pennsylvania. John A. Irwin, of the Union Trust Company of Pittsburgh, had become so enthusiastic with the reception of the experiment that he called KSL, then held his telephone in front of the radio so that KSL personnel could hear for themselves how effective their experiment had been.

³¹William James DuBourdieu, "Religious Broadcasting in the United States," unpublished Ph. D. dissertation, College of Education, Northwestern University, 1933, p. 140.

³²KSL News, Vol. XII, Nos. 6 and 7, February 5 and 12, 1933.

By 1933, about sixty stations affiliated with the Columbia Broadcasting System were carrying the Tabernacle Choir and organ program. Its popularity prompted CBS to invite KSL to increase the thirty-minute program to an hour in length. This continued until congested network radio schedules in September, 1936, necessitated a reduction to the original one-half hour.³³

Response to the "KSL Midnight Hour" program that year came from "more than thirty foreign countries as far away as the Asiatic mainland in the West, to the Scandinavian Peninsula in the East."³⁴ The Mormon Relief Society Singing Mothers appeared on the program of November 19, 1933.³⁵

The following June, the Festival Chorus of the Mutual Improvement Association of the Mormon Church-- a chorus of 3,500 voices--broadcast a one-hour program over KSL.³⁶

One of the more ambitious religious radio programs produced under the direction of the Mormon Church was the "Fullness of Times" series of recordings. These recordings were broadcast over station KSL, and subsequently over at least 125 other radio stations in America.³⁷ The

³³Ibid., No. 14, April 2, 1933, pp. 1, 2.

³⁴Ibid., No. 47, November 19, 1933, pp. 1, 2.

³⁵Ibid.

³⁶Ibid., Vol. XIII, No. 25, June 17, 1934, p. 1.

³⁷Wolsey, p. 19.

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series consisted of thirty-nine half-hour dramatic presentations of Mormon Church history. Detailed research was conducted before the scripts were written, and authenticity was carefully maintained. The first thirteen scripts were written by Chase Varney of Hollywood, and the remaining twenty-six by Joseph J. Cannon and Gordon B. Hinckley of Salt Lake City. All were produced by Mertens and Price, Inc. of Hollywood. The casts included such professional radio personalities as John Hiestand, Ted Osborn, Louis Merrill, and Hanley Stafford.

At the conclusion of the series when it was presented on KSL, a booklet which contained information concerning the programs was offered to interested listeners. An immediate response was received which took all of an edition of three thousand copies.

"The Miracle of the Seagulls," a Mormon radio program commemorating Utah's pioneers, was broadcast July 24, 1941, on the KSL-CBS program "Death Valley Days."³⁸

The Women's Relief Society was the subject of a KSL radio program on March 17, 1942. The program featured speeches by Mormon President Heber J. Grant, and Relief Society President Amy Brown Lyman, and a dramatized historical sketch of the Society.³⁹

³⁸Era, Vol. 44, No. 9, September, 1941, pp. 542-43.

³⁹Ibid., Vol. 45, No. 4, April, 1942, p. 221.

A series of round-table religious discussions began on KSL on Sunday, July 19, 1942, these programs replacing the "Fullness of Times" series which had been running for thirty-nine weeks.⁴⁰

During World War II, the Mormon Church General Conferences were not open to the public, and the general Church membership had to rely on radio broadcasts for the Conference messages from their leaders. During the period that the Tabernacle was closed, KSL broadcast not only Conference sessions twice a year but daily organ recitals as well.

In honor of the fiftieth anniversary of the dedication of the Salt Lake Temple, a forty-five minute dramatic presentation was aired on KSL April 6, 1943. Interesting events which occurred during construction of the Temple were dramatized, and the Mormon Tabernacle Choir sang hymns which were heard fifty years before at the Temple's dedication.⁴¹

Also during 1943, two quarter-hour radio programs were being presented on KSL by authorities of the Mormon Church; one, a series of discussions entitled, "The Home--The Workshop of the World," by Elder Bryant S. Hinckley; the other, a series of talks entitled, "When Two Generations Meet," by Elder Adam S. Bennion.⁴²

⁴⁰Ibid., No. 9, September, 1942, p. 574.

⁴¹Ibid., Vol. 46, No. 5, May, 1943, p. 286.

⁴²Ibid., No. 9, September, 1943, p. 543.

On May 14, 1945, Mormon President Heber J. Grant died. Radio played a major part in bringing to Inter-mountain America historical highlights of President Grant's life and details of his funeral services. On the evening of his death, KSL prepared a memorial program featuring the music of Seldon Heaps and Harry Clark and a spoken tribute to President Grant. Four days later, the day of the funeral, KSL originated a special broadcast describing the scenes at the Tabernacle. This program, carried also by stations KSUB, Cedar City; KVNU, Logan; and KID, Idaho Falls; was aired for fifteen minutes prior to the funeral services which were also broadcast in their entirety over these stations. The following day, Sunday, the regular Sunday evening religious program was dedicated to the memory of President Grant. During the program, excerpts from the President's General Conference addresses of past years were played. Alexander Schreiner was at the Tabernacle organ; Jessie Evans Smith sang; and Richard L. Evans added the spoken word.⁴³

KSL has been the originating station for a majority of Mormon Church radio programming. However, because Church programming also originates elsewhere, it would seem wise to review briefly other religious broadcasting activities of the Church, so that KSL's contribution may

⁴³Ibid., Vol. 48, No. 6, June, 1945, p. 331.

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be placed in perspective in relation to the over-all approach to religious broadcasting by the Church. In 1947, Gordon B. Hinckley, the former Executive Secretary to the Church Radio, Publicity, and Mission Literature Committee, in a Church News article, reviewed twenty-five years of broadcasting on KSL, then added:

In recent years distant lands have heard the Choir by means of transcriptions. The armed services used them on their far flung stations and recordings are now shipped overseas for rebroadcast. Scores of letters have been received from appreciative listeners. Some from Europe have been filled with pathos, speaking of hunger and privation along with gratitude for this soul comforting music.

. . . [The Mormon Columbia Church of the Air] programs are also of great missionary value. As many as 7,500 requests have been received for reprints of a single Church of the Air talk. Most of these have come from non-members.

Summer and winter Church of the Air programs have originated with local members in Los Angeles, San Francisco, Denver, Chicago, Detroit, Boston, New York, and Washington, D. C. This has served to enlighten those who have believed that Mormonism is confined to the valleys of the mountains.

One highly important feature of the Church radio ministry is the production of programs over local stations in the missions. At the present time scheduled broadcasts are presented by missionaries and local Church members on approximately thirty-five stations in various parts of the country. Most of these utilize transcriptions issued by the Church Radio, Publicity and Mission Literature Committee.

. . . To meet opportunities for fifteen-minute programs the Committee has recorded on standard radio transcriptions almost one hundred numbers rendered by the Tabernacle Choir and organists. Five minute mimeographed talks are issued with these. The missionaries then build their programs utilizing the transcribed music and the mimeographed talks. Other music and program aids are now in the course of preparation. Missionaries report that no one thing helps so greatly in opening doors when tracting as do these radio programs.

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All of this activity in the missions has increased the opportunity for special radio programs built around such matters as the visits of the General Authorities.

• • • • • Recently KSUB in Cedar City has carried the. . . [Conference] programs. During the last Conference an Idaho station sent a portable recorder to a mountain where reception was good, transcribed the proceedings, and rebroadcast them to its listeners. Recordings were also made in Salt Lake City and shipped by air to an Arizona station for rebroadcast the following day. . . .

Through the cooperation of KDYL in Salt Lake City, the Primary Association has produced an interesting children's program each Saturday morning during recent months. Stories from The Children's Friend are dramatized with good effect. The broadcast is designed to give children wholesome character-building stories to offset the vast amount of questionable material aimed at children by radio and publishers.

When the Church began its radio work in a small way twenty-five years ago, it was under the direction of the Presiding Bishop. Later a member of the Council of the Twelve supervised local broadcasts.

In October, 1935, to meet the ever increasing demands and opportunities, the Church Radio, Publicity, and Mission Literature Committee was organized and given responsibility for the preparation and supervision of materials used in proselyting activities.

This Committee is comprised of members of the Council of the Twelve and First Council of Seventy, with an Executive Secretary and assistants. Elder Stephen L. Richards has served as chairman since its establishment. Under its direction radio has become a growing power in spreading the message of the Church. The past quarter of a century has witnessed significant progress. The next twenty-five [years] should see the work greatly expanded. The mission of the Church is to spread the glad tidings of the gospel. Radio has been a power and it should become an even greater force in filling that mission.⁴⁴

The year that the Tabernacle Choir celebrated twenty years of network radio broadcasting, 1949, was also the

⁴⁴Gordon B. Hinckley, "Twenty Five Years of Radio Ministry," Deseret News (Church News Section), April 26, 1947, pp. 4, 5.

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year that a Mormon General Conference was first telecast, on KSL-Television. General Conference sessions have been telecast every year since then.

During the years since television was added to KSL's operation, KSL Radio has continued to bring religious programming of all major faiths to its listeners. However, the approach to religious programming on KSL has changed but little during those years. There are still the Catholic Sunday evening sermons, the Protestant talks and music programs, the Tabernacle Choir broadcasts, the Sunday evening Mormon programs, the CBS Church of the Air, and the annual and semi-annual Mormon General Conference broadcasts. There are exceptions, of course, such as the 1961 KSL-originated CBS religious-patriotic telecast, "Let Freedom Ring," which featured the Tabernacle Choir, Laraine Day, and Richard Boone. A study in broadcasting simplicity and beauty, it won for KSL another George Foster Peabody award.

However, much remains to be done before religious programming on KSL, and other broadcasting stations, reaches the heights of effectiveness envisioned by its producers.⁴⁵ The radio and television media are available. The message is vital. The next step, hopefully, will be a concerted effort to find more effective ways to present the message over the broadcast media.

⁴⁵See Everett C. Parker, David W. Barry, and Dallas W. Smythe, The Television-Radio Audience and Religion (New York: Harper and Brothers, 1955).

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CHAPTER X

KSL--A BALANCED VOICE

When Paul A. Walker was Chairman of the Federal Communications Commission, he said: "It is diversification and balance of control that we want in American radio."¹ That statement, with minor alterations, well expresses KSL's avowed philosophy of broadcasting, which, in effect, states: It is diversification and balance in our staff and our program offerings that we want at KSL.

In testimony before the Federal Communications Commission during the 1946 Clear Channel Hearings, KSL Public Service Director, Ralph W. Hardy, stated: "The KSL staff is told that since KSL's radio audience represents a cross-section of the population of the Intermountain area, programs should be designed to meet the desires and requirements of as great a representative part of the audience as possible."²

How well has KSL accomplished its avowed purpose?

¹Emery, p. 29.

²Ralph W. Hardy, "Testimony in behalf of Radio Station KSL," Federal Communications Commission, Clear Channel Hearing, Docket Number 6741, May, 1946, p. 16.

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Part of the answer to that question is found in the three preceding chapters dealing with KSL's involvement in religion, agriculture, and music and the spoken word. However, to assess more fully KSL as a balanced voice, it will be necessary to review not only a broader scope of its programming, but also the backgrounds of those people at the station who have been involved in making decisions which affect the image presented by KSL to its audience.

A major change in station management, which resulted in many changes in station policy, took place in 1938. In the spring of that year, KSL President, Sylvester Q. Cannon, was sent to Europe by the Mormon Church. While he was away, J. Reuben Clark, Jr. was elected President of the Corporation, August 12, 1938. President Clark's first order of business was to ask the Board to consider "the operating arrangement of the company with the Managing Director [Earl J. Glade]."³

At the next Board of Directors' meeting a new agreement between Earl Glade and KSL was signed. It stipulated in part:

1. Radio Broadcasters will write no more time after October 1.
2. After October 1 Earl Glade will be paid a salary of \$9,000 per year. All of Mr. Glade's commissions on CBS and national programs will cease

³Minutes of Board of Directors' Meeting, August 12, 1938.

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5. KSL will pay to Earl Glade a commission of 6% on the absolute net of KSL collections for each year.

7. All Radio Broadcasters' contracts for broadcasting will be taken over by KSL. . . . The employees of Radio Broadcasters will be taken over temporarily by KSL.⁴

At the same meeting, salesmen's compensation was scaled down from a 10-15 per cent range to an 8-12 per cent range. President Clark also pointed out the need, in his opinion, of an adjustment in connection with the various announcers' salaries, and he made note of the fact that KSL was overstaffed. He also "felt the necessity of relieving Mr. Glade of the burden of the accounting and detail management, leaving him free for promotional work."⁵

Ivor Sharp was approved "to take over the financial management of the Corporation, and also to act in the capacity as an Assistant to the President."⁶ The following May, Sharp became Director of Station Operations,⁷ and a new trend was begun at KSL--away from the innovative sales and programming procedures of the past, toward financial conservatism and an emphasis on engineering techniques.

⁴Ibid., October 12, 1938.

⁵Ibid.

⁶Ibid.

⁷Ibid., May 10, 1939.

Many of KSL's key personnel were lost for the duration of World War II. By 1946, however, many of them had returned, and KSL's staff, a mixture of the old and the new, could accurately be referred to as a representative sample of the men and women who have guided KSL's fortunes from the beginning until today.⁸

J. Reuben Clark, Jr., President and Director of the Corporation, was a former solicitor in the United States State Department; under-secretary in the State Department; a lawyer in New York City and Washington, D. C.; and U. S. Ambassador to Mexico. He was a director in numerous companies including the Western Pacific Railroad Company and the Equitable Life Assurance Company.

John F. Fitzpatrick, Vice President and Director of KSL, was also a director of Silver King Coalition Mines and Silver King Mining and Milling Company. He was a director and Secretary of the Kearns Corporation; Secretary and Treasurer of the Salt Lake Tribune Publishing Company; and Secretary and Treasurer of the Salt Lake Telegram Publishing Company. He later became Publisher of those two newspapers.

Ivor Sharp, Vice President, General Manager, and Director, came to KSL from the American Telephone and Telegraph Company where, for sixteen years, he had acted

⁸The brief sketches of the lives of KSL personnel which follow are taken from FCC, Clear Channel Hearing, Docket No. 6741, Station KSL, Documentary Evidence, May, 1946, p. 35, 41-45.

as a statistician, toll rate engineer, and commercial problems engineer. He also was President and Director of Southern Utah Broadcasting Company and Director of Idaho Radio Corporation.

Joseph L. Wirthlin, Secretary-Treasurer and Director of KSL, was founder and partner in J. W. Wirthlin and Sons, Wholesale and Retail Meat Market, Salt Lake City; President of Joseph Wirthlin Company (family investment company); President, Crown Consolidated Mining Company; Second Counselor to the Presiding Bishop of the Mormon Church; Director of Southern Utah Broadcasting Company and of Idaho Radio Corporation.

Daniel H. Vincent, Assistant Treasurer, spent eighteen years with the Accounting Department of the Union Pacific Railroad Company, followed by eighteen years (as of 1946) with KSL, successively as Commercial Manager, Sales Manager, Purchasing Agent, Auditor, and Assistant Treasurer.

Paul S. Dixon, Comptroller, was Vice President of the Equity Conservation Corporation of New York City for three years, and Supervisor, Trust and Real Estate Departments, Bank of the Manhattan Company, New York City, for twelve years. He joined KSL as the Comptroller in March, 1945.

Arch L. Madsen, Director of Commercial Operations, spent two years with the United States Army Signal Corps

in charge of radio communications facilities at Fort Missoula, Montana, before joining the KSL Engineering Department in 1935. He has held management responsibilities in stations WLS, Chicago; KSL, Salt Lake City; KUTA, Salt Lake City; KOVO, Provo; KSUB, Cedar City; KID, Idaho Falls; and the Intermountain Network. In recent years he has been a member of the Board of Directors of the National Association of Broadcasters and the Radio Advertising Bureau, and has been the Assistant Executive Director of the Association of Maximum Service Telecasters. Today, he is President of Bonneville International Corporation, the corporate organization controlling all the broadcast facilities of the Mormon Church.

Frank B. McLatchy, Sales Manager, had a background in general newspaper experience for seven years, as a newspaper advertising manager for two years, and a business manager for a group of three newspapers for two years. He was an account executive at KSL for fifteen years before becoming Sales Manager in 1945.

Lynn McKinlay, Program Manager, had completed a two year course plus one year post-graduate work at the Pasadena Playhouse School of the Theater. He joined KSL in September, 1937, as Staff Announcer and Dramatic Artist. In 1938, he was a finalist in a nationwide talent search, "Gateway to Hollywood." His responsibilities at KSL evolved from announcer, actor, and producer, to Supervisor of

Public Service Broadcasts, Acting Program Manager, and Program Manager.

Ralph W. Hardy, Public Service Director, began his employment at KSL on April 1, 1937, as an announcer and producer. Two years later, he was appointed Continuity Director. In 1940, he became a sales representative; then in 1942, he was appointed News and Information Supervisor and Coordinator of National Defense Activities for the station. During the following two years, he was, first, the Program Manager, then the Public Service Director, and was appointed a member of the National Association of Broadcasters Program Committee. In later years, he became a Columbia Broadcasting System Vice President, then the National Association of Broadcasters' Director of Government Relations.

D. Lennox Murdoch, Director, Station Relations, was hired as a KSL announcer in 1930. He progressed through responsibilities as a writer, editor, and commercial manager. One of his major responsibilities after he was appointed Director, Station Relations, was to develop the farm programs on KSL, which received wide local, regional, and national recognition. Later he became Director of Television Operations and a vice president of the corporation.

Wayne F. Richards, Program Finance Supervisor, was employed in various positions in the program department.

from 1937 to 1941. He spent his active duty years in World War II as a Base and Staff Personnel Officer in the Army Air Forces, and left the service with the rank of Lieutenant Colonel. Shortly after he rejoined the KSL staff, he was appointed Program Finance Supervisor.

Edward B. Kimball, Supervisor, Public Service Programs, started in radio work at KSL in 1926. He supervised all children's programs and acted as a special events announcer until 1929. He spent three years studying in France and Switzerland, then returned to KSL in 1932 as a staff announcer. From 1934 to 1938, he was employed by the National Broadcasting Company as an announcer, producer, writer, and special events coordinator. He served as Program Manager and Public Relations Manager of station KDYL, Salt Lake City, during 1938 and 1939. He then returned to KSL, and from 1939 through 1942, was a staff announcer, producer, continuity director, and agriculture director. After World War II, he rejoined the KSL staff and shortly was appointed Supervisor of Public Service Programs.

Paul F. Royall, Supervisor, Commercial Programs, spent three years with Swift and Company before joining KSL in 1942 as a staff announcer. He became a newscaster and a producer in 1944, and was appointed Supervisor, Commercial Programs, in September, 1945.

Richard W. Ashard, Supervisor, Program Operations,

studied radio announcing, writing, and producing with Dona Balli of Radio Arts Academy. He started in radio in 1935. He wrote, produced, and announced the radio program "Embarrassing Moments." He was a staff member of "Radio Newsreel," where he handled special events, interviews, and newscasting. He was Owner-Manager of the Ace Recording Company and an active member of Hollywood theater groups. In 1943, he joined the staff of KSL as an announcer, newscaster, and producer.

Stanley C. Farnsworth, Farm Program Supervisor, was, during most of his early life a successful, practical farmer. He spent several years on the stage and in radio in Los Angeles before becoming a KSL farm writer in 1944, and the KSL Farm Program Supervisor in 1945. His background and qualifications were discussed more fully in the chapter on agricultural programming.

Lawson S. C. Davies, News Editor, spent two years as News Editor, Writer, and Announcer at station KOVO, Provo, before joining the KSL staff in 1941. After four years of service during World War II, he returned to KSL and shortly thereafter was made News Director.

Louise Hill Howe, Producer, received a Master of Arts degree from the University of Utah, with a major in Speech and Theater. She started her career in radio in 1932, spent two years in a professional stock company, and did additional graduate work in radio (with an emphasis in radio writing) at the University of Wisconsin. She

started the radio theatrical group, "KSL Players," which continued to produce radio drama for KSL's audience for more than fifteen years.

Francis Urry, Producer, had twenty years background in amateur and professional stage acting and production before coming to KSL. He joined the KSL staff in 1936 as a dramatic artist, actor, and producer. He spent six years instructing in dramatic arts and speech, including an affiliation with the McCune School of Music and Art, Salt Lake City. He was a free lance radio character actor on such network productions as "Guiding Light," "America in the Air," and "Chicago Theater of the Air."

Parley Baer, Producer, had appeared in more than fifty dramatic and musical productions by 1946. He was employed by KSL in 1938, and served as Assistant Production Manager and Director of Special Events as well as fulfilling assignments as commentator, actor, and producer. After the War, he returned to KSL as Program Director of KSL affiliated stations. He went to Hollywood shortly thereafter, where he has appeared as a character actor in dozens of radio, television, and motion picture productions, including the role of Chester in the radio series, "Gun Smoke."

James A. Peterson, Announcer-Producer, started his radio career with station KICK, Atlantic, Iowa. He traveled widely in the United States, Canada, Cuba, and

Central America before joining the KSL staff in 1942, specializing in news and special events broadcasts.

Paul Alexander, Announcer-Producer, was an announcer for station WCAX, Carthage, Illinois, in 1938 and 1939. He came to Salt Lake City in 1939 and was announcer and Musical Director of station KUTA during 1939 through 1941. He produced and emceed many servicemen's news and entertainment programs during the War, and he was an American Broadcasting Company representative in Northern Australia during six months of his service career. Upon release from the service in 1945, he joined the staff of KSL.

Carl Greyson, Announcer-Producer, began his radio career with station WHA, Madison, Wisconsin, in 1934. After spending three years there, he affiliated with a summer stock company in New York City during the 1937 season. He came to KSL in 1939 as a staff announcer and dramatic artist. His radio career was interrupted for four years while he served in World War II, after which he returned to KSL in 1946.

Dan Keeler, Announcer-Producer, developed his real interest in radio as a director of the Radio Workshop at the University of Utah. He gained microphone experience at KOVO, Provo, and KSUB, Cedar City, Utah. He joined the staff of KSL in 1944 as an announcer-producer.

J. Allen Jensen, Announcer-Producer, was employed by KSL in 1936 as a staff announcer. He traveled extensively in Europe during 1937-39, and served as an executive officer in the Army Special Services Division in the entertainment and education section during the War. He studied at Trinity College of Music, London, and returned to KSL in 1946.

John Woolf, Announcer-Producer, spent 1934-36 with the Columbia Broadcasting System in New York in guest relations, sound effects, scripting and staging. He was an operator-announcer at KID, Idaho Falls, Idaho, during 1938. During the years 1939-44, he was an announcer, writer, Assistant Program Manager, and Assistant Program Director of station KDYL, Salt Lake City. He was awarded the H. P. Davis Award for outstanding announcing by the National Broadcasting Company in 1943. In 1946, after two years in the Armed Forces, he joined KSL as an announcer-producer.

Wayne Kearn, Supervisor of Continuity, received his university training in journalism at Brigham Young University, where he became an instructor in journalism and the Editor of the school magazine. He was the Assistant Director of the Publicity Bureau at Brigham Young University for two years, and later he became Editor of the Cardston Weekly News in Alberta, Canada. He was Continuity Editor and News Editor of station

KOVO before he joined the staff of KSL as News Editor. Later, he became Continuity Editor of the station. Today, he is the General Manager of the Columbia Broadcasting System television outlet in San Antonio, Texas.

Foster Cope, Director, Staff Orchestra, graduated from the New England Conservatory of Music, Boston, Massachusetts. He was music arranger for station KHJ, Los Angeles, California, and also the Arranger and Assistant Musical Director for Ferde Grofé, Hollywood Playhouse, the Mayan Theater in Los Angeles, and the Geary and Alcazar Theaters in San Francisco. He conducted the San Francisco Symphony Orchestra and worked with the National Broadcasting Company in San Francisco before joining the KSL staff in 1942.

C. Richard Evans, Chief Engineer, was an engineer for station KDYL for two years, KLO for six months and KJR for one year. He joined KSL in 1927, became Assistant Chief Engineer in 1941 and Chief Engineer in 1944. During 1942-44, he worked with the Office of Scientific Research and Development, United States Government. Later, he became General Manager of the KSL Corporation and was instrumental in setting up a television facility in Hawaii.

Eugene G. Pack, Technical Director, started his radio career as an engineer at station KLO, Ogden. He joined KSL in 1930 and was made Chief Engineer the same

year. In 1944, he did special research with the Office of Scientific Research and Development, being assigned to the Technical Liaison Division, Office of Chief Signal Officer, Paris.

Rollow C. Kimball, Operations Engineer, has been with KSL since 1929. He was transmitter supervisor in 1942 when called into the Signal Corps. He returned to KSL in 1945 as Operations Engineer. Today, he is Chief Engineer, KSL-Television.

Melvin B. Wright, Studio Supervisor, spent two years at a radio trade school before joining KSL in 1932. Ten years later, after working in many engineering responsibilities, he was appointed KSL Studio Supervisor.

Maurice J. Jones, Transmitter Supervisor, began his radio career at station KID, Idaho Falls, Idaho. He joined the KSL engineering staff in 1939, and was made KSL Transmitter Supervisor in 1945. Today, he is Chief Engineer, KSL-Radio.

To evaluate further KSL's "balanced voice" philosophy, several station studies were made covering the 1941-45 period.⁹ In 1941, sustaining programs on KSL amounted to 41.4 per cent of total time on the air. Commercially sponsored programs amounted to 58.6 per cent. The four subsequent years showed 41.4 and 58.6, 36.8 and 63.2, 32.7 and 76.3, and 34.6 and 65.4 per

⁹Ibid., pp. 137-41.

cent, respectively.

In analyzing the ratio of program origination between KSL and CBS, it was found that in 1941, KSL originated 40.4 per cent of all programs. CBS originated 59.6 per cent. In the following four years, the comparable percentages were 41.9 and 58.1, 42.2 and 57.8, 38.0 and 62.0, and 37.3 and 62.7.

In classifying KSL programs as to content, it was found that, in 1941, KSL programmed its average broadcast day with 72.9 per cent entertainment, 20.07 per cent education and news, 3.67 per cent religion, 1.9 per cent agriculture, 1.28 per cent government, and .8 per cent civic programs. The following four years showed approximately the same pattern except that entertainment programs dropped about seven percentage points while educational and news programs increased about four percentage points, with the remaining three percentage points picked up by the other types of programming.

Public service programs aired by KSL in 1944 amounted to 1,344:48 hours, with KSL originating 660:30 hours and CBS originating 684:18 hours. In 1945, total time given to public service programming on KSL was 1381:25 hours, with KSL originating 695:57 hours and CBS originating 685:28 hours.

During the four year period, 1942 to 1945, inclusive, KSL received a total of 119,198 pieces of mail from

listeners in all but four counties of the eleven Western States.¹⁰ Following are some of the public service programs, which, together with programs noted in previous chapters, elicited this mail response:

On Tuesday, September 4, 1945, KSL broadcast exclusively the full proceedings of the Mass Interdenominational Peace Meeting.¹¹ It was aired from 8:00 to 9:30 p.m., Mountain War Time. President George Albert Smith of the Mormon Church conducted the program. There were talks by Bishop Arthur W. Moulton of the Episcopal Church, Bishop Duane G. Hunt of the Catholic Church, Reverend Lyons of the Salt Lake Ministerial Association, Rabbi Luchs of Temple B'nai Israel, and J. Reuben Clark, Jr., First Counselor to the President of the Mormon Church. The music for the program was provided by the Salt Lake Tabernacle Choir.

In November, 1944, a series of programs, "Utah Colleges on the Air" was instituted.¹² These programs originated with the three institutions of higher learning in the State, namely: the University of Utah, the Utah State Agricultural College, and the Brigham Young University. Programs were heard Friday evenings from 10:00 to 10:30 o'clock. The purpose of the series was to give

¹⁰Ibid., p. 11.

¹¹Ibid., p. 142.

¹²Ibid.

each university the opportunity to express itself on topics with which it was especially interested. In conjunction with this program, KSL offered each school an annual \$200.00 scholarship to be awarded to students who showed outstanding ability in the field of radio broadcasting (writing, announcing, production, etc.).

On Christmas Eve, 1945, KSL presented the "Christmas Carol" from 10:00 to 11:00 o'clock, which had been transcribed earlier from the CBS network. From 11:00 p.m. to midnight, KSL presented, in its initial appearance, the Utah State Symphony Orchestra from Kingsbury Hall at the University of Utah campus, with a program of Christmas music. At midnight, the Christmas Eve Mass from the Cathedral of the Madeleine was presented, with Catholic Bishop Duane G. Hunt presiding and officiating.¹³

In cooperation with the Geneva Steel Company and the Union Pacific Railroad Company, on August 19, 1944, KSL originated a Columbia Broadcasting System program on the growth, development, and status of the Geneva Steel Plant near Provo, Utah, the largest steel plant which had been built west of the Mississippi River.¹⁴

It had been built at a cost of \$200,000,000.00. Howard R. Driggs of New York University, who was President of the American Pioneer Trails Association, narrated the

¹³Ibid.

¹⁴Ibid., p. 143.

broadcast. The program included a narrative of the colonization of the West, including Brigham Young's prophecy in 1859 to the effect that a large steel plant would one day be built in Utah Valley. Microphones had been placed at strategic locations throughout the plant at Geneva, and Department Supervisors gave graphic descriptions of operations at this ultra-modern steel plant.

In mid-December of 1940 and 1941, KSL originated mass meetings of all the churches which had participated in the series of programs, "Your Hymns and Mine."¹⁵ Soloists and choirs and musical groups of nineteen different denominations came together for a broadcast of seasonal music representative of the various groups. Some 400 different musicians participated in this program.

A series of seventy-eight programs dramatizing the events of the history of the area covered by KSL's signal was presented each Wednesday evening from 9:30 to 10:00 o'clock. The KSL Players participated in this series.¹⁶

For three summers, 1943, 1944, and 1945, KSL arranged broadcasts of the internationally famous Roth String Quartette when it made its appearance at the

¹⁵Ibid., p. 144.

¹⁶Ibid.

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Brigham Young University Music Festival each of those years.¹⁷

A special program concerning the War Bond Drive was aired on KSL February 12, 1944. Governors of the states of Utah and Idaho appeared on the program to unite the efforts of the two states in the interests of the Drive.¹⁸

Election night coverage was provided each election year by KSL in cooperation with the Salt Lake Tribune and the Wire Services. Through the combined efforts of these organizations and the Columbia Broadcasting System, complete local, state, and national returns were made available to KSL listeners.¹⁹

On April 13, 14, and 15, 1945, KSL cancelled all local spot announcements and commercial programs in order to bring the memorial services for President Franklin Delano Roosevelt to the people of the Intermountain West.²⁰ At 9:30 o'clock on the night of President Roosevelt's death, KSL fed a program of appropriate music by the Tabernacle Choir and organ to the CBS network.

The problems faced by amputee veterans returning to civilian life were highlighted in an Army Day broadcast

¹⁷Ibid.

¹⁸Ibid.

¹⁹Ibid.

²⁰Ibid.

originated by KSL from the Army's Bushnell General Hospital and carried over the CBS network.²¹ The program was carried on the network April 6, 1946. Interviews with amputees were conducted. Their message, in effect, was: "We've proved our manhood, treat us like men. We ask no special favors, only an even break. Given a fair chance we can pull our own weight."²²

There have been many assaults made on the "measured mile" of the Bonneville Salt Flats, 120 miles west of Salt Lake City. KSL had been there to report most of these.

Sir Malcolm Campbell selected the Utah Salt Flats as the site for his attempt to break the land speed record in 1935. KSL reported, in September of that year, that he was the first man to drive a car over 300 miles an hour.²³

In the months of August and September of 1938, Captain George E. T. Eyston and John R. Cobb each made runs over the measured mile. For these events KSL fed broadcasts to New York City, where they, in turn, were rebroadcast across the Atlantic to the British Broadcasting Corporation. A year later, in August, 1939, John Cobb set a world's record on the Salt Flats of 368.8

²¹Ibid., p. 145.

²²Ibid.

²³Ibid.

miles an hour.

For all these runs, KSL provided thorough broadcast coverage. The station installed four shortwave transmitters and kept a complete engineering staff at the Salt Flats to maintain them. A complete announcing and production staff was also on hand to bring minute-by-minute results of these events.

For a period of some sixteen years, 1932 to 1948, hundreds of dramatic radio plays were written and produced at KSL.²⁴ The "KSL Radio Playhouse" was one of the most familiar and most popular programs aired on KSL. The KSL Players were in constant demand, both at the station and at many of the local legitimate stage operations. Some of the dramatic broadcasts offered by KSL were:

"The Choice of the People"--a twenty-six week series dramatizing the lives of the nation's presidents.

"Pioneer Trails"--a twenty-six week series which dramatized the cultural and industrial developments of communities in the Intermountain West.

"The Intermountain Empire March of Progress"--a twenty program series which spanned three seasons. This program saluted communities in Idaho, Arizona, Nevada, and Utah, and was broadcast to coincide with local celebrations.

"Tall Tales"--a series dramatizing humorous whoppers

²⁴Ibid., pp. 152-53.

Submitted by listeners.

"Mary and John"--the first locally produced daytime serial.

"Good Morning, Judge"--a series based on actual criminal court records, dedicated to the problem of combating juvenile delinquency.

"Headlines in the News"--a rapid-fire 'March of Time' type broadcast which dramatized important news events while they were still news.

"Trails of the Great Northwest"--a dramatization of the fur-trading industry of the Northwest.

"John D. Spencer"--a series featuring one of the old guards at the famous Salt Lake Theater. This series depicted the settlement, growth, and cultural development of Salt Lake City.

"The Death Watch"--a series of mystery thrillers, some of them based on actual Utah State Prison records.

"Junior League"--a series of dramatizations concerned with children's stories. This was a regular Saturday morning feature for many years, produced in cooperation with the Salt Lake City Junior League.

"Story Telling Time"--a five-times-a-week series which continued for three seasons. The series presented dramatized fairy tales--some old favorites, some new originals. Young people and their parents were invited to the studios to watch the broadcasts.

"Pioneer Tales"--a new treatment of old tales concerning the development of the Intermountain West.

"Gerald and Edwin Bates"--a series of weekly half-hour comedy drama shows. This comedy team made hundreds of personal appearances in behalf of local charities as KSL representatives.

"Special Dramatic Salutes"--programs prepared to commemorate such events as 'The Driving of the Golden Spike,' and 'Birthday of California Statehood.'

During one thirteen-week series of dramatic presentations, a listener response survey was conducted. Requests for pictures of the KSL Players were received from 49,600 listeners in forty states, Alaska, Hawaii, Mexico, and South America.²⁵

The KSL Players, in 1940 and 1941, presented two legitimate productions at a downtown Salt Lake City theater and one in an Ogden theater. Proceeds from these productions were turned over to the American Red Cross--more than \$5,000.00 to the Salt Lake County chapter; more than \$2,000 to the Weber County chapter.²⁶

Tastes in music always have varied widely among KSL's large, heterogeneous audience; and KSL has recognized its responsibility for programming to these divergent tastes. A review of a week's program schedule in July,

²⁵Ibid., p. 153.

²⁶Ibid.

1945, for example, revealed this musical potpourri: Tabernacle Choir and organ music, the Stradavari Orchestra, the New York Philharmonic Symphony Orchestra, Nocturnal Symphony, Songs of Harry Clarke, Western Jamboree, Tic Toc Tunes, Hits of the Day, Band of the Day, Songs of Carol Francis, Jimmy Carroll Sings, Johnny White Orchestra, Music of the Americas, Great Moments in Music, the Henry King Orchestra, Invitation to Music, America Melody Hour, Interlude for Strings, Columbia Masterworks, Sun Up Tune Time, Moods in Rhythm, Show Tune Time, Donald Vorhees Orchestra, Eddie Stone Orchestra, the KSL Orchestra, the Les Brown Orchestra, Irene Beasley Songs, the Korn Kobbler, The Chansonettes All-Girl Chorus, Easy Rhythm, Songs by Jack Kerr, St. Louis Municipal Opera, Your Hit Parade, Saturday Night Serenade, Gene Krupa Orchestra, Hollywood Barn Dance, and Georgie Guld Orchestra.

As an added service to its listeners, KSL, in 1934, arranged to have a time signal "beep tone" tripped on the hour by Western Union circuit direct from the Naval Observatory at Arlington, Virginia.²⁷ It was soon discovered that one-ninth of a second was lost in the transmission of the signal from Arlington to Salt Lake City. KSL engineers, after consulting with Western Union engineers, worked out a way to compensate for this loss

²⁷Ibid., p. 270.

of time during transmission of the signal. As a result, KSL's time signal is highly and dependably accurate.

One of the problems in putting this time signal service into operation was the selection of the tone which would most suit the average listener. It was decided that 2,500 cycles would be the best average frequency, but it was soon discovered that some individuals could not hear a tone of that frequency. As a result, a 1,200 cycle tone was added, and one-half of the 2,500 cycle tone was retained. With this combination, almost everyone could hear the tone and still not be jarred when it was broadcast.

Since the inauguration of the time signal on KSL, January 1, 1934, residents in KSL's coverage area have come to depend on this hourly signal for accurate time. Captains of ships at sea have written to express their appreciation for its value in checking the accuracy of their chronometers. Airplane instruments at military installations have been checked for accuracy against the KSL time signal. Seismic stations of the U. S. Coast and Geodetic Survey have been synchronized with this signal.

Over the years, KSL has received a number of awards in recognition of outstanding public service broadcasting. Some of the major awards received during the time covered

by this study are:²⁸

The Variety magazine Showmanship Award of 1937. This award was presented to KSL for "Community Showmanship on a Prestige Subsidiary Station."

The George Foster Peabody Radio Awards of 1944 recognized KSL for "Outstanding Entertainment in Music" for its 'Music and the Spoken Word' series featuring the Mormon Tabernacle Choir and organ and the voice of Richard L. Evans.

KSL received the award "for the most educational booth at the Utah State Fair" in 1943. A similar award was presented KSL in 1944.

The City College of New York presented an Honorable Mention award to KSL in 1946 "for an unusually effective public service radio program developed by a clear channel station: 'This Business of Farming.'"

On May 6th of the same year, the Institute for Education by Radio, Columbus, Ohio, presented a first award to KSL for "This Business of Farming." Competition was among regional and clear channel stations. The accompanying citation read: "For informational content and lively entertaining style, also for unusually good judgment in program planning and production resulting in high listener interest."

From the early days of American radio, stations have

²⁸Ibid., pp. 181-86.

been charged with the responsibility of programming "in the public interest, convenience, or necessity." Stations such as KSL, reaching vast areas with clear channel signals, have had the responsibility compounded because of the widely divergent audiences within their coverage areas. To meet this responsibility, KSL, as a matter of policy, has attempted to program to the many audiences rather than to one specialized segment of the total audience. KSL never has been a primarily-music station or a primarily-news station or a primarily-sports station or a primarily-drama station. Rather, it has striven for a well-rounded diversification in its plans, its personnel, its programming. Both its precepts and its practices have been based on the philosophy of creating a balanced radio voice for the people of the Intermountain West.

CHAPTER XI

THE VOICE'S POLICIES AND STANDARDS

Emerson once said: "What you are stands over you the while, and thunders so that I cannot hear what you say . . .".¹ This quotation suggests that performance is more important than policy, and there are few who would disagree with such philosophy. However, in an historical study, it would seem wise to analyze both performance and policy with the thought of comparing the two, and of seeking to discover when and how policy has affected performance. Preceding chapters have gone into some detail outlining the performance of radio station KSL. This chapter will be concerned with the policies and standards developed at the station over the years, and with the relationship of these policies and standards to the actual performance of the station.

The most complete statement of policy prepared by KSL was developed during the early 1940's. It was published in 1942 in a book of instructions called

¹Ralph Waldo Emerson, Letters and Social Aims, quoted in John Bartlett, Familiar Quotations (Boston: Little, Brown and Company, 1951), p. 415.

Station KSL at Work--Operating Practices.² During the following four years these instructions were revised several times. In 1946 they were presented to the Federal Communications Commission as part of KSL's case for continuation of its clear channel status. These 1946 statements of KSL policy, which appear in the Appendixes of this study, include "general program standards and policies, specific program policies, news program standards, agricultural program policies, religious program standards, educational program standards, public service program standards, sustaining program standards, political program standards, standards for children's programs, and KSL commercial standards."³

These standards and policies were the result of twenty years of broadcasting experience; and although much of the early experience was from trial and error, a thread of station policy was present from the very beginning. A reminder was given on the first program on KZN that "By means of this radio station, the Deseret News proposes to serve you daily with news bulletins, music, weather reports and other data of interest."⁴

It is apparent that KSL never considered itself merely a Salt Lake City station or merely a Utah station

²FCC, Station KSL, Documentary Evidence, p. 18.

³Ibid., pp. 19-33.

⁴Deseret News, May 8, 1922.

because its programming and promotion consistently included reference to important happenings of interest to residents in Idaho, Wyoming, Arizona, Nevada, California, and beyond. Special programs were beamed to the East Coast, the Mid-West, the Far North, the Far East, and to ships at sea. Such programs helped fulfill KSL's policy that 'Every individual within KSL's area should daily find some of his special interests reflected in KSL programs.'"⁵

An early policy statement encouraged "broadcasting by anyone at any time provided it does not encourage racial, religious, or governmental prejudice, or anything indecent or profane."⁶

Although it was common practice to use a great deal of local musical talent in early broadcasting, KSL went one step farther in its policy concerning music presented on the station, and encouraged listeners throughout the Intermountain area to compose words and music for possible broadcast use by KSL.⁷

On occasions, KSL served both major radio networks simultaneously. A speech by Franklin D. Roosevelt in the Salt Lake City Tabernacle in 1932, for example, was fed to both networks by KSL.⁸

⁵FCC, Station KSL, Documentary Evidence, p. 19.

⁶Board of Directors' Meeting Minutes, October 14, 1927.

⁷Ibid., July 31, 1931, and September 15, 1931.

⁸Ibid., September 20, 1932.

All available KSL records indicate that public service programs received ample air time each year. For example, during the first six months of 1934, approximately 455 hours of public service programs were broadcast (an average of two and one-half hours a day). These broadcasts included programs for educational institutions, civic groups, charitable and public health organizations, churches and other religious bodies, governmental and political organizations, and farm and labor groups.⁹

As an indication of the monetary value of public service programs broadcast free by KSL, in 1939, those programs would have cost \$20,764.00 at the regular commercial rate. Public service programs broadcast in 1940, figured on the same basis, would have cost \$23,149.00.

KSL was active in getting a radio artists bureau started "to develop talent, [and to] organize talent for use not only for radio stations but for other entertainment."¹⁰

Quality of KSL programming was a prime concern with ownership and management. "Make it comparable to the most outstanding network production," seemed to be their constant goal. And when local production personnel could not come up to KSL standards, suggestions were made "that a first class director be brought in for

⁹Ibid., September 18, 1934.

¹⁰Ibid., April 20, 1936.

instructing purposes in order to provide programs that would be comparable to the best."¹¹

During World War II, when many employees were entering the armed services, radio personnel were in short supply and long demand. This resulted in the practice of radio stations "raiding" other radio stations for needed employees. Since 50,000 watt, clear channel KSL carried with it a certain aura of prestige in the Intermountain area, the temptation to find replacements from other local stations was present. To clarify KSL's position on this touchy matter, Ivor Sharp, KSL General Manager, issued a statement that "Station Management had not and would not solicit, encourage, or otherwise attempt to entice employees of radio stations in this vicinity to work at KSL to the detriment of the other station."¹²

Following World War II, KSL was criticized for the large number of mystery programs which were appearing on the station during periods of high listening by children. Several suggestions were made by management, such as limiting the scheduling of such programs until after 9:30 p.m.¹³ Although no policy was formally adopted, a number of network programs deemed unsatisfactory for children were taken off the air.

¹¹Ibid., February 7, 1940.

¹²Ibid., August 10, 1942.

¹³Ibid., July 31, 1947.

The problem of who controls program policy--the sales department or the program department--was brought into focus in 1946. In analyzing the problem, Ivor Sharp stated:

Radio salesmen have insisted that they were in the best position to know about the needs of the sponsor, that they were the ones who should arrange the schedule satisfactory to him, and moreover, that they were best able to judge the type of program the sponsor would purchase. As a consequence, the Program people, who are supposed to know more about programs than anyone else, have been left on the outside in respect to many vital program considerations. In many instances, the Sales people have sold that which appealed to them personally, rather than the programs prepared for sale, or the type most suited to the schedule. While we fully appreciate the necessity of meeting the needs of the sponsors, nevertheless, we believe they can be better served by the change proposed [returning the control of program policy to the Program Department].¹⁴

The new policy was initiated at KSL in the fall of 1946.

KSL guarded its image closely, not only concerning programming but also concerning commercial announcements which might appear over its facilities. During the early 1940's, when transcriptions were becoming more popular, advertisers in Salt Lake City began suggesting that transcribed commercials using talent from one station could well be used on other stations. KSL issued the policy that:

KSL should not be a party with other local stations in the presentation of the same broadcast

¹⁴Radio Service Corporation of Utah, Report to the President, September 12, 1946.

for business firms; that such broadcasting was not in the best public interest or the best interest of the station as the practice would bring all stations to the same level; therefore, KSL would neither make transcription records or accept transcription records made by other local stations for commercial release.¹⁵

Although KSL today recognizes all of the major local advertising agencies, and works with them very closely and harmoniously, station management was slow to accept the local agencies' expansion into radio advertising. As late as November, 1946, KSL's official attitude toward local advertising agencies, as reported by the General Manager to the President, was:

Local advertising agencies have never, nor are they now performing a real service to radio. As a matter of fact, they offer a problem to us rather than a help, and better relations should be established between radio stations and local advertising agencies. Now these agencies offer a continual threat by their attempts to dictate program policies. For the most part they have not to date made a contribution to radio in this area.¹⁶

As a part of its policy toward education, KSL, in 1944, established radio scholarships at the three four-year institutions of higher learning in Utah--Utah State Agricultural College, University of Utah, and Brigham Young University. Each scholarship was in the amount of \$200.00 and was to be awarded to those who had shown outstanding ability in speech, writing, improvement

¹⁵Board of Directors' Meeting minutes, October 18, 1943.

¹⁶Radio Service Corporation of Utah (Radio Station KSL), Report to the President, Progress Summaries, Financial Statements, Special Studies, bound typescript, November 15, 1946, p. 2 of "Pending Problems at KSL."

of farm broadcasts, or similar endeavors.¹⁷

At this same time, KSL made available one-half hour each week to be shared on a rotating basis by the three universities.¹⁸ Programs were to be prepared and produced by the universities, with facilities and engineering personnel provided by KSL.

One of the knotty problems with which KSL has been faced for years is the development of a policy toward the advertising of tea, coffee, tobacco, and alcoholic beverages on the station. The Mormon Church, KSL majority stockholder since 1925, advocates a policy which speaks of the deleterious effect of these products on the human body. This "Word of Wisdom" is a deeply religious principle in many Mormons' lives. Setting policy to please Church membership and, at the same time, to fulfill its obligation to the entire audience of its 50,000 watt, clear channel signal, has been a difficult and often frustrating experience for KSL Management.

In the early days of radio, KSL would permit no advertising of tea, coffee, tobacco, beer, or wine over its facilities. Gradually, however, this ban was relaxed on everything but alcoholic beverages (concerning tobacco, KSL, on several occasions, found itself in the paradoxical

¹⁷Board of Directors' Meeting minutes, September 25, 1944.

¹⁸Ibid.

position of accepting tobacco advertising and anti-tobacco advertising simultaneously). In researching this area of KSL's operations, however, it was discovered that most of the policy indecision and fluctuation occurred over the advertising of beer and wine on KSL.¹⁹

In a Board of Directors' meeting in 1951, it was brought out that "KSL formerly took beer sponsored programs and they had been discontinued when he [J. Reuben Clark, Jr.] became President of the Corporation [August 12, 1938]".²⁰

The agenda for a Board of Directors' meeting, February 8, 1943, listed item number two as "Change in policy of both networks in respect to liquor trade; NBC and CBS now accepting beer and wine accounts. KSL has refused to carry." Minutes of this Board meeting, however, reveal no discussion of this matter.

The refusal to carry beer or wine advertising on KSL continued for many years. In 1950, Station Manager C. Richard Evans "suggested that KSL's policy of accepting no beer or wine advertising be enlarged to include 'no demonstration of the operation of a lethal weapon.'"²¹

As television began to develop into a major advertising

¹⁹See Doctrine and Covenants, Section 89, for a discussion of the Mormon Church's beliefs concerning tea, coffee, tobacco and alcoholic beverages.

²⁰Minutes of Board of Directors' Meeting, October 25, 1951.

²¹Minutes of KSL Department Head Meeting, March 27, 1950.

medium, pressures on KSL from national beer advertisers, through the Columbia Broadcasting System, began to be felt. Station President Clark held a meeting on the subject with other members of the General Authorities of the Mormon Church. The minutes of a KSL Executive Committee meeting in 1951 summarized this meeting as follows:

President Clark reported a meeting with other General Authorities in which the subject of discussion was beer, wine, and tobacco advertising on KSL and KSL-TV. Several points were made. (1) When KSL or KSL-TV refuses such business, it does not stop it from reaching the young people, because KDYL and KDYL-TV release the programs offered. (2) A decision must be made to operate KSL and KSL-TV in the very best manner with the realization that to do so it seems necessary to carry beer and tobacco advertising or that the Church should get out of the business entirely. To do the latter thing would release the control of the facilities to parties who may not exercise any discrimination.²²

At another Executive Committee meeting held a month later, General Manager C. Richard Evans:

. . . reported the disturbed and insecure status of present TV network affiliations. He enlarged on the vigorous competition for time between ABC and CBS [KSL-TV was carrying programs from both networks], resulting largely from KSL-TV's reluctance to accept programs sponsored by beer accounts. In the general discussion which followed, a deep concern was expressed over the loss to . . . competition of top-rated programs with beer commercials without accomplishing the Church objective of keeping the young people free from such inducements. Mr. Evans enlarged on the advisability of maintaining affiliation with CBS and proposed that in the "squeeze," which is inevitable and maybe immediate, that KSL Management be empowered to make a decision, subject to later reconsideration

²²Minutes of the KSL Executive Committee meeting held August 23, 1951, at 47 East South Temple Street, Salt Lake City, Utah.

by the Executive Committee.²³

Policy concerning network broadcasts on KSL sponsored by beer accounts was established at a Board of Directors' meeting in October, 1951.

President Clark then raised for discussion the question as to whether or not KSL and KSL-TV should accept programs sponsored by beer accounts. He called attention to KSL-AM's position, past and present, as a clear channel station and its importance as a link in the CBS Network; he outlined the changes in the radio generally as the result of the growth of television and the struggle for position and business now going on among the networks, both AM and TV; he called attention to the difficult positions in which KSL had been placed recently as a result of its policy against the acceptance of beer accounts and stated that under the circumstances it appeared clear that neither KSL nor KSL-TV could be dominant and influential if the Corporation continued to refuse to accept beer programs. In reaching his conclusion, President Clark pointed out that the dominance of a station depended not alone upon its physical equipment, but also to an equal, if not a greater, extent upon its audience; that to maintain an audience you must have programs to which people will listen; that if you lost a part of your audience (and audience ratings were more or less carefully recorded by advertising agencies) then the desirability of the station as an advertising medium was reduced; that this meant reduced revenue; that reduced revenue meant a reduction in your ability to operate a first class station; that all this spelled the reduction of a dominant station to a second-rate or third-rate station. President Clark explained that the mere supplying of funds sufficient to maintain the station by subsidy would not supply the audience which depended upon the kind of programs which were broadcast and, therefore, to maintain a dominant position a station must provide the best programs available. President Clark drew a distinction between the programs themselves and the sponsors. He also noted that KSL formerly took beer sponsored programs and they had been discontinued when he became President of the Corporation. He said that the answer, therefore,

²³Ibid., September 13, 1951.

to this problem was not one of subsidising the station with funds sufficient to run it, but of maintaining the audience. President Clark stated that the question had been raised with the dominant stockholder as to the possibility of selling the dominant interest in the station, but that had been considered inadmissible.

President Clark then gave a digest of a recent telephone conversation he had with Frank Stanton, President of CBS, in which Mr. Stanton had informed President Clark that while he was very sympathetic to KSL's position in regard to beer, this matter came down to a question of hard business and that the network was forced to provide outlets for sponsors of beer accounts. In answer to President Clark's question as to whether the acceptance of beer now would be followed by requests later to take whisky accounts, Mr. Stanton stated he did not expect that to happen, for public sentiment would be strongly opposed to whisky. Also, Mr. Stanton held out the prospect that in a few years, when more TV stations were in operation, the sponsorship of beer programs might then cease to be a serious Network problem.

President Clark reported that upon three different occasions this matter had been presented to the majority stockholders and that after careful consideration they had arrived reluctantly at the decision to accept Network beer sponsored programs, if approved by the Directors. However, they urged that the negative aspects of the commercials be minimized to the extent possible. President Clark stated that the decision of the majority of stockholders had been reached as a result of the recognition that KSL, by virtue of its franchise with the Government, was serving in a public utility relationship and, therefore, obliged to serve all of the people and, also, because it seemed clear, under existing conditions, that the continued refusal of KSL-AM and KSL-TV to accept accounts under beer sponsorship would reduce the high standing of this Corporation in the radio industry.

. . . the Board voted unanimously to authorize the Management to negotiate such contracts as are necessary to protect and best serve the combined interests of KSL-AM and KSL-TV, including beer business as may be required to this end.²⁴

Thus, the policy to accept beer advertising from

²⁴Minutes of Board of Directors' meeting, October 25, 1951.

the CBS network was established. At that time, KSL did not accept either national non-network beer advertising or local beer advertising. In the spring of 1952, for example, KSL refused a contract from Anheuser Busch for \$50,000 and one from Lucky Lager for more than \$83,000.²⁵

The KSL rationale of accepting beer advertising from the network but not from national spot or local advertisers was constantly being questioned, within and without the station, on ethical as well as economic grounds. Many breweries which had less than national distribution believed that they had as much right to use the facilities of KSL as did the breweries which used network programming. After several years of examining and re-examining its policy concerning beer advertising, KSL, in 1956, opened its facilities to national spot and local beer advertisers as well as to network beer advertisers.

The manner in which a station promotes itself to its audience and to prospective advertisers mirrors to a great extent the philosophy behind the station's policies. As pointed out by Jacob Evans, in his Selling and Promoting Radio and Television: "The strength of a station's advertising and promotion department influences greatly the station's standing among national and local advertisers, as well as its prestige among its

²⁵Minutes of the Executive Committee, June 12, 1952.

listeners or viewers. The promotion department is the 'voice' of the station."²⁶ He points out further: "It is no coincidence that the most successful radio and television stations in America also have the finest promotion departments. One of the distinguishing features of stations like . . . KSL, Salt Lake City . . . is their outstanding promotional operations."²⁷ An example of KSL's promotional efforts was the "In the West It's KSL" advertisement which appeared in Broadcasting and Printers' Ink magazines during September, 1945. The illustration which was prepared by an outstanding Western artist, Paul Clowes, depicted a cowboy relaxing on his horse, a portable radio strapped to the back of the saddle (a copy of the advertisement appears in the appendixes of this paper). The copy read:

In the West It's KSL
The West is big. In this land of vast spaces, radio must be big too. It must leap the mountains, span the rivers, and fly the deserts. In the West it's KSL. This tradition is by no mere accident. KSL can be heard most anywhere. This has been so for years, and people have come to depend on KSL. To serve such a vast area of America from the busy industrial cities of the Intermountain country to the lone sheep herder on the high prairie is a challenge. But Westerners know KSL and KSL knows and interprets the spirit of this rugged, robust West.²⁸

²⁶Jacob A. Evans, Selling and Promoting Radio and Television (New York: Printers' Ink Publishing Company, 1954), p. 212.

²⁷Ibid.

²⁸Broadcasting Magazine, September 24, 1945.

Reaction to this ad was immediate. C. B. Larrabee, President of Printers' Ink, wrote to KSL: "It really is a swell job and ought to do a lot to emphasize the importance of KSL. I think your strategy is excellent."²⁹

Sol Taishoff, Editor and General Manager of Broadcasting said: "It's more than outstanding promotion-- it's actually art. It is most pleasing to us to carry copy of such calibre. It helps our prestige, too."³⁰

Bob Johnston, Promotion Manager, WHO, Des Moines, Iowa, stated: "If that 'Lonesome Cowboy' ad doesn't rank number one in reader interest among radio advertising for 1945, I'll be mighty surprised."³¹

W. S. Clark, Manager, Howard R. Wilson Company, added: "Your full page ad in the September 24th issue of Broadcasting knocked me for a loop and I've got an idea that it's going to affect a lot of time buyers in the same manner. . . .It goes into my book as the #1 media advertisement for 1945."³²

Following are excerpts from a few of the many other comments received by KSL relative to this promotional advertisement:

²⁹Reproduced in Radio Service Corporation of Utah (Radio Station KSL), Report to the President, October 22, 1945, p. 1 of "Excerpts of Letters--Re KSL 'Cowboy' ad."

³⁰Ibid.

³¹Ibid.

³²Ibid., p. 3.

Ralph Taylor, Promotion Director, CBS Pacific Network: "I think your full color page advertisement is a dandy. Your professional job is very impressive and I am sure it will have high readership."³³

Jay W. Wright, Chief Radio Engineer, Columbia Broadcasting System: "I was delighted to see the full color cowboy picture of your advertisement in Broadcasting. . . . It is a truly remarkable picture and a very effective advertisement."³⁴

John Alexander, General Manager, radio station KODY: "This is one of the finest pieces of promotion I have seen for a good long time. As usual . . . KSL continues to lead the field."³⁵

Walter E. Wagstaff, radio station KIDO: "May I compliment you on your ad in Broadcasting. . . . It is the best station ad that Broadcasting has ever carried."³⁶

G. Bennett Larson, Manager, WPEN: "Your recent ad in Broadcasting is simply terrific. It is one of the best ads for radio and your coverage problems that I have ever seen."³⁷

Harry W. Marks, Advertising Director, Printers' Ink:

³³Ibid., p. 1.

³⁴Ibid.

³⁵Ibid.

³⁶Ibid.

³⁷Ibid.

"I think the insert you had in the current issue of Printers' Ink was most dramatic. The book has been out only a few days but I have already heard many favorable comments about it."³⁸

Harry W. Witt, Assistant General Manager, CBS Pacific Network: "I have seen a reprint of your cow puncher ad. . . . I think it is superb."³⁹

Maury Long, Business Manager, Broadcasting: "The 'cowboy' insert is really a stand-out job."⁴⁰

Milton L. Greensbaum, radio station WSAM: "May I compliment you on your fine ad which appeared in Broadcasting. . . . In fact, it intrigued me so much . . . I am writing for a copy which would be suitable for framing."⁴¹

Emile J. Gough, SESAC, Inc.: "Just saw that wonderful colored ad in Broadcasting for KSL. It's a pip! Congratulations! Are you making reproductions? We'd appreciate having one to frame in our office."⁴²

J. W. Conrow, West Coast Manager, Printers' Ink: "Your insert hit me right in the eye. From an artistic point of view it is truly a masterpiece. From the

³⁸Ibid., p. 2.

³⁹Ibid.

⁴⁰Ibid.

⁴¹Ibid.

⁴²Ibid.

commercial point of view I think you have done a very remarkable job as the sales message on the reverse side ties in with the art work very nicely."⁴³

Walter S. Reilly, Advertising Age: "I was very much impressed by your recent advertisement. . . . This is certainly an eye catcher."⁴⁴

On a number of occasions, executives of the Columbia Broadcasting System and other broadcasting organizations have expressed their opinions on KSL's policies and procedures.

In mid-summer, 1934, Manager Earl J. Glade reported that officials of the Columbia Broadcasting System considered KSL as being "one of the eight best stations on their network; that they were highly pleased with the cooperation of this station and are endeavoring to sell all of their programs over KSL."⁴⁵

An executive of the Columbia Broadcasting System inspected the KSL studios and transmitter plant during the spring of 1936. He stated that KSL facilities were equal to the best on the network and far superior to most.⁴⁶

⁴³Ibid.

⁴⁴Ibid., p. 3.

⁴⁵Minutes of Board of Directors' meeting, July 17, 1934.

⁴⁶Ibid., May 18, 1936.

During 1945, the network sent an engineering specialist, Dr. Chinn, to Salt Lake City to measure the acoustical qualities of the KSL studios. He stated that the KSL studios represented the best in studio construction, and "that this was the first time in CBS history that his company had measured any studio outside of the ones built by themselves."⁴⁷

E. W. Buckalew, Field Manager, Station Relations, Columbia Broadcasting System, on a number of occasions stated that he expected to see other station managers come to KSL to learn of its policies and practices.⁴⁸ At a 1946 National Association of Broadcasters convention in Chicago, he told KSL's Manager: "The strange thing about KSL is that while I hear praise from all sides, I never hear anyone speak negatively concerning your operations."⁴⁹

Robert B. Hudson, Director of Education for the Columbia Broadcasting System, stated in the presence of two CBS station managers of Owned and Operated stations: "Mr. Ralph W. Hardy is connected with the cleanest operated radio station in the United States--KSL."⁵⁰

⁴⁷Ibid., June 18, 1945.

⁴⁸Radio Service Corporation of Utah (Radio Station KSL), Report to the President, November 15, 1946, section headed "KSL, From Many Outside Viewpoints."

⁴⁹Ibid.

⁵⁰Ibid.

President Justin Miller of the National Association of Broadcasters told KSL Public Service Director, Ralph W. Hardy: "The broadcasting industry can well be proud of radio stations such as KSL who are operating on high standards and who are represented by men of outstanding calibre--so recognized everywhere in the country."⁵¹

A. D. Willard, Jr., Executive Vice President of the National Association of Broadcasters, said: "If there were more stations in this country like KSL, the problems of the NAB would be of an entirely different character. You are one of the few stations that has evolved a code of practices, and is set up as a great institution with permanence."⁵²

During the NAB Convention in Chicago, October 21-24, 1946, while discussing the 1946 Clear Channel Hearings, Federal Communications Commissioner Ewell Jett stated: "I remember how very much the Commission appreciated the feeling that KSL seemed anxious to offer any helpful testimony, an attitude that was not characteristic of many of the other parties in the hearing."⁵³

Ray Morgan, Manager of the Los Angeles advertising agency which bears his name, said: "We have had excellent response from KSL. I am impressed with your conscientious

⁵¹Ibid.

⁵²Ibid.

⁵³Ibid.

and sincere efforts to please us and our clients. We like to do business with KSL."⁵⁴

Robert Davis, Manager of Rhoades and Davis Advertising Agency, San Francisco, stated: "KSL is an outstanding station. You have done a better job in the handling of our billings than any other station with whom we do business. Your coverage and your methods of operation are unexcelled."⁵⁵

When commercial radio began in America in the early 1920's, there were almost no guide lines recognized as acceptable policies for responsible radio station operation. Many stations, like Topsy, just "grewed," fitting the personality of the station to the whims of management, or to the fickle and fast-changing entertainment fads of the day. Other stations began early to recognize that a station license carried with it a genuine responsibility for developing policies and performance which truly would serve the "public interest, convenience, or necessity." KSL, on the strength of its published policies and its actual performance, appears to qualify well for the latter group.

⁵⁴Ibid.

⁵⁵Ibid.

CHAPTER XII

THE VOICE'S LISTENERS TESTIFY

Alexander Pope, in his Essay on Criticism, suggested:
"In ev'ry work regard the writer's end, Since none can
compass more than they intend; And if the means be just,
the conduct true, Applause, in spite of trivial faults, is
due."¹

This advice need not be confined to literary criticism alone. It could be helpful when almost any type of criticism is undertaken. However, as so often happens, the one doing the criticism, as Pope later suggests, tends to pass judgment on "beauty" or "lack of beauty" by merely viewing a "lip" or an "eye" rather than "the joint force and full result of all."² The "lip" or "eye" type of criticism was very evident in the available critical comment which KSL has received over the years. In the thousands of letters, postcards, and telegrams reviewed for this study, only a handful discussed KSL's

¹Alexander Pope, The Poetical Works of Alexander Pope (A. L. Burt Company [no publisher's location or date shown]).

²Ibid.

over-all programming and policies. The remainder, whether negative or positive criticism, took one small portion of KSL's operation as the basis for liking or disliking the station.

While the vast majority of comment has been of a complimentary nature, the negative comment has tended to highlight the problems implicit in the operation of a station which is controlled by one religious group but licensed to serve a large geographic area populated by peoples of widely different political, social, economic, and religious views.

Previous chapters have pointed out KSL's recognition of these problems and its performance in attempting to solve them. This chapter will deal with the problems and performance of KSL as interpreted by its listening audience.

In the April 3, 1934, issue of Variety magazine, an article titled "Air Showmanship Ratings" was published, in which Salt Lake City radio was analyzed as follows: "KDYL comes in at a trot. Has created number of nifty programs including Kangaroo Club. Has showmanship but minimum need to use it. KSL owned by Mormon Church provides creaky organ concerts and religious singing and an open field for KDYL."³

A few days later, KSL received a letter from Variety

³Variety, April 3, 1934, p. 37.

"expressing regret that the article uncomplimentary to KSL . . . had been published."⁴

When Variety issued its 1937 Radio Showmanship Awards "for distinction during 1937 within various categories of showmanship," KSL was singled out as the "Prestige Subsidiary Station."⁵ Variety explained the "prestige subsidiary" category as "an attempt to provide room for recognition of stations that are 'voices' in greater or less degree of auspices."⁶ KSL's citation read in part: "KSL, Salt Lake City, has connections with the Mormon Church . . . [and] possesses definite personality and character beyond that of the run-of-the-mill commercial stations."⁷

In attempting to explain the basis upon which awards are made, Variety stated:

Showmanship in its best sense is apt to be synonymous with prestige. Variety's annual survey and these supplemental citations particularly disregard anything that might be considered irresponsible publicity-seeking.

Showmanship is a calculated aspect of smart station management. It has nothing to do with eccentric exuberance or exaggerated and impractical ideas.⁸

Much of the negative criticism received by KSL has been a result of the station's advertising those products

⁴Minutes of Board of Directors' meeting, May 15, 1934.

⁵Variety, December 1, 1937, p. 37.

⁶Ibid.

⁷Ibid.

⁸Ibid.

which are regarded as harmful by Mormon Church members. Many Mormons voiced their displeasure strongly relative to the advertising of these products, especially during the time when KSL was in the process of adding television to its radio operation.

I would like to see KSL follow the splendid lead of the other Church media and refuse advertising which encourages the breaking of the Word of Wisdom. Whether or not one is a Mormon, there are few informed people who will deny that the Word of Wisdom is REAL wisdom. Why can't the Church's TV outlet encourage the keeping of this very beneficial teaching.⁹

Another writer, during the transition period into TV, asked:

Now for the 64 dollar question: Exactly why is the Church in the TV business?

a) - To make money? If so we can understand why we are bombarded with the allurements of alcohol, tobacco, and the cheap side of sex, plus murder and violence.

b) - To have control of communication, and thus increased opportunity to guide our thinking and help us shape a better destiny? If so I cannot understand why nine tenths of the stuff that appears on the screen is allowed.

Can you?

I fully believe that business before decency is inappropriate in a church. I fully believe that it is more important to put out good TV programs for children than it is to print "The Children's Friend," because TV is a more powerful influence on children than magazines can ever be

TV is a power we should insist on controlling rather than allowing it to control us--even if it means money out of our pockets.

What does God think watching "Lucy" show all our little girls how pretty they can look smoking cigarettes (I know a good L. D. S. woman whose only daughter smokes for that reason)--at the same time she makes marital suspicion and jealousy look

⁹Letter in KSL's files from a Clearfield, Utah, listener-viewer, dated April 12, 1953.

hilariously funny? To defile the mind of a little child is the same thing as defiling the temple of God. Yet Christ drove the money changers out of the temple of God. KSL is a money changer--the temple is the minds of our precious children. At Primary we are not allowed to invite the mothers to a Mother's Day Tea. We are instructed to call it a Mother's Day Social. Yet KSL is telling the children to drink Beer and trying to entice them by sight and sound effects! How do you account for the split personality in this Church? Do you think a little boring Sunday preaching is going to make them forget the smile on the beer drinker's face--the way he smacks his lips, and the inviting gurgle of the bubbles in the beer? You brought that into my home for me to fight! Into my home where there was never a mention of beer before. Let me tell you my grandfather was an alcoholic. I know what you are doing! If my son should someday ruin his excellent mind with alcohol I could now say "O Lord, your church did this to me!" And who are you to deny it.¹⁰

Almost every type of program on KSL has been praised and censured at one time or another. Although today KSL- originated sports programming is the most popular in the area, the station, over the years, has received numerous critical comments from sports enthusiasts and sports detractors. One writer stated:

In the years I've been listening and looking at KSL I have never known them to have enough sense to get a man who could really understand what he was talking about, at least--or particularly--in the field of sports. You consistently insist in assigning what apparently are staff announcers with mellifluous notes and absolute ignorance--or nearly so--about the athletic event they are supposed to comment on.¹¹

Another writer commented: "This sort of exhibition [boxing and wrestling matches] is, in my opinion brutal,

¹⁰Letter in KSL's files from a Salt Lake City, Utah, listener-viewer, dated May 9, 1952.

¹¹Letter in KSL's files from a Salt Lake City, Utah, listener-viewer, dated September 6, 1952.

bloody, and unsportsmanlike and is for that reason not a fit thing to bring into any home."¹²

An irate listener-viewer wrote:

Did it ever occur to you people that you might do a little investigating as to TV viewer's interests before you cut off or cut out some of the best programs of the week to show hours and hours of that damned stupid basketball.

You might find that there are more than a plenty who don't give one damn in hell whether the 4th L. D. S. Mormon Ward of Nephtville [sic] beats the 6th L. D. S. Mormon Ward of Mantiville [sic]. [These basketball games are broadcast once a year--the final two nights' games of the largest basketball tournament in the world].

It's bad enough to have radio and TV knocked out twice a year for the L. D. S. Mormon "Conference" for days and days at a time [four hours in the late morning and early afternoon on three days of early April and early October].

So Wake UP, you may be more diluted [sic] than you think.¹³

Station personalities came in for their share of kudos and K. O.s over the years. Long time KSL radio and TV personality, Margaret Masters, who was one of the highest paid employees at the station because of her popularity with national advertisers, was cheered and jeered consistently. One of her fans wrote:

Let me put in a bouquet at this point for Margaret Masters--a woman with an unfortunate voice and a warm personality, who knows what makes life worth living. She is . . . superior in her field . . . [and] sweeps through the stench of TV shows like a

¹²Letter in KSL's files from a Clearfield, Utah, listener-viewer, dated April 12, 1953.

¹³Letter in KSL's files from a listener-viewer (no locality shown), dated March 6, 1954.

spring breeze scented with blossoms.¹⁴

In contrast, three Salt Lake City women wrote: "We wish to register a complaint. We don't like Margaret Masters and we wish you would take her off the air. . . . We feel a great deal of the time she rattles on and ends up saying nothing."¹⁵

KSL has received hundreds of thousands of pieces of correspondence over the years (42,180 in one 24-hour period in January, 1929, when the station began broadcasting with 5,000 watts of power). Correspondence which was received during the early days of broadcasting has been reviewed in previous chapters. The first part of this chapter has dealt with subsequent listener reaction of a primarily negative nature. The remainder of the chapter includes a summary of favorable correspondence received by KSL during the period of time from the middle 1930's until television became a major broadcasting medium of the KSL Corporation.

In January, 1935, a listener in South Bellingham, Washington, wrote to say that a friend who lived in Iceland listened to KSL regularly. He went on to say: "I wish to express my appreciation to you and your artists for the wonderful and inspiring universal language brought

¹⁴Letter in KSL's files from a Salt Lake City, Utah, listener-viewer, dated May 9, 1952.

¹⁵Letter in KSL's files from three Salt Lake City women, dated May 14, 1953.

to us through your broadcast Sunday night at Temple Square.¹⁶

A placer miner from Cottonwood, Idaho, said:

I write to thank you for the many pleasant moments you have given me the last few months. You see, I am a sniper, skim-digger, or placer miner, whichever you choose, down here on the Salmon River in Idaho and quite out of the world except for the radio. Your music at 6:45 a.m. is divine and your announcer is the best on the air--no kiddin'.¹⁷

A mother from Fielding, Utah, wrote to express her displeasure with "swing" music, and to:

. . . thank you for the lovely programs of Music History and science you put on the air. Saturday programs "Up and Down the Scale" is especially educational--our children are receiving the fine benefits of listening to these sketches for they are home from school and can enjoy that program thoroughly.¹⁸

The publisher of a newspaper in Edmonton, Alberta, Canada, wrote to request KSL's program schedule: "As your broadcast station seems to enjoy top position here in Edmonton, no list of programs would be complete without a schedule of your doings."¹⁹

Another Canadian, from Chilliwack, British Columbia,

¹⁶Letter to KSL from A. Auguston of South Bellingham, Washington, January 10, 1935. Note: Letters referred to in footnotes 16 through 44 may be found in FCC, Clear Channel Hearing, Docket No. 6741, Station KSL Documentary Evidence.

¹⁷Letter to KSL from William H. Bennington of Cottonwood, Idaho, December 23, 1938.

¹⁸Letter to KSL from Mrs. E. H. Packer of Fielding, Utah, February, 1939.

¹⁹Letter to KSL from Llew McKenzie of Edmonton, Alberta, Canada, March 4, 1939.

expressed appreciation for KSL's programming;

We . . . appreciate the good services of Dr. Asper, Mr. Hardiman and the other artists who give us such magnificent renditions of the best music in the world. I would like at this time to express to them all, and your station also our thanks and appreciation for all they have done for us.²⁰

A listener from Hyannis, Nebraska, stated: "I have often thought I would like to see a law prohibiting many of the programs the public is obliged to endure, but then after all, perhaps they serve a purpose, in that we can all the better appreciate programs such as yours."²¹

KSL religious programs were singled out for special praise by a woman from Bone, Idaho:

I want to tell you how much I enjoy a great many of your programs. I am especially grateful for the church programs. We live up here in the mountains where we do not have the privilege of church.

I especially liked the recent Christian Science programs released over your station and also the speeches made at the L. D. S. Conference. Certainly this should be a better world for all the good that has gone out over the air to the people of this country.²²

A KSL sponsor received a grateful letter from a Wyoming mother relative to a broadcast which spoke of her soldier son:

²⁰Letter to KSL from Maurier White of Chilliwack, B. C., Canada, October 22, 1939.

²¹Letter to KSL from Mr. and Mrs. H. E. Wolf of Hyannis, Nebraska, January 26, 1941.

²²Letter to KSL from Mrs. R. O. Breeding of Bone, Idaho, October 23, 1941.

I wish to take this means of expressing to your Company my sincere appreciation for the mention made on your radio program from Station KSL on the 6:45 p.m. broadcast last night--"Heroes of the War," in which the name of my son Lieut. Allen C. Chase received the salutation from your program as the hero of the week of the Intermountain country.²³

A Californian, spending a week's vacation at Big Bear Lake, San Bernardino, was in a reminiscing mood when he wrote:

On the table beside me is a small five tube radio, and I have just heard from KSL the story of Lu [sic] DeForest on the "Passing Parade" and it reminds me of the times years ago when we used to camp at this lake, we carried a little one tube regenerative squealer with head phones. At that time KSL was our best station, and so then as now, while the sun shines in summer the nearby coast stations come in fairly well, then near sun-down they start fading and the static takes over. Then as the sun fades out KSL takes over and from then on till you sign off, your signal is as strong and clear, static free, as a local.

It's been a long time since I wrote a fan letter to a radio station, but I just wanted to say, good luck!

I hope to see Salt Lake City when this war is over.²⁴

A listener from Hawaii, on December 22, 1944, wrote:

My wife and I both say that KSL gives us the most enjoyment from our radio of any of the programs on the air. We can only tune you in late in the afternoon but we usually stay tuned to you until you sign off the air. Really your evening programs are of the quality that other stations cannot possibly come up to. Three phases of your programs that we like best are; the better music periods including live talent as well as the recorded, the spiritual

²³Letter to Dupler's Art Furs from M. Chase of Evanston, Wyoming, April 3, 1944.

²⁴Letter to KSL from V. M. Hodgins of Whittier, California, August 30, 1944.

type given by your different churches in Salt Lake, and your news periods, especially American Fur and the one just one hour before. The music from the Tabernacle organ and sometimes the choir is tops. I wish that we could get KSL more hours of the day but the ones that we do get make up for the trash we get throughout the day.²⁵

Following a memorial broadcast for Franklin D.

Roosevelt, KSL received a telegram from Indio, California, dated April 13, 1945:

The people in cities and ranches of Coachella Valley and desert surrounding for hundreds of miles are unable to get radio reception with one exception KSL in evening only. We would appreciate a rebroadcast of Columbia's special broadcast of Warm Springs and Robert Sherwood and others tonight.²⁶

A Navy Lieutenant, on the U. S. S. Silverbell, wrote to KSL while his vessel was west of the International

Date Line:

We left from Manila, a distance of about 7,000 miles from Salt Lake. With the end of the war we have converted some of our radio receivers to peace time use, thus enjoying the short wave Armed Forces programs while on duty on the bridge. One night just before relieving the watch, I was excitedly told that they were tuned in to KSL Salt Lake City. We knew at once this was a direct hook-up because we not only heard the familiar station break but also an announcement of a "Xmas program in front of the Tribune Building." We promptly sent the program over all ships speakers. Presently we heard the program, "Sunday Evening on Temple Square."

.
P. S. Since writing this letter we have passed the International date line and are now able to pick up numerous stations. The first station the Skipper

²⁵Letter to KSL from Cecil M. Bernard of Hilo, Hawaii, December 22, 1944.

²⁶Telegram to KSL from W. H. Bell of Indio, California, April 13, 1945.

picked up on his little cabin radio was Salt Lake.²⁷

A listener in Toppenish, Washington, wrote in to say:

At long last I have acquired a radio set, and am trying to learn how to get the most out of the broadcasts available, the hard way, mostly through trial and error. I early discovered that KSL is a very outstanding station, standing in many ways, head and shoulders over any other I have as yet tuned in on. To me, its apex is the music of the Tabernacle Organ, Sunday nights, than which, it is no exaggeration to say, "There is none finer on earth."

But can you help me just a bit? I need not state I take no Salt Lake paper; but isn't there some way I can get your programs in advance; so as to know when to tune in on what?²⁸

Another Northwest listener voiced his appreciation of KSL programs: "Just a line to say that KSL comes in swell here at night and I like the programs better than any other station I can get. Particularly 'Wasatch Show,' 'Memorable Melodies,' and the night edition of 'American Melody Hour.'"²⁹

A farm wife from Glidden, Saskatchewan, expressed her thanks for KSL programming, and noted: "During the winter months my husband and I listen every night to your Masterpiece records. Living on a farm we derive the outmost pleasure out of good radio which we always seem to

²⁷Letter to KSL from Paul E. Felt, aboard the USS Silverbell sailing from Manila to the United States, December 7, 1945.

²⁸Letter to KSL from Henry R. Thayer of Toppenish, Washington, December 18, 1945.

²⁹Letter to KSL from Fred H. Kenney of Alvadore, Oregon, January 9, 1946.

get when we tune in to Salt Lake."³⁰

KSL received a letter from a Garland, Texas, man who had spent part of World War II in the Pacific:

Just a note of congratulations on the very excellent signal put out by your fine radio station.

The undersigned, an Executive Officer to Armed Forces Radio Service in the Pacific, was "unable" to not get KSL in any portion of the Pacific in which he visited, (Marshall's, Gilbert's, Western Carolines, Marianas and the Bonin-Volcan Group).

I just felt you might get a kick out of knowing that KSL stayed on the beam throughout the central and western Pacific.³¹

KSL often has been used by political candidates from surrounding states who realized their local stations did not have the necessary coverage afforded by KSL. As an example, station KOH, Reno, Nevada, wrote to KSL as follows:

The Primary Election will be held here in Nevada September 3rd, and one Clarence Pugh is planning a rather extensive campaign throughout the State of Nevada. This station does not reach Elko, Ely, McGill, Pioche and Las Vegas, and I have suggested that he transcribe his message here at our station and ship the record to KSL.

He would like to have an evening quarter hour on August 23rd between 7:00 and 8:00 o'clock, your time. I wish that you would air mail special delivery the available time and the cost for this period.³²

Public service broadcasting always has been an important part of KSL's broadcast philosophy, and hundreds

³⁰Letter to KSL from Ethel M. Genge, Pendomer Farms, Glidden, Saskatchewan, January 31, 1946.

³¹Letter to KSL from Robert J. Roth, Jr., of Garland, Texas, February 7, 1946.

³²Letter to KSL from radio station KOH, Reno, Nevada, (no date shown).

of public service organizations have expressed appreciation to KSL for its part in helping to promote their important work.

"The Evanston [Wyoming] Chamber of Commerce desires in this way to express its sincere thanks to your station for the broadcasting of the death and funeral arrangements for the late President James Brown, Jr."³³

"The effort and expense to which radio station KSL has gone for our [Clearfield, Utah, Naval Supply Depot] Commissioning Day Ceremonies are greatly appreciated."³⁴

"The help given by your station was a large factor in making possible the success of our campaign [1944 Salt Lake County War Chest]."³⁵

Within the past year the Wage and Hour and Public Contracts Divisions of the United States Department of Labor have had to depend upon radio--and in particular Radio Station KSL--to reach wage earners throughout the country. . . .

It has always been the practice of these Divisions to request radio facilities only when we had information of vital interest to the public. We came to you in August and again in October with such a request. You granted it without hesitation.³⁶

"During 1943 your station has cooperated in every

³³Letter to KSL from the Evanston, Wyoming, Chamber of Commerce, July 6, 1939.

³⁴Letter to KSL from the Clearfield, Utah, Naval Supply Depot, April 15, 1943.

³⁵Letter to KSL from Salt Lake County War Chest, December 17, 1943.

³⁶Letter to KSL from Public Contracts Division, United States Department of Labor, New York, January 13, 1944.

way with the requests I have made . . . as Chairman of Radio Publicity for the Utah Defense Council. This splendid effort on your part has contributed much to the successful War Effort here at home."³⁷

Radio publicity has been an important factor in putting Wyoming over the top in the Fourth War Loan.

In parts of the state where KSL has a large following, your network and local programs devoted to the sale of war bonds have undoubtedly aided many counties in making their quotas."³⁸

"It is getting to be a habit commending KSL for the outstanding job it always does, but in this drive [Fifth War Loan] they seem to have done even better."³⁹

"Thank you very much for your cooperation in making it possible for Mrs. Dorothy Lewis to present a broadcast on Girl Scouting over your station during her recent visit to your city."⁴⁰

"The wonderful support and cooperation of KSL has been most gratifying and a great factor in the success of our annual Cancer Control Campaign."⁴¹

³⁷Letter to KSL from the State of Utah, Council of Defense, Salt Lake City, February 21, 1944.

³⁸Letter to KSL from the War Finance Committee, Wyoming State Chairman, Cheyenne, Wyoming, February 26, 1944.

³⁹Letter to KSL from D. Howe Moffat, War Finance Committee, Salt Lake City, Utah, July 14, 1944.

⁴⁰Letter to KSL from Inez Kimball, Girl Scouts, New York, January 10, 1945.

⁴¹Letter to KSL from the American Cancer Society, Salt Lake City, Utah, May 26, 1945.

You were very kind in arranging to have those five splendid broadcasts made over your station during Fire Prevention Week.

We feel that those programs really put over the message of fire prevention and that you and your staff performed a good public service in helping to make Salt Lakers fire conscious.⁴²

"May I take this opportunity to thank you and your staff for the wonderful cooperation extended to this department in promoting several programs and spots on police problems, especially that pertaining to traffic safety."⁴³

On behalf of [Utah's] Fiftieth Anniversary Program Committee . . . I extend to you and your organization, our heartiest thanks and appreciation for the splendid way in which you aided us in publicizing the Anniversary Program held in the Tabernacle last night.⁴⁴

Frequency modulation broadcasting at KSL, although reaching only a small segment of the total audience, has been the recipient of much favorable listener comment.

If a radio is worth the high price demanded, it is only because the programs made possible through it are worth it. In our case, it has been KSL-FM which has made our RCA-Victor worth the sacrifice to us. . . .

FM puts the violin, the cello, the piano or the voice right in our living room in soft rich tones which make me feel that I can reach out my hand and caress the instrument or smile into the eyes of the performer in almost friendly understanding.⁴⁵

"I wish to thank you for the excellent [sic] programs

⁴²Letter to KSL from J. K. Piercey, Salt Lake City Fire Department, October 17, 1945.

⁴³Letter to KSL from L. C. Crowther, Chief of Police, Salt Lake City, Utah, December 20, 1945.

⁴⁴Letter to KSL from E. E. Monson, Secretary of State, Utah, January 5, 1946.

⁴⁵Letter to KSL from Charles A. Smith of Salt Lake City, Utah, March 17, 1948.

you are presenting over your FM station. We have had our new radio about a month now and I still can hardly believe that such good music is available all afternoon."⁴⁶

"Please accept my appreciation and thanks for your part in making life just a bit more worthwhile in this community. I hope that you will never find it necessary to reduce the high standard now being followed."⁴⁷

In summary, an analysis of KSL's history from the viewpoints expressed by members of its listening audience, beginning with the early days of radio and continuing through the first days of television, shows that one thing is particularly evident--those who write letters care about what is going out over the air. They may like or dislike what they hear and see, but they care. Far too many of them are concerned with only their personal reaction to a particular program; but when all these reactions are combined, a form, a pattern, a basis for programming policy begins to emerge. And it would appear that, if audience reaction is a basis for rating the effectiveness of a station, KSL would merit Alexander Pope's observation that "applause, in spite of trivial faults, is due."⁴⁸

⁴⁶Letter to KSL from Mr. Walter Knorr of Salt Lake City, Utah, November 3, 1947.

⁴⁷Letter to KSL from Colonel F. H. Black, Department of Military Science and Tactics, University of Utah, Salt Lake City, Utah, December 5, 1947.

⁴⁸Alexander Pope, An Essay on Criticism, l. 58.

CHAPTER XIII

SUMMARY AND CONCLUSIONS

SUMMARY

American commercial radio, during its less than fifty years of history, has known burgeoning beginnings, a golden age, heroic maturation during a world war, a struggle for survival against a sister medium--television, and a current social acceptance of such magnitude that today there are more operating radio sets in America than there are people.

Radio, during those years, has been so busy making history that few organized efforts have been made to record that history. The Journal of Broadcasting lists only a handful of historical studies on radio stations. This medium of mass communications deserves a more permanent place in history than that which, to date, has been recorded in its name. With this in mind, the present study has been undertaken to analyze how and why one of America's major radio stations has developed its policies, programs, and personnel to accomplish its avowed purpose of becoming an important and integral voice of the communities it serves.

KSL, Salt Lake City, Utah, is a 50,000 watt, clear channel radio station, operating on 1160 kilocycles, and affiliated with the Columbia Broadcasting System. Since a radio station does not operate in a vacuum, it is important to understand the cultural and social environment with which it comes in contact. Only then can an analysis of its role become meaningful. For this reason, as a setting for the study, the historical background of the people in the station's primary coverage area has been analyzed, and a short review of radio's over-all development in America has been made.

Because the state of Utah and the Mormon Church have so much of their development in common, it would be inaccurate as well as impractical to attempt the history of one without including the history of the other. And certainly, the dual history would be required if one were interested in understanding the background and philosophy of a radio station whose signal covers the state of Utah and whose majority stockholder is the Mormon Church.

Little interest was shown in the colonization of Utah until it was discovered that the region posed a formidable barrier between two desirable areas--the South-and-Mid-West and the Pacific Coast.

Catholic priests were among the first white men to enter what is now known as the state of Utah. Fathers Dominguez and Escalante passed through the area and preached

Christianity to the Indians in 1776. The Jesuit missionary and explorer, Father Pierre Jean DeSmet, visited Utah twice, the first time in 1841, six years before the Mormons arrived.

The Mormons entered the Salt Lake Valley on July 24, 1847, but the Mormon influence on the area actually began in Palmyra, New York, in 1820, when a fourteen-year-old boy told a Methodist preacher that he had seen a vision of the Father and the Son, and that he was to be instrumental in restoring the true church to the earth. This boy, Joseph Smith, according to his testimony, received divine instruction from heavenly beings; and throughout a tumultuous ministry as Prophet and President of the Church of Jesus Christ of Latter-day Saints (Mormon), he developed a vital, active church organization. The members of the Church he organized were driven from New York to Ohio to Missouri to Illinois because of their religious views, which conflicted with the established religious concepts of the peoples in those areas.

On June 27, 1844, in a small jail in Carthage, Illinois, Joseph Smith and his brother, Hyrum, were shot to death by a mob composed largely of militia men who had been ordered dispersed by Illinois Governor Thomas Ford when he recognized their rabid anti-Mormon sentiments.

Had the religion known as Mormonism withered and died in Illinois with the death of its prophet-founder, there would be little value in studying its relationship

to the development of the West. But out of the chaos of Carthage there crystallized in the minds of the Mormons a new determination to find a land where they could live the gospel of Jesus Christ as they believed it. The man who gave purpose and power and drive to this determination was Brigham Young, a modern Moses who led the latter-day Children of Israel through a forbidding wilderness to their promised land, and in so doing, carved a chapter in history unique in the annals of the old West.

Twenty thousand Mormons were forced out of Illinois in 1846. When Brigham Young was asked where he could take such an unwieldy mass of humanity, he said, "I am getting them away from the Christians! . . . The business of the Saints is to journey west."

The Saints spent the winter of 1846-47 near the present site of Omaha, Nebraska. The following spring they started West. On July 24, 1847, Brigham Young, sick with mountain fever, raised himself from his wagon bed, viewed the valley of the Great Salt Lake, and uttered his famous pronouncement: "It is enough. This is the right place."

Utah grew and prospered. The railroads from the East and the West joined at Promontory, Utah, in 1869. Gold and silver miners sought their fortunes in the rich Utah mining strikes. Rustlers and robbers such as Butch Cassidy, Harry Tracy, and the Ketchum Gang plied their trades in Utah.

Before long, Salt Lake City became a crossroads for communications and transportation between the East and the West. The twentieth century saw a fusing of Mormon and "gentile" culture. When radio fever flared across the country in the early 1920's, Utah had its share of restless, searching minds to give impetus to the infant industry.

Melvin R. Ballard, one of Utah's early radio pioneers, went to work for the Deseret News in 1919. About this same time, he was appointed Boy Scout Commissioner of the Ensign Stake of the Mormon Church. Ballard's first thoughts about a radio station included interesting the Deseret News in building a Morse code sending station and getting the Boy Scout troops in the state to put up receiving stations. In this way, the boys could learn Morse code, the Deseret News could send out special news bulletins, and the boys could transmit them to the residents of each town. Before long, Ballard started thinking of voice transmission instead of Morse code. According to Ballard, Deseret News management was singularly unimpressed with the idea, but did appropriate a very modest sum (between \$500 and \$1,000) to see what Ballard, and others interested in radio, could do. Not long after this, in the autumn of 1921, a wooden and tin radio shack was built on the roof of the Deseret News building.

It was about this time that the name of Nathan O. Fullmer began to appear in radio discussions at the News.

As Business Manager, he worked closely with Elias Woodruff, General Manager, and H. Carter Wilson, International News Service wire operator and radio engineer, in getting the first commercially licensed radio station in Utah on the air.

The dedicatory program of the new station (KZN) was aired at 8:00 p.m., Saturday, May 6, 1922, with Church, state, and city dignitaries lending an air of excitement and importance to the occasion.

It was one thing to bring important personalities to the station and to have them give glowing speeches concerning the potential of this new marvel of communication; it was quite another thing to find something to say or to do on the air on a regular daily basis. As a result, the station was on the air only thirty minutes a day to begin with--from 8:00 to 8:30 p.m. Gradually, broadcast time was extended to an hour and a half--from 8:00 to 9:30 p.m.

The Deseret News heralded the birth of radio station KZN as "an epoch in the history of the paper quite as significant as any ushered in since the establishment of the institution." This enthusiasm at the News, however, was short-lived. Within two years, the News divested itself of all interest in radio station operation, but not before it had done a great deal to encourage the development of radio through editorial and news columns and newspaper advertisements. Less than a week after the

initial broadcast, full-page advertisements appeared in the News offering radio receiving sets free with six new subscriptions to the paper.

During that first week, a broadcast was beamed to high school students visiting the University of Utah. To celebrate its first week on the air, KZN secured the services of two musical comedy stars who were appearing at the Salt Lake Theater: Mabel Kronan and Philip Ryder, stars of Abie's Irish Rose.

KZN was the originator of the first radio dance in the West, and very early was bringing remote broadcasts from Saltair, Hotel Utah, the Odeon Dance Hall, and the McCune School of Music.

It did not take long to realize that KZN's signal was covering a large territory. Within five months of the time the station went on the air, correspondence had been received from eighteen states, Canada, Mexico, Hawaii, and as far away in the Pacific as 2,865 miles from Salt Lake City.

William Jennings Bryan delivered a ten-minute address over the facilities of KZN, October 24, 1922.

One of the most ambitious undertakings of the young station was to broadcast a speech by President Warren G. Harding, June 26, 1923, from the Mormon Tabernacle on Temple Square in Salt Lake City. Many "firsts" had to be accomplished before the broadcast became a reality. A

radio microphone was installed in the Tabernacle for the first time in the sixty-one year old Tabernacle. Automobiles, filled with people anxious to hear the President's message, were allowed to enter the Temple grounds for the first time in history. The world famous Mormon Tabernacle Choir was heard for the first time by means of radio.

In June, 1924, the Deseret News sold its interest in KZN to John Cope, KZN radio engineer, and to his father, F. W. Cope. Radio Service Corporation of Utah was formed the same month, and KZN's call letters were changed to KFPT.

On September 20, 1924, Earl J. Glade became affiliated with the station. The history of KSL as a commercial operation really began at this time. Glade sold the first commercial radio broadcasting contract in Intermountain America. He recognized the need for putting the station on a sound financial footing, and he was instrumental in interesting the Mormon Church and the Salt Lake Tribune in acquiring substantial holdings in the stock of the radio station.

When Sylvester Q. Cannon, Presiding Bishop of the Mormon Church, was elected a director, then President of the Corporation on June 9, 1926, the basic pattern for management of Radio Service Corporation of Utah for a dozen years was established--Sylvester Q. Cannon, President; David A. Smith, Secretary and Treasurer; and Earl J. Glade, Manager of Operations.

The call letters of the station were changed from KFPT to KSL, June 24, 1925.

Earl J. Glade was an innovator in a new industry which was being built on innovations. Not only did he bring the Mormon and Catholic business interests of Utah together (the Tribune ownership was Catholic); but when his salesmen had difficulty selling time on KSL, he began buying large blocks of time himself and reselling it to anyone whom he could interest in radio. When there was no money for the janitor's salary; he would do the janitorial work himself. He took his turn as announcer and as technician, and his wife played the piano on KSL for three years under the name of Beverly Snow. There was no money to hire a regular pianist.

These were the formative years at KSL. Although the station was never very far from a financial emergency, the main concern of the early broadcasters was to find ways to keep the voice of radio alive. They recognized early that programming was of paramount importance to a successful operation, and that decisions concerning programming had to be made every day--such as whether or not the Intermountain audience wanted to listen to programs originated by the Ku Klux Klan. It was KSL's decision not to broadcast the Klan's programs.

The formative years produced their share of complaints leveled against the station's programs and

personalities. Many of those complaints have a familiar ring today, for example: "Announcers put too much personality into the announcements and consume considerable time in unnecessary talk."

Slowly a station philosophy of broadcasting began to emerge. By October, 1927, KSL was able to state:

. . . that the policy of the station is to encourage broadcasting by anyone at any time provided it does not encourage racial, religious, or governmental prejudice, or anything indecent or profane, and that the station shall not be responsible for statements made from the station by any individuals, and that the president shall have power to accept or reject any broadcasts.

By early 1929, KSL was beginning to feel the confidence that comes from experience and growth. Power had been increased to 5,000 watts. Network affiliation (NBC), with its accompanying professional programming, was a reality. The station had been put on a sound financial footing. Although power, network affiliation, and the financial situation of the station would all change greatly in the following few years, KSL was well on its way to becoming a mature radio voice of the Intermountain West.

Almost as soon as KSL became a 5,000 watt station, management began working for increased power. The 50,000 watt transmitter went on the air on October 22, 1932. Four years later the station applied for a permit to construct a 500,000 watt transmitter. Activity relative to a super-power station has been going on intermittently to the present time, but as yet no final action has been taken

by the Federal Communications Commission on KSL's application.

At the same time that KSL was working for maximum power in order to serve the audience in its coverage area more effectively, it also had a nearly constant problem of defending its use of a clear channel--a frequency used by no other station in the country. The station's efforts in this respect have been effective, because it has maintained its 50,000 watt, clear channel status, although the number of clear channel stations in America has been reduced by half over the past twenty years.

On September 1, 1932, KSL changed its affiliation from the National Broadcasting Company to the Columbia Broadcasting System and, by so doing, became the only high powered CBS outlet in the eleven western states.

KSL joined the National Association of Broadcasters in mid-1931.

In the 1930's and the early 1940's, KSL became one of the key stations in radio's fight to loosen the hold on broadcasting of the American Society of Composers, Authors and Publishers (ASCAP).

During the time that KSL was being faced with such problems as music license fees and clear channel encroachment, it was developing a dual desire to stay abreast of electronic developments and to expand its communications holdings. To accomplish these two objectives, KSL took a

four-pronged approach to broadcasting: (1) to do everything necessary to remain a leader in the amplitude modulation (AM) field; (2) to study the advisability of adding a frequency modulation (FM) facility; (3) to analyze the potential of television (TV); and (4) to begin acquiring additional broadcasting facilities in other locations.

An application for a frequency modulation station was submitted to the Federal Communications Commission August 1, 1940. With the advent of World War II, plans for FM development lay generally dormant, but KSL-FM, the first FM station in Utah, began operating from the roof of the Union Pacific Building on December 26, 1946.

As early as 1934, KSL management was discussing the potential of television with Columbia Broadcasting System executives. The following year, KSL President Sylvester Q. Cannon encouraged management to keep in touch with television development so that KSL could "move along with it from the very beginning."

As was the case with FM development, World War II curtailed television's progress. When the war came to a close, however, broadcasters once again could start to dream of greater mass media miracles. But some of the vision and the innovation of pre-war KSL seemed to be lacking, as evidenced as late as 1945 by the expression of such attitudes as: "In respect to television . . .

operations require such a tremendous amount of operating equipment and personnel, there appears to be a long way to go before television broadcasting will emerge from the present experimental basis to one based on practical business procedures."

But television could not be ignored. Its potential for disseminating entertainment, news, and education was catching the imagination of promoters and preachers, hucksters and housewives. KSL applied to the Federal Communications Commission for a license to operate a television station on May 26, 1948. A year later (June 1, 1949), KSL-Television was on the air.

Television and frequency modulation were not the only areas into which KSL was interested in expanding. Together with its majority stockholder, the Mormon Church, it was contemplating the acquisition of an international short wave station as early as September, 1936.

KSL purchased the controlling interest in the Southern Utah Broadcasting Company (KSUB, Cedar City), in April, 1944. The following year, KSL acquired a twenty-five per cent interest in Idaho Radio Corporation and station KID, Idaho Falls, Idaho.

KSL has since sold its interests in KSUB, Cedar City; but today it still retains all or part ownership in television and radio properties in Salt Lake City, Utah; Idaho Falls and Boise, Idaho; and Seattle,

Washington; in addition to an international short wave facility in New York City. Negotiations are currently under way for several other properties across the county and throughout the world.

KSL has been a voice to many and to widely-varied audiences. Earl J. Glade, in 1929, was successful in getting the Mormon Tabernacle Choir on the National Broadcasting Company network on a regularly scheduled basis. When KSL changed its affiliation to the Columbia Broadcasting System in 1932, the Choir broadcasts were also changed to CBS. They have been on that network on a regular weekly basis ever since. Time magazine, in 1963, suggested that the Choir broadcasts had reshaped the world's image of Mormonism.

KSL, as the only clear channel radio voice of Intermountain America, recognized early its responsibility to bring farm news and views to the widely scattered farmers and ranchers of Utah, Nevada, Idaho, and Wyoming. The KSL Agricultural Director visits county agents, farmers, and ranchers in forty-eight counties. Problems are discussed, invitations are extended to participate in the KSL farm program, and all are encouraged to send KSL any information that would be helpful to others in the KSL coverage area.

Beginning with the first broadcast on KSL, religious services have been an integral part of KSL programming. In 1944, for example, KSL carried 303 different religious

programs, for a total of 115 hours of broadcasting. Twenty-one different denominations were represented. Regular KSL religious programming includes Roman Catholic Sunday evening sermons, Protestant talks and music programs, the Mormon Tabernacle Choir and Sunday Evening on Temple Square programs, the CBS Church of the Air, and the annual and semi-annual Mormon General Conference broadcasts.

To analyze KSL's "balanced voice" philosophy, station studies were made covering the period of time between 1941 and 1945. During that time, approximately 35-40 per cent of the station's programs were sustaining, and approximately 60-65 per cent were commercial. About two-thirds of KSL's programs were of the entertainment variety, one-fourth were educational and news, and the remainder of the programs were religious, agricultural, governmental, or civic in nature.

For a period of some sixteen years, 1932 to 1948, hundreds of dramatic radio plays were written and produced at KSL.

Music on KSL has varied from the "New York Philharmonic Symphony Orchestra Program" to "Your Hit Parade" to "Hollywood Barn Dance."

Public service broadcasts on KSL averaged over one thousand hours a year during the years surveyed--broadcasts such as the Mass Interdenominational Peace Meeting,

Utah Colleges on the Air, Your Hymns and Mine, Election Night Coverage, and the Bonneville Salt Flats Speed Runs.

It is apparent that KSL never considered itself merely a Salt Lake City station or merely a Utah station because its programming and promotion consistently included reference to important happenings of interest to residents in Idaho, Wyoming, Arizona, Nevada, California, and beyond. Special programs were beamed to the East Coast, the Midwest, the Far North, the Far East, and to ships at sea. Such programs helped to fulfill KSL's policy that "Every individual within KSL area should daily find some of his special interests reflected in KSL programs."

As a part of its policy toward education, KSL established radio scholarships at the three four-year institutions of higher learning in Utah, and made available a half-hour period each week to be shared on a rotating basis by the three universities.

One of the knotty problems with which KSL has been faced for years is the development of a policy toward advertising tea, coffee, tobacco, and alcoholic beverages on the station. The Mormon Church, KSL majority stockholder since 1925, advocates a policy which speaks of the deleterious effects of these products on the human body. This "Word of Wisdom" is a deeply religious principle in many Mormons' lives. Setting policy to please Church membership and, at the same time, to fulfill its obligation

to the entire audience of its 50,000 watt, clear channel signal, has been a difficult and often frustrating experience for KSL management.

KSL listeners have been demonstrative, and often effusive, in passing judgment on KSL's programs, policies, and personnel.

"I wish to express my appreciation to you and your artists for the wonderful and inspiring universal language brought to us through your broadcast. . . ."

"You consistently insist in assigning what apparently are staff announcers with mellifluous notes and absolute ignorance--or nearly so--about the athletic event they are supposed to comment on."

"We don't like Margaret Masters and we wish you would take her off the air."

"[Margaret Masters] sweeps through the stench of TV shows like a spring breeze scented with blossoms."

"KSL is a money changer."

"Certainly this should be a better world for all the good that has gone out over the air [from KSL] to the people of this country."

The foregoing summary represents a few of the highlights of the history of KSL. Together with these highlights, some observations and conclusions concerning station policy and procedures are in order.

CONCLUSIONS

In an overall consideration of KSL as a voice which has been speaking to large audiences in Western America and beyond for forty-five years, research has shown that this station has defined well its audiences and recognized its responsibilities to them. An analysis of its policies and its practices reveals that the station may accurately be considered as one of the outstanding clear channel stations in America--a station which has become an important voice in the lives of millions of people--people such as a cowhand in Cody, Wyoming; a connoisseur of Chopin in Salt Lake City, Utah; a wheat farmer in Franklin, Idaho; a traveling Catholic bishop in Eastern Nevada; and many others who have been looking to radio to fulfill their entertainment and information needs.

One of KSL's recognized strengths throughout the broadcasting industry has been its record of stability relating to policy, personnel, and financial operations. The majority stockholder, the Mormon Church, has an avowed conservative approach to business; and this conservative philosophy has helped shape KSL into a stable segment of an industry which is noted for frequent shifts in personnel, programming policy, and business practices.

During most of the years covered by this study, this conservative attitude seems to have enhanced rather than to have hindered the station's desire to be at the forefront

in engineering and programming excellence. There have been two periods of time, however, when this philosophy has held back the development of the station.

During the early years at the station, and from the late 1930's to the middle 1950's, station policy was highly conservative and so strongly business oriented that aspects of operation such as programming innovation and showmanship were often neglected. For example, as noted previously, the Deseret News started broadcasting over KZN in 1922 with great visions of radio's potential. Two years later, the desire had died at the News to make radio an important communications voice, even though radio interest was mushrooming across the country. Those who promoted radio at the News were business-and-engineering oriented. They lacked the ability to create programming which would build audiences, which, in turn, would interest advertisers in the medium. They sold the station in June, 1924.

When Earl Glade became affiliated with the station, in September, 1924, radio, as a financially attractive operation at KSL, began to become a reality. Glade was a rare combination of showman and business man. He did not follow the rules; he made the rules. And the station prospered under his leadership (the highest dividend ever paid at the station was paid during the last full year that he was Manager of Operations, and approximately

the same amount of dividends was declared during his last three years of management as during the following five years).

Some of the ownership of the station believed that Earl Glade's urge to innovate obstructed sound business policies, and he was relieved of major management responsibilities in 1938.

The station, for more than twenty years following Glade's active participation, was managed by a statistician, and two engineers. Several observations are pertinent concerning the station's operation under the direction of those three men. Ivor Sharp, C. Richard Evans, and Jay Wright were highly qualified and respected in their specific fields. Never in the history of the station have business reports been so thorough and detailed. Management took great pains to produce a technically excellent voice. But in the process, what the voice had to say, insofar as locally produced programming is concerned, was relegated to a secondary position.

This is not to suggest that management was uninterested in the programming of the station. Network and syndicated programs kept KSL consistently at or near the top of the popularity ratings. But this observation is meant to point out that during many of the years that Sharp, Evans, and Wright managed the station, a path was followed which largely ignored local programming. It is

true that, during the late 1940's, the national trend with network-affiliated stations was to rely more and more heavily upon network programming. It is also true that recorded syndicated programs, which generally were of a higher quality than most locally produced programs, were becoming available at very modest costs. A wise program director certainly would select the best of the network programs and the best of the syndicated productions, but he also would recognize the importance of locally produced programming. This latter point, during the late 1940's and the early 1950's, was the weakest link in the KSL programming chain. Following are several examples of the problems faced by program personnel during those years:

When KSL-Radio's News Director asked for a budget to adequately cover local news he was told repeatedly that wire service copy was sufficient. Program writer-producers were informed that if their ideas meant any out-of-pocket expense, they were to re-work the ideas so that programs could be produced using only that which was already available at the station. In 1947, the position of program manager was discontinued, and program decision making was left with a Program Board composed of the Station Manager, Assistant Station Manager, Sales Manager, Production Manager, and Director of Public Affairs. Thus, KSL became perhaps the only radio station in America without a Program

Manager--a station whose program policies and procedures were determined by a committee composed primarily of people who were not program oriented, and who were very busy with their other responsibilities at the station. Programming became a station football kicked about in many directions. Decisions regarding programming became harder and harder to reach. Budgets for programs already on the air were curtailed materially. Programming personnel began "playing it safe" rather than attempting to get new ideas approved by the Program Board.

The Program Manager, shorn of his title and his decision-making responsibilities, and assigned to a lesser position in the program department, wrestled with the problem for several years, then left the station for other employment. Within a one week period, the News Director, the Promotion Manager, and the Management Secretary, all left the station. For a number of years, local programming on KSL was almost entirely an abbreviated continuation of programs which had been initiated in the 1930's and the early 1940's.

During the past several years, local programming at KSL has again taken on added importance. And recently the station has completed an in-depth survey of its programming policies and personalities. This survey, which has convinced KSL management to make major shifts in music policy, music-talk ratio, and program types, could be a valuable

starting point for a research project designed to analyze changing audience preferences of radio programs.

Another research study suggests itself here--a detailed study of the changes in a station's operating procedures when the Program Manager's responsibilities are assumed by a Program Board as noted above. Several obvious results have been reported in this paper, but no attempt has been made to analyze in depth the attitude changes of affected personnel, and other problems at the station which resulted in a drastic curtailment of creative local programming.

One of the major problems confronting KSL, as noted in a previous chapter, has been the search for a rationale relative to advertising tea, coffee, tobacco, beer, and wine on a Mormon controlled radio station. On the surface, this may seem a rather incidental problem; but it is far from incidental for two reasons: (1) a fluctuating policy relative to advertising these products has cost the station millions of dollars in revenue, and (2) to the real owners of the station (tithing-paying Mormon Church members), the policy or lack of policy on this matter continues to cause more concern of an ethical, religious nature than any other single practice at the station. (The use of tobacco, beer, etc., is considered morally offensive, as well as physically damaging to the body, by Mormon religious standards).

In reviewing available information on this subject,

it becomes apparent that, while policy has changed so often as to make it appear that there is no clear policy at all; actually, policy has clearly changed progressively from being influenced primarily by religious thinking to being influenced almost wholly by business expediency. At one time, no tea, coffee, tobacco, beer, or wine advertising was accepted by the station. Then regulations on tea, coffee, and tobacco were relaxed. Later, some beer advertising was accepted on network programs but not from local or national spot beer advertisers. A few years later, beer advertising from any source was accepted so long as it passed KSL's commercial standards of practice. Early in the history of the station, no advertising of these products was permitted on Sundays. Then the ban on Sunday advertising was lifted.

Today, KSL's policies concerning tea, coffee, tobacco, beer, and wine are almost identical to the policies of the majority of other commercial broadcasting stations in America. From the point of view of operating a business for profit, this is sound policy. From the point of view of Mormon doctrine, it is clearly an unsatisfactory policy.

Management, over the years, has attempted many different explanations of KSL's policy regarding the advertising of these products (a number of these explanations were noted in Chapter XI). The result has been

confusion in the minds of many Church members who believe that if a product is harmful to them, it is wrong to promote that product on "their" radio station. As long as a double standard exists in regard to the Mormon "Word of Wisdom"; one for the station and one for the members of the Church which owns the station, confusion will continue, or give way to cynicism or apathy. Only when the station changes its business policies to conform to Church standards will this particular problem truly be solved.

This problem suggests a research project which would incorporate the principles found in Leon Festinger's theory of cognitive dissonance. Such a study may be designed to measure the attitude changes in Mormon Church members who are confronted with the fact that their radio station promotes products which are at dissonance with their religious beliefs.

Another area of operation at KSL which is worthy of further study is the area of religious broadcasting. Ostensibly, religious programming is one of the major reasons why a church organization becomes involved in broadcasting. KSL has been very conscious of its responsibilities in this regard, and has made its facilities available to every major religious faith found in the Intermountain West. However, an analysis of KSL's religious programming today compared with that of thirty years ago reveals very little change in format or content.

Studies need to be conducted of the religious needs and desires of the people in KSL's coverage area, and of ways to fulfill those needs and desires with the use of the broadcast media.

Several other conclusions have been formulated as a result of reviewing the historically significant information relating to KSL. First, there is a distinct need to have someone specifically responsible for keeping a continuous history of the station. Historical material was found stored in the Promotion Manager's files, in a drawer used by the General Manager's Secretary, in a room filled primarily with current station supplies, in the transmitter building, in a scrapbook of a former Deseret News employee, in the heads of present and former KSL employees, and in dozens of other miscellaneous places. It is the responsibility of the researcher, of course, to search out all these sources before he begins his work of compilation and analyzation. But the work of the researcher would not only be easier, but much more complete, if basic records of historical importance were kept on a regular basis and filed in an organized fashion.

It is suggested that programs of obvious historical significance be retained on tape so that they may become a part of the historical record of the station.

It is further suggested that interviews with those people who have made major contributions to the development of the station be recorded and filed as soon as

possible (especially those who have been involved with the station operation subsequent to the time limits of this present study). In the current research, it was found that inaccuracies in the material furnished by the many respondents tended to increase in direct relationship to the length of time between the interview and the actual event which was being reported.

It is suggested that the Standards of Practice developed by KSL in the early 1940's be reviewed, brought up to date, and actively incorporated into the operation of the station. Far too many current employees are not aware of KSL's overall policy nor its concern with the many important, though often non-obvious, aspects of today's broadcasting.

To recapitulate, KSL, during most of its history, although not wholly owned by the Mormon Church, has been controlled by that organization. This combination of business operation and church influence has involved KSL in two distinctly different areas of broadcasting:

(1) the business of broadcasting, with its accompanying responsibility to operate in the "public interest, convenience, or necessity," and to conduct its operations in such a way as to return a profit to its stockholders; and (2) religious broadcasting, with its accompanying responsibility not only to make adequate time available to all major religious faiths in the area, but to create

programs designed to fill well the time allocated for religious programming to the majority stockholder, the Mormon Church.

From the business point of view, KSL has operated a station which has fulfilled admirably its responsibilities to its owners and to its audiences. It is a station which is a genuine credit to the radio industry. From the religious broadcasting point of view, the station today, to a great extent, is living on its past laurels, with little creative effort evidenced in this phase of operation.

Those who believe that religion should have little influence on the business decisions made at KSL generally are well satisfied with the station's performance. Those who find it difficult to separate business operation from religious principles in a church-controlled station are looking forward to the time when the business of KSL and the religion of KSL become more compatible than they are today.

APPENDIX I

LICENSE, POWER, AND FREQUENCY ASSIGNMENT HISTORY OF KSL¹

The Radio Service Corporation of Utah is the licensee of Radio Station KSL, Salt Lake City, Utah, operating with a power of 50 kilowatts, unlimited time, on the clear channel 1160 kilocycles.

This station was first licensed to operate by authority of the Secretary of Commerce and began operations in May, 1922, with the call letters KZN with a power of 500 watts on 833 kilocycles.

The call letter assignment was subsequently changed to KFPT, with a new frequency of 1149 kilocycles and power of 500 watts on June 13, 1924.

The present call letters, KSL, were assigned June 25, 1925, and the power was increased to 1,000 watts and the frequency changed to 1,000 kilocycles.

On June 15, 1927, the frequency was changed to 990 kilocycles, with power and call letters remaining the same.

On November 11, 1928, Station KSL began operating with 5,000 watts power on 1130 kilocycles.

On October 16, 1932, Station KSL began operating with 50,000 watts power on 1130 kilocycles. At this time, thousands of people living in remote areas heard their first daytime radio broadcast.

Later, on March 29, 1941, in accordance with the terms of the Havana Treaty, KSL frequency was increased to 1160 kilocycles. With exception of the period during the war, when power was reduced in accordance with FCC Order #107, this assignment has since been maintained.

Because there are vast areas in the surrounding territory and outside of the primary and secondary service areas of KSL, where regional and local stations cannot be economically sustained and in which the centered

¹From Federal Communications Commission, Clear Channel Hearing, Docket No. 6741, Station KSL Documentary Evidence, May 7, 1946, p. 1.

population (large areas having less than one person per square mile) receives no satisfactory daytime signal and who depend solely on the clear channel stations for nighttime service, KSL filed an application September 1, 1936, for authorization to operate with a power of 500,000 watts. In April of 1941, its willingness and desire to proceed with the construction was indicated by the filing of a Petition for Review and Grant of its pending application. No positive action was taken by the FCC on either the application or the petition until the application was dismissed without prejudice on August 12, 1942, in accordance with the February 23, 1942 Memorandum Opinion of the Commission, stating in substance that no future authorizations involving the use of any materials would be issued by the FCC during the war.

The management of Station KSL has spared no effort or expense in obtaining equipment which incorporated engineering advances that would improve its efficiency, fidelity of reproduction, or coverage.

In 1939, a uniform cross-section half wave vertical radiator was installed. This followed closely upon the installation of an improved high efficiency 50,000 watt transmitter, both being placed in operation early in 1940.

APPENDIX II

STATION KSL AT WORK--OPERATING PRACTICES¹

SOURCE OF AUTHORITATIVE STATEMENTS OF KSL STANDARDS AND POLICIES

The following statements of KSL standards and policies are taken from a book of instructions entitled: "Station KSL At Work--Operating Practices." These instructions were prepared by the Manager of KSL in 1942, approved by the Executive Committee of the Radio Service Corporation of Utah, and issued to the members of the operating staff of the station. Accordingly, the policies have not been locked in the mind of the Manager, but have been made known to the members of the KSL staff charged with the responsibility of station operations. The original instructions, issued in 1942, have been revised from time to time; and herewith are briefs of the original statements, as amended, showing the date of issue and the effective date.

¹The KSL Operating Practices, including the "Source of Authoritative Statements of KSL Standards and Policies" noted above, are from Federal Communications Commission, Clear Channel Hearing, Docket No. 6741, Station KSL Documentary Evidence, May 7, 1946, pp. 18-33.

GENERAL PROGRAM STANDARDS AND POLICIES

Issued: November 1, 1942
 Revised: July 1, 1945

Effective: November 1, 1942
 Effective: September 1, 1945

I. PROGRAM POLICY - GENERAL:

Programs broadcast by Station KSL shall be of the highest quality, consistent with the great obligations and responsibilities imposed upon this station to our listeners by the FCC to broadcast with high power and on a clear channel. Every effort should be made to respect the intelligence of all listeners; to observe standards of good taste; present information and exchange of ideas in an objective manner. It is further recognized that KSL's radio audience represents a cross-section of the population of the Intermountain Area. Members of such an audience vary widely in cultural education and entertainment preferences. Programs should be designed to meet the varying desires and requirements of a radio audience sometime or other, and of as great a representative part of this audience as possible, the majority of the time. In doing this, care must be exercised to avoid group consciousness, and to prevent the presentation of any material in a manner which may offend. There must be no "City" nor "Country" classes in KSL programming.

KSL program direction shall always be cognizant of the need for proper program balance. To this end constant study and analysis of our listener interests and needs shall be made. Information thus gained shall be carried over into the KSL program structure. Every individual within KSL area should daily find some of his special interests reflected in KSL programs.

All present and future Rules and Regulations of the Federal Communications Commission concerning the mechanics of program release are hereby made a part of the General Program Practices and Policies of Radio Station KSL.

II. GENERAL PROGRAM BOARD:

A station Program Board consisting of Station Manager, Program Manager, Directors of Public Service and Commercial Operations, Sales Manager, Comptroller, and an advisor, not member of staff of KSL - has been established to act as a "Board of Directors" of the Program Manager in the interpretation and application of station program standards and policies.

It shall be the responsibility of this Board to

insure the maintenance of the proper balance within KSL program structure; to advise relative to the submission and scheduling of Commercial and Sustaining programs as they affect the program schedule; to accept all questionable commercial copy before that copy is released over the air; and to pass on any recommendations by the Program Manager relative to a change in station program policies. All new programs scheduled shall be presented to this Board for review prior to actual presentation over the air.

III. PROGRAM POLICIES - SPECIFIC:

Following are specific policies which shall apply to all programs released from the studios of KSL:

(a) This station will observe the "Standards of Practice of the NAB" as long as it subscribes to that organization.

(b) Sensationalism and misleading statements, misrepresentation and slander must be avoided and every care must be exercised to insure that broadcast material is factual.

(c) The use of Deity's name or reference to His powers and attributes is permissible only when used reverently. Sacrilegious, profane, obscene, or indecent material must not be broadcast.

(d) The introduction of murder, suicide or descriptions of crimes or violence into broadcast material must be carefully prepared so as to avoid sensationalism or morbidity.

(e) Insobriety must not be paraded or emphasized.

(f) Physical infirmities incident to old age or misfortune must not be put to ridicule.

(g) Personalities of international, national, and local prominence always shall be treated with fairness and respect.

(h) When a living character is portrayed, written authorization for the impersonation must be furnished and such authorization clearly announced at least once during the presentation of the program in which impersonation is made.

(i) The station must not engage in crusading enterprises and station production employees must not take

advantage of the power which may be within their immediate reach to undertake to correct conditions that may appear to them to be out of order.

(j) Any group appealing for funds through the radio must first clear with the station management.

(k) The word "flash" should be reserved for special news bulletins and even then should be used guardedly.

(l) Broadcasts should be friendly and cordial, but informality should be kept at a minimum. Humorous and novelty type programs to be acceptable must be exceedingly well prepared and in good taste.

(m) Point to point communication is not permitted by law and broadcasting stations depart from the terms of their license when broadcasting a message intended primarily for a specific individual. Only in cases of great urgency or emergencies and when other means of communication are not available, the station, upon proper clearance with its manager, may provide such service. The station will not attempt to locate missing persons except in cases of emergencies, such as sickness, death or accidents and then only upon a request from a duly authorized officer of the law. Emergency communications of interest to the public in general must be verified by a duly accredited source of authority prior to release.

(n) When a sponsor using another local station finds it desirable to refer to his programs on a competing station, such reference must be confined to the mention of the title of his program, talent and day without the name of the competing station or time of broadcast.

IV. PROGRAM TALENT BOARD:

It is the responsibility of the Program Manager to maintain a proper balance between local live and transcribed program releases. Every encouragement shall be given local personalities possessing radio talent. Opportunities to display this talent shall be provided through the scheduling of live talent broadcasts from KSL's studios.

KSL's Program Talent Board, consisting of Station Manager, Program Manager, Directors of Public Service and Commercial Operations, Sales Manager, Comptroller, and Program Finance Supervisor, shall be responsible for the maintenance of proper balance between live and transcribed programs. It shall be the responsibility of this Board to

review the entire KSL program schedule periodically to make sure that sufficient emphasis is being placed on live talent productions; to review all new programs using live talent, scheduled by the Program Manager; and to establish a just scale of remuneration for those individuals, who are not members of established unions.

NEWS PROGRAM STANDARDS

Issued: November 1, 1942
Revised: July 1, 1945

Effective: November 1, 1942
Effective: September 1, 1945

NEWS BROADCASTS LOCALLY ORIGINATED:

1. The news shall be presented in the best form and taste known to radio news editing, in a factual manner, and be drawn from the most reliable source available.

2. The station shall require its news editors to limit the source of their international and national news to that furnished by the United Press and the Associated Press or other equally reliable news gathering sources. Through the development of local sources of news and a consistent "follow up" of local news stories, every effort shall be made to provide as thorough a local and regional news coverage as possible. Locally gathered local and regional news may be broadcast providing the following precautions have been observed:

a. It has been determined that the news item is from competent and reliable source or sources and that it is amply verified and authenticated.

b. That the station is adequately protected with respect to copyright infringements and that the item contains no slanderous, libelous, or defamatory statements.

3. The station shall present without fear, and with as complete impartiality as practicable, all authenticated news available of a general interest.

4. The station shall avoid the broadcasting of news items whose chief appeal is that of sensationalism and not of a general interest, and shall likewise avoid the broadcasting of some of the more morbid details of war, disaster, accidents, etc. Moreover, news is not to be broadcast in such a manner as to create undue panic or alarm.

5. The station shall expend every effort to maintain a rigidly neutral policy with respect to news pertaining to political issues or campaigns.

6. The station shall refrain from broadcasting inconsequential news incidents that may tend to arouse race, group, or religious prejudice and fictional events shall not be presented in the form of authentic news.

7. News of lotteries, gambling odds or like information that may tend to cause listeners to gamble on the outcome of events shall not be regularly broadcast.

8. Legal and medical or like advice is not permitted in news broadcasts, excepting where authorized by accredited civic officials or where the same shall form a part of the legitimate news.

9. The station shall not permit the tagging of advertising tie-ins to news items in such a manner that the advertising appears to be a part or associated with the item, and commercial announcements shall not be introduced as a part of the news broadcasts, nor shall they be inserted into the text of an important story.

10. The station subscribes to the Code of the National Association of Broadcasters as it pertains to news, and which points out that:

"Since the number of broadcasting channels is limited, news broadcasts shall not be selected for the purpose of furthering or hindering either side of any controversial public issues nor shall it be colored by the opinions or desires of the station or network management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser."

11. To assure an equal opportunity for all accounts interested, one sponsor is limited to seven quarter hour or seven five-minute news periods per week.

12. Realizing that radio has become a major news source in America, every effort shall be made to keep KSL news fresh and alert. To this end all vigilance should exist to keep KSL the outstanding news station in this region.

AGRICULTURAL PROGRAM POLICIES

Issued: December 1, 1944

Effective: December 1, 1944

The importance of local agricultural activities to the economic welfare and progress of the Intermountain Region is of primary interest to KSL.

In order to serve better the rural listeners in the KSL primary, secondary and tertiary areas, it is necessary to establish and maintain a strong agricultural department. Therefore, the following program policies will be observed in the broadcasting of agricultural activities on KSL.

Ample time should be spent in the field by the Farm Supervisor, visiting with county agents, farmers and farm bureau representatives and others so interested, to determine their needs and the needs of the people in their respective counties. Care should be taken to point out to these men the best manner in which KSL can serve their needs.

Definite farm program periods will be established at such hours of the day as are most convenient for the farm listening audience. These programs will be protected against pre-emption by the network or any regional or local advertising.

A direct line will be maintained to the Weather Bureau at the Salt Lake Airport for the release of authentic and up-to-the-minute weather reports. Frost warnings will likewise be released in season.

A special program producer will be assigned to handle the farm program.

A dramatic cast will be selected and available as needed to dramatize and thus bring to life in a more impressive way the discussion of farm problems or such information as is released on the program.

Stock market reports from all important markets in the Intermountain Region as well as markets of national interest will be daily incorporated in the program.

News--local, national, and international will be a definite part of the program, thus fulfilling the many requests for this service from farmers, livestock raisers and rural listeners.

Precautions will be taken to make sure that at no

time the sensitivities of our farm audience will be offended. Facetious remarks or ridicule of country life must be carefully avoided. Characters in dialogue are not portrayed as the "hick" farmer but rather as the progressive type of individual on the farm today.

All important livestock shows, agricultural displays, special farm meetings, etc., will be given special consideration and "remoted" from various points of origination to KSL for release on farm programs. In this connection the wire recorder should be used in the field and the comments of the various county agents and agriculturists recorded and released on the farm programs at regular intervals, thus avoiding any long travel or interruption of daily routine in the activities of those men.

Emergency broadcasts received from various county agents pertaining to need for help for harvesting crops, for the outbreak of any disease in cattle in a county, pest control and special meetings, etc., will be given prompt and immediate attention.

In addition to the agricultural information which will be released regularly on KSL, it must be kept in mind that the likes of the rural listeners are similar to those of the urban listeners and that in all of our programming, whether it be educational, entertaining, or informative, we must not lose sight of the interest in this type of service of our rural listeners.

No information relative to answering questions or helping with farm problems will be broadcast without first checking with state and government agricultural officials for authenticity and correctness of material to be broadcast.

All rural listeners should be encouraged to keep in close touch with their respective county agents concerning any farm problem.

It will be our purpose to render the listeners in the KSL primary, secondary and tertiary areas a reliable, informative, helpful and interesting farm program service.

RELIGIOUS PROGRAM STANDARDS

Issued: November 1, 1942
Revised: July 1, 1945

Effective: November 1, 1942
Effective: September 1, 1945

RELIGIOUS BROADCASTS LOCALLY ORIGINATED:

Radio Station KSL, as a part of its public service, will reserve a reasonable amount of its time for the broadcasting "free of charge" of programs of religious merit. The station considers the sale of any "Time" for religious broadcasts to be contrary to best broadcasting standards. In order to achieve a high standard of religious service broadcasts, Station KSL will require adherence to the following:

a. The broadcast should use an affirmative and constructive approach and be calculated to encourage and increase faith.

b. It must be free from ridicule of beliefs of members of other faiths and free from negative attacks on other faiths.

Note: A religious speaker will be given full opportunity to present affirmatively any of the beliefs or practices peculiar to his church if the subject matter is presented with propriety, responsibility, and in a constructive manner.

c. The broadcast should not contain any appeals for contributions, made either directly or indirectly, for the support of the radio program itself; or for the solicitation of funds by charging for sermons, pamphlets or religious objects distributed through the religious program as a means of raising funds by the sponsor.

Allocation of Time

Station KSL subscribes to the policy that regardless of doctrinal differences in various religious denominations, each of the several groups is entitled to an opportunity of expression by means of radio. Therefore, it shall be the endeavor and intent of Station KSL to allocate time and production facilities for religious broadcasts in as fair and equitable manner as possible. While it is not proposed to regulate the content of the broadcast of any established religious group, certain proprieties of expression must be observed. It is likewise not the desire to cause dissension by reason of religious broadcasts on

the part of any group primarily directing its attention toward an attack of the religious faiths of others. The extent of the broadcasting privileges accorded each church will be determined to some extent on the size of membership and responsibility of that organization within the area served by the station.

Special Church Events:

Time for church special events, greetings, interviews with, or brief radio talks by prominent church officials visiting Salt Lake City will be provided, in addition to the broadcasting of regular religious services. The scheduling of such events will be made according to the merit of the event and the practicability of allocating additional free time. As a public service, Station KSL will continue to broadcast the following regular religious programs:

(a) The semi-annual conferences of the Church of Jesus Christ of Latter-day Saints.

(b) The annual Christmas Mass of the Catholic Church.

(c) The Easter Services of the Masonic Lodge.

(d) Other special church events likely to have wide interest. The station will generally refrain from courtesy announcements advertising religious services or events.

In order to insure the religious organization and also Station KSL that the highest program standards shall be observed and that an acceptable and listenable presentation shall be had, every effort will be made by the sponsoring religious group to submit copy of the proposed program to the Supervisor of Public Service Broadcasts in sufficient time before release over the air for him to carefully review and make such suggestions as he may feel are necessary. A program producer will be assigned to each broadcast and will assist the participants in every way to present a program which will be pleasing and effective. Through this cooperative effort by both the sponsor and the station, it is hoped that the religious programs will be comparable to other programs released over this station from the standpoint of copy, talent, and production.

EDUCATIONAL PROGRAM STANDARDS

Issued: November 1, 1942
Revised: July 1, 1945

Effective: November 1, 1942
Effective: September 1, 1945

EDUCATIONAL BROADCASTS LOCALLY ORIGINATED

Station KSL, in an effort to properly discharge its responsibilities as a broadcaster, proposes to continue to provide a reasonable amount of its time and production facilities, without charge, for broadcasting educational programs. The station encourages, and is anxious to present educational and cultural broadcasts of high standard.

STANDARDS AND REQUIREMENTS:

1. Educational broadcasts should have general appeal and each subject chosen for treatment should be of interest to a considerable group.

2. Each subject chosen for presentation by radio should be well defined as to scope in order that the discussion may constitute a reasonably comprehensive and complete treatment of the subject during the broadcast period allotted.

3. Proponents of both sides of a controversial question should be fairly presented or an opportunity afforded for rebuttal.

4. The same care, the same skill and the use of the same radio techniques, wherever reasonable and possible, as are employed by successful commercial broadcasters will be utilized; the voices selected for educational broadcasts, exclusive of recognized educational authorities, should be of pleasing quality, effective in delivery. Some productions may require amateur participation, but unless there is some significant purpose to be served by the presence of amateurs, the broadcast for its success should be as professionally produced as possible. Station KSL is not to be used as a speech laboratory for the benefit of teachers or students.

5. Scripts and other material for broadcasts should be submitted well in advance of the time for presentation.

6. The station reserves the right to edit scripts.

PUBLIC SERVICE PROGRAM STANDARDS

Issued: November 1, 1942

Effective: November 1, 1942

GENERAL:

In full recognition of its duties, obligations and responsibilities as a broadcaster under the American system of broadcasting, KSL desires and encourages the release of Public Service Programs. In many instances this means that KSL will take the initiative in encouraging and assisting worthy groups in our communities to make best use of KSL facilities. Station producers and writers will cooperate to produce programs of high standard.

DEFINITION:

Public Service Programs may come under "sustaining" or "free" time, or they may be carried on some sponsored program provided the public service features are in no way lessened by reason of the sponsorship. Their classification shall include all programs specifically designed to be of public service, such as:

- a. Red Cross Programs
- b. Public Safety Programs
- c. Civic Interest Programs
- d. Conservation Programs, etc.

STANDARDS AND REQUIREMENTS:

1. Public Service Programs of importance are to have priority over all programs released by KSL.

2. Public Service Programs shall be given sufficient production time and talent to make them air-worthy in every respect.

3. KSL will make available, without charge, the services of its engineers, announcers and producers on all Public Service Programs sponsored by Station KSL.

4. Public Service Programs shall be given adequate promotion assistance to assure that they will be as effective as possible.

SUSTAINING PROGRAM STANDARDS

Issued: November 1, 1942
Revised: July 1, 1945

Effective: November 1, 1942
Effective: September 1, 1945

SUSTAINING TIME DEFINITION:

"Sustaining Time" is a broadcast period of any duration, but usually of not less than 15 minutes, initiated and scheduled by the KSL Program Department or the network, for which no direct monetary compensation is received by the Station. Such broadcasts will be presented only when the program or the material is judged to have high instruction or entertainment value or otherwise to be in the general public interest.

SUSTAINING SCHEDULE:

A portion of the KSL program schedule shall be used for the release of sustaining programs. Certain time periods during the more choice broadcasting hours shall be used for outstanding sustaining features.

PRODUCTION QUALITY:

Sustaining programs shall be given equal production attention, and where possible, equal talent with commercial programs. The use of "run of the mill" and "filler" programs should be avoided.

POLITICAL PROGRAM STANDARDS

Issued: November 1, 1942

Effective: November 1, 1942

GENERAL:

In the interests of a true democracy, KSL realizes its obligation to provide time during election periods for those who desire to discuss government political matters.

DEFINITION:

Political time shall be defined as any time period set aside for talks, entertainment and discussions of matters featuring the political functions of our democratic elections. Time used for this purpose shall be classified as political when scheduled after a National Nominating Convention for National candidates, when scheduled 90 days or less before the Primary elections under which state and local candidates are chosen, and when scheduled 90 days or less prior to any election in which candidates are not chosen by the primary ballot or by conventions.

REQUIREMENTS:

1. An accurate copy of all political programs must be filed with KSL not later than 24 hours before broadcast time.
2. KSL reserves the right to edit all political program scripts to protect itself from slanderous material.
3. Equal time will be afforded to each political group. However, no reservation of time will be made unless properly scheduled by individuals having authority to do so.
4. Payment in advance must be made on all political programs.

STANDARDS FOR CHILDREN'S PROGRAMS

Issued: November 1, 1942

Effective: November 1, 1942

Revised: July 1, 1945

Effective: September 1, 1945

The following additional safeguards should be observed in presenting broadcasts for the peculiarly sensitive audience of children:

1. The program must reflect respect for law and order, fair play, educational authority, good morals, and clean living.

2. The dramatic action in adventure stories should not be over accentuated so as to create emotional upset, morbid suspense, or hysteria.

3. Contests should not be undertaken which might take children into strange and questionable places in pursuit of box tops, wrappers, or etc., and no premium should be offered which is likely to have any harmful effect on persons or to property.

KSL COMMERCIAL STANDARDS

Issued: November 1, 1942
Revised: July 1, 1945

Effective: November 1, 1942
Effective: September 1, 1945

Station KSL has long sensed its responsibilities and obligations as an advertising medium.

We are proud to be an active integral part of the American system of free enterprise and realize the importance of advertising and particularly of radio advertising in the creation of sales and in the distribution of merchandise and services.

To fulfill more effectively this important responsibility and to encourage an improving quality of radio advertising service, KSL has established the following standards:

1. Program excellence and the integrity of the sponsor and product are the paramount considerations in the acceptance of any advertising.
2. The advertising of alcoholic beverages or of establishments specializing in the sale of alcoholic beverages is not accepted.
3. The advertising of medical products is limited to standard household items, such as aspirin, vitamins, etc., subject to strict copy approval. Products advertised must be on the approved list under the Pure Food and Drug Act. The advertising of laxatives, kidney pills, etc. is not accepted, and such products where the copy is objectionable [sic].
4. No time is sold for religious programs. KSL provides time, without charge, on an allocated basis for representatives of religious creeds with members in the KSL service area.
5. All commercial copy must be kept within the time limits established by the National Association of Broadcasters "Standards of Practice."
6. Political advertising time is available on an equal basis to all qualified candidates in strict accordance with the rules and regulations of the Federal Communications Commission.
7. KSL makes every effort to discourage the use of extra commercial messages known as "cow catcher" and

"hitch hiker" announcements.

8. Direct selling offers are rarely accepted, and then only after careful investigation of the advertiser, the copy content, and the quality of merchandise and/or service offered. Lotteries are not permitted.

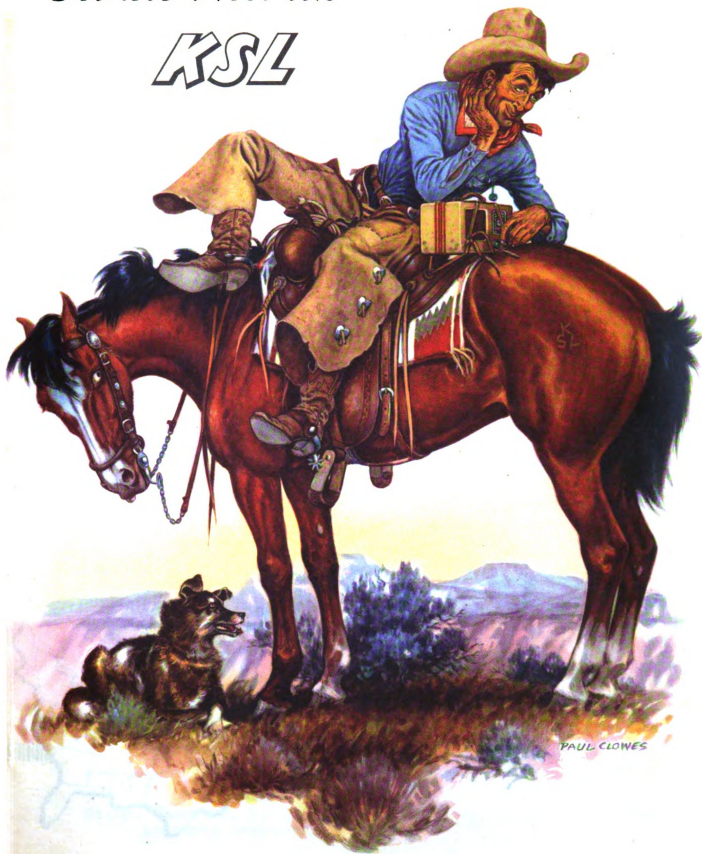
9. Any commercial program about which there is any question as to acceptability must be reviewed and approved by the KSL Program Board before acceptance. The KSL Program Board consists of the following: General Manager, Program Manager, Director of Public Service Broadcasts, Comptroller, Sales Manager, Director Commercial Operations. The former Managing Director of KSL, now a member of the Board of Directors and consultant, is also a member.

10. KSL reserves the right to cancel any commercial program in order to broadcast any other program which it considers would be of public importance.

11. All advertising is subject to the approval of the station management, both as to commercial copy and program content.

In the West it's

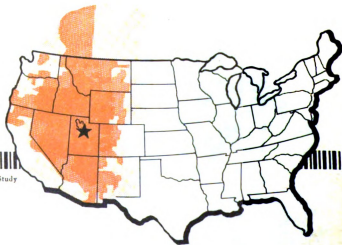
KSL





IN THE WEST IT'S KSL

The West is big. In this land of vast spaces, radio must be big too. It must leap the mountains, span the rivers, and fly the deserts. In the West it's KSL. This tradition is by no mere accident. KSL can be heard most everywhere. This has been so for years, and people have come to depend on KSL. To serve such a vast area of America from the busy industrial cities of the Intermountain country to the lone sheep herder on the high prairie is a challenge. But Westerners know KSL and KSL knows and interprets the spirit of this rugged, robust West.



KSL Listening Areas • CBS 7th Area Study

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