Dear ..., 1960

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...

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Dear ...:

I do appreciate receiving your communication with respect to the Light and Life Hour that has been on radio station WLS for a number of years.

This is a matter completely within the discretion of the operators of this station and I am confident any communication you may or will send to the station will receive careful consideration.

I did contact the Federal Communications Commission and am enclosing a copy of their reply together with copy of letter from the American Broadcasting Company.

Sincerely,

Everett McKinley Dirksen

Enclosures
Honorable Everett McKinley Dirksen
United States Senate
Washington 25, D. C.

Dear Senator Dirksen:

This is with further reference to our prior correspondence concerning the alleged cancellation of religious programs by Station WLS.

As indicated in our letter, this matter was brought to the attention of Station WLS and it was afforded an opportunity to comment thereon. Enclosed herewith is a copy of the station's response, which is self-explanatory.

If further information is desired with reference to the above matter, please contact me and I shall endeavor to supply it.

Sincerely yours,

(Signed) Frederick W. Ford
Frederick W. Ford
Chairman

Enclosure
May 9, 1960

Mr. Ben F. Waple  
Acting Secretary  
Federal Communications Commission  
Washington 25, D. C.

RE: 8424  
400913  
400974  

Dear Mr. Waple:

Your letter dated April 27, 1960, above referenced, to WLS, Inc., Chicago Illinois, in connection with complaints wherein it is alleged that WLS has cancelled all religious programs being broadcast over the station, has been referred to my attention for comment and reply, as requested.

The American Broadcasting Company believes it to be consonant with the responsibilities imposed by the FCC on licensees to provide balanced programming to serve the needs of the community. Our overall Company Policy clearly recognizes the necessity for religious programming as an integral part of such balanced programming. Thus, through the Radio Network, the Television Network and the Owned and Operated Stations, ABC each week throughout the year presents, on a wholly sustaining basis, a number of programs of a religious nature in cooperation with recognized central agencies representing the Catholic, Jewish and Protestant faiths.

With the approval of the Commission, American Broadcasting-Paramount Theatres, Inc., in March 1960 assumed full ownership of WLS. We are very proud to add WLS to our family of stations as we recognize its past history and record of service to the people of Chicago and surrounding areas. Mr. Ralph Beaudin who, until recently, managed our wholly owned station in Pittsburgh, was chosen as manager. In accordance with the above policy, and pursuant to ABC's policy of operating its Owned and Operated Stations to best suit the needs and requirements of the individual communities they serve, Mr. Beaudin studied thoroughly the current program schedule of WLS and measured it against the needs and requirements of the multi-state area which this fine facility serves. This study showed there were 40 hours of religious programming per week on WLS which were scheduled every night, Monday through Friday, almost continuously from 7:45 to 11:45 PM, one hour on Saturday and all day Sunday. This programming was entirely
commercially sponsored and contained no sustaining religious programming, either network or local, which was directly contrary to ABC's policy which has been in effect for so many years.

The imbalance of commercial religious programming on WLS, in relation to the remainder of the program schedule, did not seem to be in the best interests of the community. Hence, the schedule of religious programming is being revised without regard to the considerable financial sacrifice to the Company.

In preparing this schedule, Mr. Beaudin felt two programs which previously had been purchased locally (DR. PRESTON BRADLEY and SONGS IN THE NIGHT) were particularly suited to serve the WLS listening audience and consequently he has offered the two sponsoring congregations free time which has been accepted by them. The sustaining religious schedule offered by the Radio Network and other local sustaining programs have also been added.

Mr. Beaudin is also working towards further cooperation with local religious groups of all faiths. For example, Mr. Beaudin has been in contact with the Archdiocese of Chicago and, as a result, the HOUR OF ST. FRANCIS which is a nationally syndicated Catholic religious program, is tentatively scheduled until arrangements can be worked out for a locally produced Catholic program. In the 11:00 AM to 12:00 noon time, the program featuring DR. PRESTON BRADLEY will be replaced beginning in June (since Dr. Bradley will then be travelling in Europe) by a program or service originating from a Chicago Protestant church. The schedule also includes THE MESSAGE OF ISRAEL, a national program produced in cooperation with the Union of American Hebrew Congregations.

The station instituted, commencing this month, the following schedule of religious programming which will be carried on Sundays. The schedule is subject, of course, to minor changes as program plans develop but the total hours of broadcasting and the coverage of the various faiths will be approximately the same.

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 to 8:00 A.M.</td>
<td>PILGRIMAGE</td>
<td>Network</td>
</tr>
<tr>
<td>8:00 to 8:30 A.M.</td>
<td>RADIO BIBLE CLASS</td>
<td>Network</td>
</tr>
<tr>
<td>8:30 to 9:00 A.M.</td>
<td>BACK TO GOD</td>
<td>Local</td>
</tr>
<tr>
<td>9:00 to 9:30 A.M.</td>
<td>VOICE OF PROPHECY</td>
<td>Network</td>
</tr>
<tr>
<td>9:30 to 10:00 A.M.</td>
<td>MESSAGE OF ISRAEL</td>
<td>Network</td>
</tr>
<tr>
<td>10:00 to 10:15 A.M.</td>
<td>HOUR OF ST. FRANCIS</td>
<td>Local</td>
</tr>
<tr>
<td>10:15 to 10:30 A.M.</td>
<td>FRANK AND ERNEST</td>
<td>Network</td>
</tr>
<tr>
<td>10:30 to 11:00 A.M.</td>
<td>REVIVAL HOUR</td>
<td>Network</td>
</tr>
<tr>
<td>11:00 to 12:00 Noon</td>
<td>DR. PRESTON BRADLEY</td>
<td>Local</td>
</tr>
<tr>
<td>9:00 to 9:30 P.M.</td>
<td>BILLY GRAHAM</td>
<td>Network</td>
</tr>
<tr>
<td>9:30 to 10:00 P.M.</td>
<td>WORLD VISION</td>
<td>Network</td>
</tr>
<tr>
<td>10:00 to 10:30 P.M.</td>
<td>REVIVAL TIME</td>
<td>Network</td>
</tr>
<tr>
<td>10:30 to 11:00 P.M.</td>
<td>SONGS IN THE NIGHT</td>
<td>Local</td>
</tr>
<tr>
<td>11:00 to 11:30 P.M.</td>
<td>HERALD OF TRUTH</td>
<td>Network</td>
</tr>
<tr>
<td>11:30 to 12:00 Midnight</td>
<td>WINGS OF HEALING</td>
<td>Network</td>
</tr>
</tbody>
</table>
The above represents $7\frac{1}{2}$ hours of religious programming, $3\frac{1}{2}$ hours of which are sustaining and are produced, on both a local and a network basis, in cooperation with the three major religious faiths. I am advised that with respect to the six other major radio stations in Chicago, five of which are 50,000 watt facilities, the above schedule is almost double that of any of these stations and the sustaining portion of the above schedule is substantially in excess of any of these stations. Only two of these six other stations in Chicago carry commercial religious programming according to their latest program logs as submitted to the Chicago newspapers. We understand that one of these stations, WCFL, has accepted orders from two of the clients who will no longer be on WLS. As far as we are able to determine, no other of these stations has accepted, on a commercial or a sustaining basis, the placement of any of the programs which are involved in the WLS programming revisions.

To repeat, we feel it is one of our obligations as a licensee to provide, on a sustaining basis, religious programming to the major faiths. We will continue to recognize that obligation and will continue also the splendid relationships we have had with the leaders of the Protestant, Catholic and Jewish faiths throughout the country. We will also continue to strive on WLS and all our broadcast facilities, to fulfill our overall obligation to present a complete program schedule which will best serve all elements of our listening or viewing audience.

If I can be of any further assistance in this matter, please let me know.

Very truly yours,

(Signed) Mortimer Weinbach
Mortimer Weinbach