

NBC Radio and TV Program Schedules



**National Audio-Visual Conservation Center, Library of Congress
Washington, D.C.
2005**

Contact information: <https://hdl.loc.gov/loc.mbrsrs/mbrsrs.contact>

Catalog Record: <https://lcn.loc.gov/2021619505>

Additional search options available at: <https://hdl.loc.gov/loc.mbrsrs/eadmbrs.rs021012>

Prepared by the Recorded Sound Section, National Audio-Visual Conservation Center

Finding aid encoded by David Jackson, 2021
Revised 2023-03

Collection Summary

Title: NBC radio and TV program schedules

Inclusive Dates: 1949-1958

Creator: National Broadcasting Company

Extent: approximately 674 items

Extent: 5 containers

Extent: 2.1 linear feet

Language: Collection material in English

Location: Recorded Sound Research Center, National Audio-Visual Conservation Center, Library of Congress, Washington, D.C.

LC Catalog record: <https://lccn.loc.gov/2021619505>

Summary: Radio and television program schedules for the major networks for March 12, 1949 through October 19, 1958 (probably used by NBC to sell advertising time).

Location: RPA 03757-03761 (boxes 1-5)

Provenance

Gift; National Broadcasting Company, 1992.

Accruals

No further accruals are expected.

Processing History

The NBC Radio and TV Program Schedules were processed by staff of the Recorded Sound Section in 2005.

Related Archival Collections at the Library of Congress

The NBC Archives at the Library of Congress include the NBC Radio and TV Program Schedules (the subject of this finding aid) as well as the following archival NBC collections.

[NBC History Files](#)

The National Broadcasting Company History files include memoranda, correspondence, speeches, reports, policy statements, and pamphlets covering the creation of the network, its growth in the field of radio, and its subsequent expansion into television broadcasting.

Radio Log Books. Manuscript

The Library holds log books for WEAf and WNBC (1922 - 1955), for WJZ (1923 - 1941), and for WJY (1923 - 1926.)

Radio Master Books. Manuscript

Program scripts, advertising copy, news copy and music master sheets (listing musical content) for programs produced at the local station are held on 2,530 reels of microfilm, from WEAf and WNBC (1922 - 84), for WJZ (1927 - 41), for WMAQ in Chicago WMAQ (May 1944 - December 1945), for KFI in Hollywood (August 1943 - December 1945), and for the International (White) Network (August 1936 - September 1948.)

Radio Programs Sound Recordings	Lacquer discs from the New York-based archive from the years 1927 to 1971 are being re-recorded by the Library of Congress on tape, and have been indexed by the Library in a database which is available in the Recorded Sound Research Center.
Radio News Collection Sound Recordings	Selected news programs recorded from 1961 to 1985 on 1300 tape reels and 340 cassettes include broadcasts from presidential news conferences and speeches, and important events, such as the first moon landing.
Radio Programs Index File of 5 X 8 inch Cards	Six card files maintained from 1930 to 1960 index: commercial programs; sustaining programs (without advertising); radio artists (entertainment professionals); "Negro Radio Artists" (entertainment professionals); radio personalities (guests); and the World War II – European War effort.
Press Releases Printed Publications	The Library holds press releases issued by NBC from 1924 to 1939 and from 1942 to 1989, and also special releases issued by AT & T (WEAF) from 1924 to 1926 in two looseleaf binders.
Meet the Press Text Microform	Transcriptions of programs for the years 1954 through 1984 are held on microfiche.
Television Log Books Manuscript Microform	The Library holds log books for May 1949 through November 1988.
Television Master Books Manuscript Microform	Master books for the years 1936 through 1991 are held on microfilm.
Television Programs Kinescopes	The collection of kinescopes recorded from 1948 to 1977 includes approximately 18,000 programs.

Copyright Status

Restrictions may exist on copying, quoting, or publishing material included in the collection. For additional information, contact a reference librarian in the Recorded Sound Research Center, National Audio-Visual Conservation Center, Library of Congress, Washington, DC, 20540-4690; (202) 707-7833.

Access and Restrictions

The NBC Radio and TV Program Schedules are open to research. Advance notice is required; contact a reference librarian in the Recorded Sound Research Center, National Audio-Visual Conservation Center, Library of Congress, Washington, DC, 20540-4690; (202) 707-7833.

Preferred Citation

Researchers wishing to cite this collection should include the following information: [Container number, eg., Box 3], NBC Radio and TV Program Schedules, National Audio-Visual Conservation Center, Library of Congress

NBC Chronology

Date	Event
1921	Westinghouse owned and operated WJZ radio in Newark from 1921 - 1923.
1922	WEAF radio, owned and operated by AT&T, was founded in New York.
1923	RCA, a subsidiary of Westinghouse, operated WJZ radio from 1923-46 in New York.
1926	RCA announced the formation of the National Broadcasting Company on September 13, 1926 upon the RCA purchase of WEAF radio from AT&T.
November 1, 1926	NBC established with both a Blue and a Red network.
1926	NBC began radio broadcasting on November 15, 1926.
1926	NBC formed the Red and Blue radio networks, with WEAF as the flagship station of the Red network and WJZ as the flagship station of the Blue.
1928	The first permanent coast-to-coast network in the United States was established by NBC on December 23, 1928.
1928	NBC received its first television station construction permit.
1936-1939	NBC investigated the possibility of separating Red and Blue Networks (See NBC folder numbers 301-304)
1939	NBC televised the opening ceremonies of the New York World's Fair.
May 2, 1941	Chain Broadcasting Report stated "no license shall be issued to a standard broadcast [AM] station affiliated with a network organization which maintains more than one network." (Quoted in Sterling and Kitross, Stay Tuned , p.191.)
October 30, 1941	Both NBC and CBS filed suit against the U.S. Federal Communications Commission (FCC) for its new regulations.
January 1942	The U.S. Justice Department filed an antitrust suit against NBC and CBS (Sterling and Kitross, Stay Tuned , p. 236)
January 9, 1942	RCA president David Sarnoff announced that the Blue Network had been separated from the Red Network and subsequently was wholly owned by RCA.
May 10, 1943	The U.S. Supreme Court upheld the FCC right to regulations outlined in the Chain Broadcasting Report .
July 10, 1943	Edward J. Noble, the owner of the American Broadcasting Company, purchases the Blue Network for \$8 million.
October 12, 1943	The FCC approved the sale of the Blue Network to Noble.
June 14, 1945	The Blue Network was changed to the American Broadcasting Company.
August 1946	The FCC authorized CBS to change the name of WABC to WCBS.
1946	NBC changed the name of WEAF to WNBC.

Scope and Content Note

Radio and television program schedules for the major networks for March 12, 1949 through October 19, 1958 (probably used by NBC to sell advertising time).

Items consist of weekly schedules for the NBC, CBS, ABC and Mutual radio networks, and for the NBC, CBS, ABC and DuMont television networks. Entries include latest available Hooper and/or Nielsen ratings information for applicable programs. Schedules are hand-corrected to reflect program changes.

Arrangement

The NBC Radio and TV Program Schedules are organized in 1 series:

- [Series 1. NBC Radio and TV Program Schedules, 1949-1958](#)

Selected Search Terms

The following terms have been used to index the description of this collection in the LC Catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically.

Organizations

National Broadcasting Company.
NBC Collection (Library of Congress)
RCA Corporation.

Subjects

Radio broadcasting--United States--History.
Television broadcasting--United States--History.

Titles

National Broadcasting Company radio and television program schedules
National Broadcasting Company radio and TV program schedules
NBC radio and television program schedules

Form/Genre

Schedules (Time plans)

Description of Series

Container

Series

NBC Radio and TV Program Schedules, 1949-1958

Radio and television program schedules for the major networks for March 12, 1949 through October 19, 1958 (probably used by NBC to sell advertising time). They have been removed from their original loose-leaf binders.
Arranged chronologically.

Container List

Container	Contents
	NBC Radio and TV Program Schedules, 1949-1958 Schedules are hand-annotated to reflect program changes. Radio and television program schedules for the major networks for March 12, 1949 through October 19, 1958 (probably used by NBC to sell advertising time). They have been removed from their original loose-leaf binders. Arranged chronologically.
BOX-FOLDER 1/1	March 12, 1949 - May 8, 1949 58 pages; letter size
BOX-FOLDER 1/2	May 9, 1949 - July 10, 1949 63 pages; letter size
BOX-FOLDER 1/3	July 11, 1949 - October 9, 1949 91 pages; letter size
BOX 2	October 10, 1949 - June 8, 1952 139 pamphlets: 24 pages; 3.5 x 8.5 inches
BOX 3	June 9, 1952 - January 2, 1955 136 pamphlets: 24 pages; 3.5 x 8.5 inches
BOX 4	January 3, 1955 - January 6, 1957 105 pamphlets: 24 pages; 3.5 x 8.5 inches
BOX 5	January 7, 1957 - October 19, 1958 82 pamphlets: 24 pages; 3.5 x 8.5 inches