

The Radio in Supervision

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THE ULTIMATE PLACE that radio will occupy in the American school system will be determined by the educators themselves. As leaders in educational theory and practice, the supervisors and directors of instruction must assume a large share of the responsibility of determining what is to be broadcast for schools; what methods of broadcasting are to be employed; and how the broadcast lessons are to be used in school. If supervisors will seriously apply themselves to the solution of the problems in the field—and they are principally problems of education rather than problems of radio transmission—broadcasting and centralized radio facilities may become an important aid in the supervision of instruction, as well as in direct instruction. Considered educationally, radio is not a separate entity but is simply a conveyer of sound. Its value depends upon what is broadcast and how the broadcast material is used.

Educational problems—Many of the radio problems being discussed are essentially problems of education rather than problems of radio. While it is important that educators possess an intelligent appreciation of the art of broadcasting, it is more important that they be thoroughly familiar with the principal purposes and best practises of education.

For if radio is to be applied to education, education must first be applied to radio.

Radio's achievements—Even tho the radio has formed some unfortunate associations in the minds of many educators, it has a number of noteworthy achievements to its credit. It has already become the principal source of entertainment and last-minute news. Steadily, it is breaking down the barriers of isolation as it broadens the horizons and enriches the lives of countless millions of people. It has become an important social factor in nearly every country in the world.

If educational leaders accept a broad social conception of education, they will realize with ever-increasing significance

the importance of harnessing radio and putting it to work to help bear the constantly growing burdens of education.

For demonstration—Numerous school officials are willing to bear witness to the educational power of radio. By means of broadcasting and centralized radio facilities it appears that supervisors are able to guide the work of the teachers and the classes. Important announcements and instructions may be given, and superior work can be made generally available. But above all, *radio broadcasting is peculiarly well-suited for the improvement of instruction by means of demonstration lessons.*

Supervision's task—Supervision, being a cooperative enterprise for the improvement of instruction, can be especially helpful in the securing of suitable radio-sound equipment, in selecting broadcast programs, and in devising methods of integrating them into the curriculum of the school. If the classroom teacher will bear her share of the burden in the three-way teaching arrangement, it appears that the radio may be used in many ways to advance the educational process. It can enrich the curriculum and vitalize instruction. The throbbing present may be brought into the classroom and the dead past made to live again. It is the responsibility of supervision to

determine how radio can be efficiently used. Supervisors are already aware of the opportunities radio affords and are pushing forward rapidly in the field of experimentation to determine what it can do to make their supervision more effective. This is a wholesome sign for it insures the introduction of radio in the schools on a sound basis. If the radio cannot assist in realizing the commonly-accepted purposes of education more effectively than they could be realized otherwise, it has little place in the school.

Abstract of an address before the Department of Supervisors and Directors of Instruction of the National Education Association, June 27, 1932, Atlantic City, New Jersey.



CLINE M. KOON, who was assistant director of the Ohio School of the Air previous to his appointment as a member of the staff of specialists in the United States Office of Education.

THE FEDERAL RADIO COMMISSION permits the broadcasting of advertising on short waves which are reserved for inter-continental broadcasting, provided no compensation is received by the broadcasting company for such advertising. This enables American advertisers, without paying any charges which can be made legally, to broadcast their advertising into foreign countries regardless of the wishes of the governments of those countries. ¶American broadcasters are continuing their efforts to secure a foothold in the European radio channels, not only by arranging for exchanges of programs, but by other less ethical methods.

Radio's Value to Schools

WHILE THE RADIO exerts an enormous influence upon modern education, its best use and control as an educational medium are yet to be determined. The Cleveland junior high schools are accepting a share of the responsibility for the determination of how and what desirable educational outcomes may be furthered thru its use. A number of schools have received regularly inspirational programs dealing with civic affairs, English, science, and music. A few schools have made considerable use of public address systems, installed either by the board of education or the school itself, to stimulate written and oral composition, as well as to teach regular lessons. Superior teachers in the various subjects have been at work for some time assembling material and constructing lessons, which, it is hoped, eventually will be of value for general distribution. In the social studies more than twenty lessons have been completed and tested in the classrooms.

It is the opinion of those connected with this experimental work that certain desirable educational outcomes reasonably may be expected from radio lessons.

Pupil accomplishment—There is evidence that, as regards pupil accomplishment, the concentration and interest of pupils are greatly increased. The novelty of the radio lesson does not seem to wear off. There is developed an alertness which undoubtedly makes pupils much more responsive to spoken suggestions even after the broadcast has ended. There seems to be a positive advantage in the fact that pupils are not permitted to ask questions—in themselves relevant—but which sidetrack the main issue of the lesson. This is particularly true of pupils in the brighter sections. Achievement tests indicate an advantage in favor of radio lessons for some subjects as compared with lessons regularly taught.

Improves curriculum—Frequent radio lessons in a selected subject serve to unify to a desirable extent the subject-matter for that field, thus influencing the curriculum. The care with which such lessons are prepared results also in a general improvement of subject-matter.

Teachers profit—Teachers are likely to improve their own performance by observing good teaching on the part of others. It seems reasonable to expect, therefore, that the technic of the regular class teacher will be improved thru her audition of lessons presented by master teachers.

The preparation of lessons for radio presentation tends also to center attention upon the importance of lesson planning. Constant criticism of the lessons brings a realization of the desirability of eliminating all superfluous and irrelevant material. The regular teacher is free during the radio lesson to interpret pupil responses and to diagnose individual pupil needs.

Administration of uniform tests is facilitated by the use of

radio. With children in all parts of the city taking exactly the same work, tests of the results can be easily measured.

Salary savings unlikely—Undoubtedly slightly larger classes can be handled in most subjects and much larger ones in some subjects. However, this economy is not so great as might be supposed. Because of the increased amount of preparatory work, the constant evaluation of the radio lesson, and the desirable diagnosis and guidance of individual pupils, the regular class teacher should not be responsible for an abnormally large reception group. It would seem that radio lessons will bring economy in pupil progress to a greater extent than in salaries saved.

Parents profit—Parents, and the public in general, seem to have a more intelligent interest in the schools as they learn, by tuning in, more about the methods and content of the various courses which are being offered to the children.—R. G. Jones, superintendent of schools, Cleveland, Ohio, in his annual report to the Board of Education, 1931.

British Advance

THE BRITISH BROADCASTING CORPORATION has sent out its last program from its historic headquarters at Savoy Hill, London, and has moved into more commodious premises at Portland Place, about a mile farther west. This is likely to prove an event of cardinal importance in British radiocasting, for work at Savoy Hill was carried on only in the face of great difficulties. Portland Place, however, offers every possible facility for radiocasting under ideal conditions.

The world's best—The BBC can look back on its nine years at Savoy Hill with considerable satisfaction. In that time *British radio has acquired a cultural reputation second to that of no other radio service in the world*; and viewed merely as an entertainment it stands very high. It introduces millions of listeners to the most famous statesmen, actors, thinkers, writers, and scholars of the day, and has perhaps done more than any other single influence to raise the popular taste in music. It radiocasts regularly all the most important public functions, from the opening of disarmament conferences to the fighting out of cup finals. And it successfully financed the famous Promenade concerts when they were in danger of being discontinued from lack of sufficient support.

Progress—All these things are developments of the BBC while it has been at Savoy Hill. Technically also immense progress has been registered during this period. Seven years ago there were only one million licensed receivingsets in Britain; today there are 4,473,227, representing roughly twenty million listeners. Its record, therefore, encourages the BBC to enter Portland Place with every confidence that its achievements there will be a significant contribution to the history of radio.—Editorial in *Christian Science Monitor*, June 10, 1932.

IRISE to point out the dangerous trend in the use of radio, altho I do not find the great interest on the general subject that there ought to be on the floor of the House. Every year our Radio Commission will come in with recommendations to clarify existing law, rather than to recommend changes in the system, which the American people will soon demand.—Representative Charles L. Gifford of Massachusetts, *Congressional Record*, February 10, 1932, p3791.

Radio Commission Defends Nebraska

WHEN THE COMMERCIAL BROADCASTING STATION, WOW, located at Omaha, Nebraska, tried to drive the Nebraska Wesleyan University Station WCAJ off the air, the Federal Radio Commission decided in favor of WCAJ.

WOW carried its case to the Court of Appeals of the District of Columbia.

The Commission, represented by D. M. Patrick, its assistant general counsel, appeared and successfully defended its decision in spite of the fact that the case had been crippled by excluding from the record letters and affidavits from Governor Weaver and other state officials.

The Court of Appeals, altho officially ignorant of the wishes of the state officials, decided in favor of Nebraska Wesleyan University. Apparently there are no grounds on which WOW could appeal to the Supreme Court of the United States.

The reason given by Elmer W. Pratt, the examiner of the Commission who conducted the hearing, for excluding from the record the letters and affidavits of the state officials was that the Commission had ruled against the acceptance of evidence in those forms.

William Boyd Hunter, a Washington attorney, represented the university.

The Commission in its decision said:

[1] Respondent station WCAJ offers a varied and interesting type of program comparable to that which is broadcast by the applicant, station WOW.

[2] Inasmuch as respondent station WCAJ is owned by an educational institution of good standing the station is in a position to and does broadcast programs educational in character.

[3] No sufficient showing is made in this record that applicant station WOW is in a position to and does broadcast a program materially superior to that of respondent station.

[4] While it appears that the operation of respondent station has not been in conformity with regulations of the Commission, a construction permit has recently been granted which should enable said station to operate in a manner consistent with the requirements of the Commission.

[5] The granting of the application would not materially increase the rather complete service now being offered by the applicant station and would require the forfeiture of the entire assignment now used by the respondent.

[6] Public interest, convenience and/or necessity would not be served by the granting of this application. [R. 13 and 14.]

The brief [No. 5425], which was filed by the Commission when the case was appealed, was written by Miss Fannef Neyman, assistant counsel.

While Article 4 of the Commission's decision intimates that WCAJ had violated the Commission's regulations, Miss Neyman explains in her brief as follows:

The Commission found that while the operation of respondent station [WCAJ] had not been in conformity with the regulations of the Commission in that it was not making *maximum* use of the power assigned to it, *its operation was nevertheless in the public interest* because of the type of service it was, and is, rendering, and because it did have a fair coverage.

The brief also states:

While it appears that appellant incurred a deficit of \$13,957.90 in 1929 in the operation and maintenance of station WOW [R. 545] which is the smallest deficit for the past six years [R. 95], the witness, Stiles, when asked whether he considered that WOW had any deficit when the advertising the station gave to the Woodmen of the World Life Insurance Association was taken into account, replied in part, "we were talking about dollars and cents. I should say I do not consider it as any deficit" * * * [R. 80].

This indicates that money paid by members of the Woodmen of the World is used to pay deficits of station WOW, and that they are charged to advertising. It is reported that there have been serious disagreements within the Woodmen of the World as to the wisdom of operating the station.

In a later hearing, in which station WOW was opposing the application of a commercial station in another state, a member of the state legislature of that state demanded to know if the Woodmen of the World were backing station WOW. He was told that the organization was backing the station. He then declared that he was a director of the Woodmen of the World and that his own money was being used by station WOW to fight the broadcasting station which he was trying to assist.

Nebraska Wesleyan University and its broadcasting station have a long and honorable record. In spite of difficulties caused by the unjust attack of the commercial station operated in the name of a fraternal organization, it has continued its service to its state and its constituents and will continue to defend the rights given it by its charter from the state.

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J. O. Keller, head of engineering extension, Pennsylvania State College, State College, Pa., National University Extension Association.

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Jos. F. Wright, director, radio station WILL, Univ. of Illinois, Urbana, Ill., Association of College and Univ. Broadcasting Stations.

Everyone who receives a copy of this bulletin is invited to send in suggestions and comments. Save the bulletins for reference or pass them on to your local library or to a friend. Education by radio is a pioneering movement. These bulletins are, therefore, valuable. Earlier numbers will be supplied free on request while the supply lasts. Radio is an extension of the home. Let's keep it clean and free.

Camouflage

IT IS WELLKNOWN that since the educational institutions began their campaign for independent radio channels under their own control, the commercial broadcasting stations have been most generous in their offers of free time on the air. They have been more than generous just as the National Electric Light Association was generous with free material to be used in school classes. This generosity was recently revealed in the data which the Federal Radio Commission submitted to the Senate in response to the Couzens-Dill Resolution. The fact that is camouflaged is that the hours offered for educational purposes are the least valuable hours—the ones which are most difficult to sell to advertisers. So far there is nothing to show that the Federal Radio Commission recognizes any difference in value between hours offered for education. They seem to assume that school people can get results from hours that commercial interests have found worthless.

Consider Publicly-Owned Station First

ARTHUR J. W. HILLY

Corporation Counsel, City of New York

STATION WNYC . . . owned and operated by the city of New York, had applied . . . to the Department of Commerce . . . for a license to broadcast, which was granted on July 2, 1924, authorizing the city to use the channel requested, to-wit: channel 570kc. This application of the city of New York had been made after a a thoro investigation and survey over a period of two years for the purpose of determining the use to which radio might be put by the city government. It was determined, at that time, that *every effort should be made to obtain a broadcast channel which would be open, free, and unobstructed at all times for the use of the state and municipal authorities* in broadcasting those things deemed of interest and aid to the people of New York, and contributing to the prompt and efficient conduct of the business of the city and state of New York. The matter of utilizing radio was taken up and handled in the same deliberate way as any other municipal undertaking, and with the definite idea in mind that in applying for and obtaining a broadcasting license the city was acquiring a certain right to an air or ether channel that would belong to the city of New York so long as it complied with the rules and regulations that necessarily surrounded such a use. The license was granted. The station became part of the municipal government of the city of New York. It allied itself with each and every integral part of the government. It went further. It allied itself so closely that *it became, as it were, part of the curriculum of the board of education and the board of higher education of the city of New York*, which is a branch of the government of the state of New York. As has been said, it became part of the municipal government of the city of New York with the same prospects as to its growth and development as that great city possessed when it started on its way to become the greatest city of the world. It was not contemplated, or even imagined, at that time, that the interest the city had acquired or possessed in this particular broadcasting channel was to be considered in the year 1928 no more nor less than a claim that any individual, or group of individuals, might thereafter in their mad race for business advancement reach out and demand said channel. . . .

Crowding begins—And now we come to the year 1928

and what do the records show? They show this [commercial] station WMCA already having sampled two wavelengths, to-wit: 880kc and 810kc, reaching out for its third, and succeeding in getting it within its grasp. This station proceeds to have half time on channel 570kc allotted to it, which channel had never before been used or occupied by any other than the city of New York, the pioneer thereon. . . .

Now we come to the year 1931 and what do we encounter? Again the mad scramble of "Big Business" to go further—to gobble up what was left of that channel, the use of half of which it had acquired the right to in its upward march back in 1928. And how had they plotted to acquire this other half in the year 1931? It was very simple. Merely by having WNYC put over to channel 810kc, and bringing the controlled stalking horse [commercial] station WPCB over on to this channel 570kc, and thus the scheme hatched out in 1928 became a reality. "*Big Business*" had again triumphed. Each and every thing in the path of its onward rush was pushed aside in the mad scramble for a big place in the radio field. . . . What activity and what success in this activity! All this great activity, presumably, must be in the public interest, convenience, and necessity, because uptodate the station has always met with success in its applications. Would this same station and the individuals controlling it be so active and interested in public interest, convenience, and necessity if the advertisers decided that the old way—that is advertising thru the medium of newspapers, cars, and billboards—was the only medium of advertising and the most dependable? Would this station be so active? Would it endeavor to satisfy the public's interest, convenience, and necessity if this advertising should cease? The answer is too apparent. WNYC would be able to get, without opposition, that which it so conscientiously endeavored to utilize for public interest, convenience, and necessity.

Present or future?—Is it not fair to take into consideration the future when dealing with applications such as those now before this Commission, and is it not equitable to grant applications undeniably made in good faith and honestly in the interest of the people in the locality where the station is endeavoring to give satisfaction, and which said station will

UNQUESTIONABLY, THE RADIO can play an important part in the program of education, but unfortunately there seems to be an increasing tendency on the part of manufacturers of all sorts of panaceas, fake remedies, and similar products to be granted more advantageous time over the radio for their propaganda work. Doubtless they are paying for this time, which simply means that radios are becoming commercialized to an increasing and confusing extent to the general public who frequently feel that these products might be superior in order to have place on radio programs.—Statement made by a land-grant college department chairman.

carry on whether advertising thru the medium of the radio continues or ceases? This is a question that should not be overlooked by this Commission. This is a question that may become a reality in a very short time, and if so, this Commission can readily realize how this country of ours will be glutted with unused broadcasting stations, while such stations as WNYC will be conscientiously performing that duty which WNYC is now doing.

After radio-advertising ends—Do any of these stations that are so madly scrambling for new channels, more time, change of location, consider the duty and obligation they owe the public to operate a radio broadcasting station? Is this their objective in applying for licenses and renewal of licenses—to satisfy the public, or simply to increase their balances? *The question will be very quickly answered when radio advertisers cease air advertising, and the time is not so far distant when this will happen.* Then the scramble for new channels, more time, change of location, and the like, will be no more, and those who today are endeavoring to perform a public service will not be brought to Washington to account for time used or time sought. The stations causing all this annoyance and embarrassment to stations which are conscientiously carrying out public duty will no more be interested in broadcasting channels. Such thoughts as these should undoubtedly be considered in applications made in connection with radio broadcasting, and particularly so when stations such as WNYC are involved; for whether advertising lives or dies, survives or perishes, WNYC and such stations will still be carrying on while these commercial “go-getters” will be active in other fields. It is time, therefore, that those in control of radio recognize this and give to those using radio for the betterment of communities, and for the world generally, what they ask. . . .

Public interest first—It is high time that the value of radio for purposes other than making money for the broadcasting operators, is recognized. To those who really have the public interest, convenience, and necessity at heart should consideration and recognition be given and shown. . . . WNYC has—since it first commenced utilizing radio for the benefit of the inhabitants of New York city and state—done all in its power to conform to all the rules and regulations that govern the operation and ownership of a station, but since 1928, when it was compelled to share time with another station, this station [WMCA] has at times embarrassed and, one might say, harassed WNYC to such an extent that it [WNYC] has seriously been interfered with in properly carrying out its broadcasting plans. Now it is compelled to appear here and tell why it has not entered into an agreement with this other station—a station with which WNYC did—in an honest endeavor to carry out plans that would be satisfactory to all, make what was at that time called “a gentleman’s agreement”—an agree-

ment, however, which turned out to be an agreement only insofar as it met the whims, fancies, and desires of the other stations. . . .

Violated agreement—It is submitted that such acts on the part of WMCA as interfered with station WNYC in the broadcasting of the Captain Fried and Sir Thomas Lipton receptions, and the refusal of station WMCA to abide by the gentleman’s agreement made with station WNYC and to permit the city to broadcast the programs requested as of “transcendent importance,”—such as the speech of Mr. Justice Hughes at the dinner held at the Hotel Astor in January, 1929—would justify [a decision favoring the public station]. *The refusal to permit the last-mentioned broadcast, that is, the speech of Mr. Justice Hughes, resulted, as the record will show, in that speech never having been broadcast at all by WMCA—which contracted so to do—and accepted in advance thereof the sum of \$355 which the Bronx County Bar Association, the sponsor of said broadcast, had great difficulty in having returned to it, to such an extent in fact, that it was finally compelled to sue this station to obtain the return of this money.*

Vulgar and false—Furthermore, the permitting of the broadcasting of such programs as *La Belle Rose* from the Village Nut Club; the *Edrolax Medicinal Talk*, to the effect that it “. . . can heal your tonsils; it can heal your appendix; it can heal anything”; and such advertising talk by a clothes company as that it will give “a flight absolutely free, and what is more, the Solo Clothes Shop will give a free flight with each purchase of a man’s suit”; *this and many other long-winded and extravagant sales talks on eye-lash growers, face creams and other advertised articles cannot by any stretch of the imagination be considered in public interest, convenience, and necessity.* The constant disregard of the rules and regulations of the Commission, such as using the same operator on both stations for listening in on the 600 meter, coupled with all that has been noted hereinabove, would have necessitated the recommendation by the chief examiner that the application for a renewal be denied, if it apparently had not been the desire of the examiner to give this station another chance. Nowhere in the whole record can this station and its sister station—both of which are owned and operated by Donald Flamm and Marion K. Gilliam—justify their existence from a standpoint of public interest, convenience, and necessity, unless it is contended that night clubs, prize fights, wrestling bouts, marathon dances, cheap jazzy music, are in the public interest, convenience, and necessity. . . .

Witnesses compared—Chief Examiner Yost could not have reported other than that the license of station WNYC be renewed. He heard the character of the testimony given by those witnesses who testified as to what they were doing or using said station for. He saw the high calibre of those wit-

BEWARE THE MACHINE-GUN SALESMAN. His health patter is pseudo-science. His eye is on your check book. In these days especially he prostitutes the radio to his uses. Quacks and quackery, fakers and fakery of all kinds appeal to a bewildered public, between jazz and the nasal tenor, with blatant advertisements that no reputable journal will print. Oh, Health, what crimes are committed in thy name!—Dr. E. P. Lyon in *Survey Graphic*, June 1931.

nesses as they testified. He recognized that they were people who were performing a public duty with high results in better government, better conditions, higher class citizens, and the general improvement, betterment, and contentment of the citizens of New York City. He was in a position to thoroly understand that station WNYC, for this class of broadcasting and the services these people were rendering, were to be highly commended for their efforts in an undeniably proper direction. They were educating, advising, and at the same time entertaining their listeners. The educators were carrying on a state function, and in an interesting way. Listen to the phonograph record of the board of education broadcast [a WNYC exhibit] as an illustration of what the board of education is doing; then, for a comparison, listen to the record of *La Belle Rose* and the face cream talk [WNYC exhibits], and it is submitted that nothing further in the way of argument as to what is in the public interest, convenience, and necessity is required. These educators are men with a praiseworthy object in life. The dollar mark is not their objective. They are interested in the progress of their community and the betterment and advancement of the youth of today who will be the men of tomorrow. Their broadcasts are of far greater import than whether this particular face powder, cold cream, or that certain face powder or shaving cream should be bought by you and me and the other fellow. The long-suffering public which reads its advertising in papers, magazines, street and railroad cars, as well as the billboards of every road a motorist may wish to travel over, is not even permitted, at a time when it might desire to relax from advertised articles, a little freedom when using its radio. It is submitted that support and recognition be given—and gladly given—to those who make proper and praiseworthy use of radio and will continue to so make use of it when those who now are so madly scrambling to possess radio broadcasting stations will, like last winter's snow, have vanished from the scene with advertising on the air when it has ceased, diminished and failed as a necessity in money-making for the advertisers. . . .

Unemployment relief aided—. . . If there were no other reasons why this station should have time, and lots of it, the very fact that . . . in the past year there were upwards of 4700 positions filled thru the medium of this [unemployment] broadcast over WNYC, would justify the city's demand in its application.

Protect the homes—It cannot be said that public interest, convenience, and necessity is served tho the program as re-

ceived by the listeners *may* appear harmless to those unfamiliar with a certain character of night club, while the actual enactment of that which is broadcast is such that no parent in the city of New York or in the country at large would permit his wife or children to witness, such as the spectacle of *La Belle Rose* performance in the Village Grove Nut Club. Reference again is made to the record [WNYC exhibit] of this broadcast for the purpose of having the Commission appreciate what is conveyed by the above statement and may perhaps have been in the mind of Commissioner Sykes of this Commission, who is quoted as having said: "The greatest responsibility that rests on the licensee of a station is to thoroly realize that his programs are going into the homes and are heard not only by the grown folk but by the children as well. It should constantly be his ambition that his programs will help to develop those children into good American citizens."

Public interest versus personal gain—Public interest, convenience, and necessity comes first in the operation of a broadcasting station and where it is undeniably apparent that the prime motive, in fact the only motive in the operation of the station, is personal gain, then public interest, convenience, and necessity is not served and no consideration should be shown to the operators of that particular station.

Abstract of brief before the Federal Radio Commission by publicly-owned station WNYC in attempting to secure a fair division of time with commercial station WMCA and at the same time defending its rights against the request of commercial station WPCH for its facilities.

Britain Honors Broadcaster

BROADCASTING is prominently represented in the King's Birthday Honors list by the knighthood which is conferred upon Admiral C. D. Carpendale, the controller of the British Broadcasting Corporation. The conferring of this honor is doubly welcome, both for personal reasons and as a compliment to the BBC in the form of a recognition of the high status and prestige of broadcasting in the community. Admiral Carpendale has been associated with the BBC ever since July 1923; and in addition to the signal services which he has rendered and the respect in which he is held as controller of the BBC he has gained widespread popularity abroad thru the success with which he has presided during the past seven years over the *Union Internationale de Radio-diffusion*.—*The Listener* [London], Volume VII, Number 178, June 8, 1932, p816.

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Boring from Within

NOT SATISFIED with having crowded nearly half the educational stations off the air the commercial monopoly radio interests are seeking to destroy the others by boring from within. The station is approached with the subtle suggestion that it sell time for advertising or that it take the national chain advertising programs originating in New York. Glowing pictures are painted of the profits that can be made. An institution which does not see far ahead is sometimes induced to sell its birthright for a mess of pottage. How can we expect freedom of teaching, which is the one excuse a university has for being, if the radio station is under obligation to commercial interests whose primary interest is not truth or common sense values but profits? To turn the college stations commercial is to destroy them, and the monopolists know this.