

Education

by **R A D I O**

A Bulletin to Promote the
Use of Radio for Educational,
Cultural, and Civic Purposes

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Another Perspective on Broadcasting

A CHANGE IN PERSPECTIVE, always interesting and stimulating, is particularly appropriate in radio broadcasting. The subject is still new. None of us quite understands it. While it represents a combination of both art and science, most of us approach it from one or the other of these viewpoints, not both. We can profit occasionally by using another perspective on broadcasting as a challenge or corrective to some of our existing ideas.

If the proverbial "Man from Mars," were to be asked for his evaluation of broadcasting, how would he respond? Certainly he would be too honest to beg off on the grounds that he was not an expert. He would have very positive convictions as has every lay person who has thought about radio at all. Either he would be too polite to express his ideas or he would make some very pointed observations.

On the assumption that he might speak out, it is logical to expect that his first consideration would be the relationship between broadcasting and the purpose it is intended to serve. He would surely recognize that the purpose of both technical radio transmission and broadcast program service is to be of use to the listeners.

He would unquestionably be interested in comparing the ways in which broadcasting systems in the various countries serve their listeners. In making such a comparison he would be free from all our prejudices, both patriotic and economic. However, he might find himself unable to come to any clear conclusions because under some of the governmentally owned systems he would find a vicious political propaganda being spread, while under our commercial system he would find an advertising propaganda equally incapable of squaring with scientific fact.

With the best that each system is capable of producing, the "Man from Mars" probably would be pleased. He might conclude that the most realistic test of the various systems is the extent to which they are capable of creating and maintaining a high standard of program service. With such a realistic approach he would find room for improvement in every system. Would he find an accompanying capacity for making the improvement?

In facing such a test the American system of broadcasting would have a number of positive qualities and at least one negative. The negative factor would be its philosophy of quantity before quality. For reasons of commercial competition broadcasting is a twenty-four-hour-a-day business in some of our cities. The Federal Communications Commission requires every licensed station to make full use of its facilities. More than fifty different programs are frequently broadcast by a single station in one day's continuous operation. Such a service places tremendous demands upon both program ideas and production talent. A new idea is no sooner developed than

PROSPECTS for a searching Congressional investigation of radio are still strong altho no action in that direction was taken by Congress before its adjournment. At the close of the session demands for an inquiry were more insistent than at any previous time.

In the Senate, the Committee on Interstate Commerce, of which Senator Wheeler of Montana is chairman, reported favorably on the resolution of Senator White of Maine for a thorough investigation of broadcasting in all its phases. The Committee report becomes part of the unfinished business of the Senate when it reconvenes either in a special session or in the regular session next January. The resolution probably will be called up for early action.

In the House of Representatives, there are a number of resolutions of similar intent. The one originally presented by the late Representative Connery of Massachusetts calls for an investigation of the development of a radio monopoly. On August 18 Representative Wigglesworth of Massachusetts introduced a resolution asking the Federal Communications Commission to furnish the name or names of any member, agent, or employee financially interested in any radio company. Just before adjournment, Representative Bacon of New York offered a resolution calling for an investigation of the radio lobby and its ramifications in Washington.

The transfer of Frank R. McNinch from the chairmanship of the Federal Power Commission to the chairmanship of the Communications Commission, even tho temporary, was interpreted in some quarters as an effort to straighten out the Commission from within and to make unnecessary any Congressional investigation which might have unfortunate political repercussions. Mr. McNinch, drafted by the President for his new post, is known as an uncompromising reformer in the finest sense of that term. He may be able to correct conditions enough to make an investigation unnecessary. However, many observers are of the opinion that public confidence in the Commission will not be restored until its difficulties have been aired openly by some Congressional body.

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS will hold its annual convention September 13 and 14 at the University of Illinois. Jos. F. Wright, director of station WILL, the University of Illinois station, is in charge of program arrangements.

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MEMBER EDUCATIONAL PRESS ASSOCIATION
OF AMERICA

MEMBERS OF THE WISCONSIN STATE LEGISLATURE are participating in a series of civic education programs broadcast each day from the capitol over the state-owned stations, WHA, Madison, and WLBL, Stevens Point. Time is available to all legislators without censorship or obligation for the discussion of affairs of state. Law-makers go before the microphone to give citizens an intimate understanding of problems confronting them. Listeners become better acquainted with their representatives. The programs are heard at 1PM, CST, each day while the legislature is in session.

A RADIO INSTITUTE was held August 16 in Austin, Texas. The Institute was organized under the direction of B. H. Darrow, former director of the Ohio School of the Air, who has been teaching a radio workshop course this summer at the University of Texas. Among the speakers were Dr. L. B. Cooper, director of research for the Texas State Teachers Association, and Mrs. J. C. Vanderwoude, radio chairman of the Texas Congress of Parents and Teachers. The Institute was similar to the one conducted by Mr. Darrow in Dallas, Texas, July 7.

THE NBC MUSIC APPRECIATION HOUR, conducted by Dr. Walter Damrosch, will inaugurate its tenth season of weekly broadcasts on Friday, October 15. The broadcasts will be presented Fridays from 2-3PM, EST, over both the Blue and Red Networks.

its possibilities are worked in almost every direction until they are exhausted. Under such conditions, to keep the show going is an achievement of merit. To improve programs seems almost beyond the realm of reasonable expectation.

To improve quality while maintaining quantity is a challenge which has been accepted readily at least by the better stations of the nation. In the first place, there is a constant search for new ideas. Advertising agencies, commercial sponsors, station managements, and even the makers of noncommercial programs are offering every kind of incentive for new possibilities.

Secondly, there is an effort to adapt old ideas in ways which will give them a new effectiveness. This is especially noticeable in radio comedy. A few years ago joke books were the great source of comedy ideas. Today that source has been exhausted. Comedy laughs are coming from humor developed in situations created especially for that purpose.

Thirdly, programs are being improved by more intelligent planning. Recently a commercial station in Detroit announced its intention of planning each evening's entertainment as a single program. For the sake of variety a period of talk is to be followed by a period of music or drama. Both classical and popular music will be provided, each in its proper place. Sponsors will no longer have a free hand in selecting their programs but will be expected to follow the general lines of planning laid out by the station. In some instances this may result in the loss of a few clients and a reduction in revenue. On the other hand, if carried out intelligently, it is almost certain to increase the good will of listeners and make time on the air more valuable for other clients.

In the fourth place, the American stations have a great advantage in their financial position. Most of our broadcasting stations are highly profitable, especially those with favorable assignments from the Federal Communications Commission which enable them to reach large numbers of people. Some of these stations have an annual net profit of almost 100 percent of their capital investment. Others which show lesser profits are often paying large salaries to officials who are also stock holders. Such strong financial positions enable broadcasting stations to take forward-looking moves even if these result in a temporary loss of revenue. Some of these stations are also finding that they can well afford to make larger concessions of both time and service to local public welfare groups.

In the fifth place, many stations are doing experimental work which has great promise. Perhaps the most widely known of these experiments has been the adaptation of Shakespeare's dramas for radio production. One of the particularly important pioneering efforts was the production of "The Fall of the City," a poetic drama written expressly for broadcasting. The laboratory programs put on by the Columbia Broadcasting System under the direction of Irving Reis are outstanding experiments.

The radio workshop, largely a development of educational broadcasting, ought to exert a far-reaching influence over the future of programs. It has a freedom which makes it perhaps the finest of all places for radio experimentation. If it is tied in with an educational institution, it has great resources of talent, both actual and potential, among which it can conduct a process of selection and training. It also has facilities for scientific evaluation of methods and results. Such evaluation is essential to future improvement.

The selection and training of talent deserves additional emphasis. Originally broadcasting was almost entirely in the hands of engineers. Today it is largely under the control of entrepreneurs. While

these men may be interested in the improvement of programs, they are not equipped to direct progress in that direction. They are dependent upon the personnel with which they may be able to surround themselves. This personnel may be recruited from the show business, the advertising agencies, the fields of writing or music, or from some other area to which radio is related. Generally speaking, it does not represent the ability and training which the future of radio deserves.

In England it has been traditional for years that the ablest of her college graduates should seek careers in the public service. Today many of these young people are going to work for the British Broadcasting Corporation. We need to develop some system of selection and training which will lead equally qualified persons in this country to follow radio as a career.

Could the "Man from Mars" strike off a balance sheet on the basis of the factors which have been considered thus far? Probably not. He would want to give consideration to other factors, chief among them being the Federal Communications Commission. The Commission has such complete control over the very existence of stations that its influence must be given the greatest weight.

The Communications Commission has continuously held that it can have no general concern with broadcast programs lest it violate the provision against censorship of the Communications Act of 1934. The Commission has taken the position that no program is to be criticized before it goes on the air, altho, once broadcast, it may be given consideration to determine whether or not the originating station should be allowed to continue in operation.

Probably the "Man from Mars" would not be interested in such legal technicalities. His present concern is the improvement of programs. He is faced with the question of whether or not the American people can get the improvement to which they are entitled if the Commission continues its policy of "hands off." His decision will not rest on what may be desirable. His concern is with what will be necessary.

Every move so far made in the control of broadcasting has been dictated by necessity. Congress passed the Radio Act of 1927 as the only means of correcting a chaotic situation, not as a desirable step in the broadening of governmental powers. The Commission in turn established certain engineering standards as the only method of supplying the listener with satisfactory service when a large number of stations were operating simultaneously on the limited number of broadcast channels.

Necessity also dictated the establishment of a classification of various kinds of stations to render different types of service. The adoption of such a classification put the Commission in the position of making unequal grants of power and creating unequal competition between its licensees.¹ The introduction of such inequalities would never have occurred except under a theory of necessity. Even such compulsion has not been enough to justify the partiality of the government. One of the chief functions of the Senatorial investigation now imminent will be to find a new formula which will supply different types of listeners with the transmission service needed without creating unfair competition.

The "Man from Mars" seems to feel that further necessities are developing in radio which will compel the federal government to be concerned actively with the quality of broadcast programs, a concern which will present problems much more difficult than classifying stations for purposes of technical operation. He sees many

FRANK R. MC NINCH and T. A. M. Craven were appointed August 17 by President Roosevelt to fill the existing vacancies on the Federal Communications Commission. The appointment of Mr. McNinch is temporary in nature, as he is on leave of absence from the chairmanship of the Federal Power Commission. He has been commissioned by the President to produce order out of the chaos which seems to have developed within the FCC.

Commander Craven has been raised to the rank of Commissioner from his position as chief engineer of the FCC. As chief engineer, he was assigned the task of making two reports on the reallocation hearings held by the Commission last October, one dealing with problems of technical transmission and the other on the subject of the social and economic implications of the hearings. The technical report has been made. To date no report on social and economic implications has been announced. It is hoped that in his new position Commander Craven will have time to complete his studies and make a public report on this most important subject.

MRS. J. C. VANDERWOUDE, radio chairman of the Texas Congress of Parents and Teachers, reports that 1000 organized listening groups heard the PTA programs during 1936-37. Of that number, 658 were located in rural districts and 342 in the cities. According to Mrs. Vanderwoude, six or eight PTA members, who live near enough to each other to make the plan practical, get together to listen to the program, one of their number being designated to bring the gist of it to the next PTA meeting. The Texas Congress of Parents and Teachers presented 28 programs over 24 stations during 1936-37, the subjects of some of them being: "The Handicapped Child," "What Price Discipline?" "The Problem Child," "Delinquency," "The Child as a Constructive Leader."

POISONS, POTIONS, AND PROFITS, by Peter Morell, fills the need for an up-to-the-minute consumers' handbook to take the place of the justly famous *100,000,000 Guinea Pigs*. It differs from the latter book in that it concentrates upon radio-advertised products. The chapters on "Radio as a Cultural Agency" and "In the People's Interest" are especially recommended to readers of *Education by Radio*. Published by Knight Publishers, Inc., New York, N. Y., the book sells for \$2.

H. M. PARTRIDGE, program director of the New York University radio committee, has been granted a fellowship by the General Education Board for advanced study in radio broadcasting at the NBC studios. Dr. Partridge has received the third such fellowship granted this year, the other two going to Harley A. Smith of Louisiana State University and George Jennings of the University of Illinois.

¹ *Education by Radio* 6:6-7, 34-36, March and October 1936.

THERE SEEMS TO BE some question as to what constitutes a chain. If you are an advertiser and are willing to pay a considerable amount of money for the kind of propaganda which advertising represents you can make legal contracts for the delivery of a certain number of stations for a particular period at a specified time and be reasonably sure of getting them. The number of stations does not have to be the same in every case. You get what you pay for.

But suppose for the moment you are not an advertiser. Suppose you are a women's club group which wants to put on a national program. What can you expect when you are promised a chain? My understanding is that you may expect anywhere from two to fifty stations. A ready explanation is forthcoming. It is that member stations of any chain have a great deal of freedom in their choice of whether or not to carry chain programs. If they are under contract and are being paid to carry a program, they must carry it. At other times they are free to take or refuse any program offered by the chain. This allows stations to sell time locally and to make a little extra profit.—S. HOWARD EVANS, in an address before the Maryland Federation of Women's Clubs, Baltimore, Md., April 14, 1937.

THERE IS A RESERVOIR of material on the air that can be most effectively used for purposes of realistic civic education if the teachers of the social studies will provide the necessary guidance for their students. Unless our younger generation is taught to cope with the radio on something like even terms, intellectually speaking, this remarkable instrument of twentieth century civilization may well prove to be a serious obstacle to social progress.—MICHAEL LEVINE, *Seventh Yearbook*, National Council for the Social Studies, 1937.

THE CELLER BILL for a government-owned international shortwave broadcasting station and the Boylan Bill proposing an annual tax on commercial stations of \$1 to \$3 per watt according to power both met their death with the adjournment of Congress. Both bills were suggested originally by Federal Communications Commissioner George Henry Payne and were vigorously opposed by the commercial broadcasters. For a detailed account of each of the bills see *Education by Radio* 7:11, 20; March and May 1937.

JOSEPH J. WEED, president of Weed & Co., New York station representatives, who returned recently from a six-weeks tour of Canadian stations, is reported by *Broadcasting* to have said that in his opinion Canada leads America in the standard of its daytime programs and in its brand of radio humor. He stated that daytime programs are not treated as fill-ins in Canada and that because of expert programming there are probably more daytime listeners proportionately in Canada than in the United States.

signposts which to him are indicative of this trend. Recognizing that these signs are subject to different interpretation by others and not wishing to become involved in inconclusive argumentation, he refuses to cite them and instead rests his case on a single set of facts which seem to be conclusive.

These facts have to do with television, the bringing into the home of broadcast pictures. While we have in this country a tradition of free speech which prevents all censorship by government of either speech or sound, we have an equally well established tradition of censorship of pictures. If we have recognized a necessity of censorship over motion pictures when they are shown in theaters from which we can keep our children, will we not insist doubly on the censorship of pictures which appear upon screens in our own homes and from which we cannot easily protect our children?

The censorship of motion pictures was not half so easy as will be the censorship of television. Censorship of motion pictures was originally on a state basis. Standards were not exact, with the result that one state would pass what another state excluded and vice versa. State boards were hard pressed to defend their actions. State censorship began to break down.

At this point citizens' groups began to take the matter into their own hands. The Legion of Decency was organized, composed of millions of citizens pledged to boycott those pictures which were an offense to good taste or morals. The boycott was cumbersome and only strong support by the Catholic Church in the United States sustained it. But it was successful and established a censorship which may well be permanent.

When television comes, no such roundabout methods of censorship will be necessary. There will be a single federal agency which will license every television broadcasting station. That agency, the Federal Communications Commission, is charged with insuring that every station operates in the public interest. It cannot avoid responsibility for the control of broadcast pictures, including, as that control traditionally does, censorship. If the Commission seeks to avoid its responsibility, the Legion of Decency will have an easy target upon which to focus all the power of the public opinion at its command. Direct action will supersede boycott. The Commission will be overwhelmed.

With television on the way, the Federal Communications Commission will have to be concerned necessarily with the quality of broadcast programs. The case is built upon an analysis from which there seems to be no escape. It does not criticize the Commission because a majority of the members prefer to erect a legalistic barrier to their participation in the control over programs. It simply points out that such a barrier must fall of its own weight in the face of circumstances which are developing.

Let us go back to the "Man from Mars" and try to discover the preparation which he thinks to be imperative against the day when the development of standards for broadcasting shall become a public responsibility. Dare we impose upon him to the extent of asking specific suggestions? Perhaps if he considers it impolitic to make suggestions he will oblige us with a few general observations.

Recognizing his keen interest in the listener, we should not be surprised if he stresses the need for a more careful distinction between programs designed for a mere public acceptance and those constructed to be worthy of full public confidence. Most broadcasting has an acceptance today. However, much of it is unworthy.

In purely entertainment programs nothing more than acceptance and enjoyment is desired. But numerous such programs are used as

vehicles for advertising. Some of this advertising is false or misleading. Certainly where such fraudulent advertising is part of an entertainment program the whole is contaminated and must be viewed as not in the public interest.

Frequently the Federal Trade Commission takes action against advertisers who have used radio to mislead listeners. But this punishment always comes after the offense has been committed and is generally inconsequential. While it may penalize the offender, it leaves the public subject to further imposition.

As a disease produces its own immunity, so the public, in time, will develop a discount for exaggerated or false claims in radio advertising. Such a discount, once matured, is almost certain to be applied indiscriminately to all the advertising on the air. It will reduce the effectiveness of the medium and may cut its revenues. The contingency should be anticipated and avoided now, before it reaches the epidemic stage.

Much more important than the correction of advertising abuses is the problem of maintaining public confidence in the broadcasting of informational, educational, and cultural programs. It is in this area that certain foreign nations have failed by stooping to political propaganda. It is here that our system will break down unless a complete integrity is established and maintained.

There are two ways of insuring the integrity of American broadcasting. The first is thru the development of program standards by the federal agency of regulation, the Communications Commission. This is not censorship. It does not consist of the examination of individual programs nor the blue penciling of passages offensive to a censor. Instead of that, it is the analysis of program service from the six hundred odd stations now broadcasting in order to classify different types of materials used and to determine their effect upon listeners. After sufficient experience has accumulated, it should be possible to determine the types of programs to encourage and those to discourage.

In answer to those who argue that such standards could not be developed, it may be well to restate the suggestion of how a beginning can be made. It has been proposed that as part of the application now made for renewal of license, stations be required to state the basis on which they habitually select programs to be broadcast. This would allow the Commission to test the stations by their own declaration of standards. It could also be used as a basis for competition between stations seeking licenses or renewals. Even if it were never carried to the point where the Commission saw fit to make pronouncements on programs, the consequent self-regulation imposed upon stations would be greatly in the public interest. If carried far enough to bar dishonest or debasing programs, it could give the needed guarantee of integrity to our present system of broadcasting.

The second way of insuring the integrity of American broadcasting is by a change in the auspices under which informational, educational, and cultural programs are produced. This statement is a strong one and needs to be examined at length because it seems to imply a criticism of organizations which are putting on programs at the present time.

To the "Man from Mars" who looks at all groups with a cold impartial eye, there is not in the whole field of broadcasting the kind of unbiased sponsorship worthy of full public confidence. This is not to deny that many programs now on the air are entirely trustworthy. It is to say that the auspices under which they are produced rest upon foundations which are not, in themselves, a sufficient guarantee of integrity.

THE SECOND NATIONAL CONFERENCE ON EDUCATIONAL BROADCASTING will be held at the Drake Hotel in Chicago, Ill., November 29, 30, and December 1, 1937. The objectives of this second national conference have been outlined as follows: [1] To provide a national forum where interests concerned with education by radio can come together to exchange ideas and experiences; [2] To examine and appraise the situation in American broadcasting as a background for the consideration of its present and future public service; [3] To examine and appraise the listener's interest in programs that come under the general classification of public service broadcasting; [4] To examine the present and potential resources of education thru radio; [5] To examine and appraise the interest of organized education in broadcasting; and [6] To bring to a large and influential audience the findings that may become available from studies and researches in the general field of educational broadcasting, particularly such studies and researches as may be conducted by the Federal Radio Education Committee.

THE CARTHAGE COLLEGE MUSIC HOUR is a daily feature of station WCAZ in Carthage, Ill. It has been maintained steadily since its inception in September 1932. The programs are given by special radio ensembles—band; orchestra; mixed, treble, and male choruses; and assisting soloists. These groups are not the college musical organizations—they are especially selected for this purpose with separate rehearsals under faculty direction. The announcers and continuity writers are students also. Elmer Hanke, head of the department of music at Carthage College, feels that this program is direct education *for* radio, since this experience helps graduates to find positions in the radio profession, and that, by a careful selection of programs, it becomes education *by* radio as well.

THE AMERICAN MEDICAL ASSOCIATION will inaugurate on Wednesday, October 13, a series of thirty-minute programs designed as a supplement to classroom teaching of health. The programs will be heard weekly at 2PM, EST, over the NBC Red Network. While it is intended to furnish graphic supplementary material in health education for teachers and students in the junior and senior high schools, the programs will be of interest also in the elementary schools and to parents listening in their homes.

GEORGE JENNINGS, production director at station WILL, University of Illinois, has resigned to become head of a new department of radio at the Cornish School, Seattle, Washington. Mr. Jennings, who is completing a training period at the NBC studios in New York under a fellowship from the General Education Board, will conduct a radio workshop at the Cornish School.

THE NUMBER OF SCHOOLS in Australia equipped for the use of school broadcasts has been steadily increasing, according to the annual report for 1936-37 of the honorary secretary of the School Broadcasts Advisory Council. The report attributes the growth of interest in school broadcasts to a number of causes, such as the lifting of the depression, which was in full effect when the school broadcasts were inaugurated in 1933; a growing confidence in the value of the contribution of school broadcasts; a steady improvement in the quality of the broadcasts; the fact that music has been made a compulsory subject for all departmental secondary schools and has led to a wide recognition of the service broadcasting can render in this field; improved reception in country districts thru the installation of several new relay stations; and technical advice rendered to schools seeking to install receiving-stets.

The improvement in the quality of the school broadcasts can be attributed to the fact that the resources of the Australian Broadcasting Commission have been more and more placed at the disposal of the School Broadcasts Advisory Council; that expert volunteer workers have rendered unpaid service; that publicity has been increased and the "School Broadcasts Booklet" revised; and that school broadcasting technic has been improved thru the constructive criticisms and varied suggestions of the listening teachers.

JAMES ROWLAND ANGELL, retiring president of Yale University, has accepted the position of educational counselor to the National Broadcasting Company. He will take up his new duties in September at a salary of \$25,000 a year. Dr. Franklin Dunham, educational director of NBC, will work in cooperation with Dr. Angell. In accepting the position, Dr. Angell said, "I am accepting the invitation with great enthusiasm and in the hope that the opportunity given me will allow me to render a real public service. The educational possibilities of radio are but just beginning to be fully appreciated and I trust I can make some small contribution to increasing its significance for young and old alike."

THE FLORIDA ASSOCIATION OF BROADCASTERS has passed a resolution condemning super-power stations unless they provide a non-duplicating program service. The Florida broadcasters believe that any station granted 500 kilowatts power should produce and broadcast its own original programs and not merely rebroadcast network pickups into signal areas covered by other stations with the same programs. It is their opinion that super-power should stand on its own feet and justify its privileges.

DR. CLINE M. KOON, senior specialist in radio and visual education of the U. S. Office of Education, resigned his position September 1.

Consider first the case of the industry. The argument here was stated at some length in this bulletin more than six months ago and has never been contradicted.² It was built upon the theory that the commercial formula which makes possible the financing of American broadcasting ties the hands of station owners so that they are not free to deal impartially with informational and educational matters.

But what about the individuals and organizations of unquestionable integrity who put on particular programs and are given free rein for the purpose? The answer lies in a consideration of the status of these groups and individuals. They are being given without cost an access to the public which is valuable and obtainable thru few sources. They offer a service which could be displaced or duplicated readily. They are without bargaining power. They broadcast on the terms of the industry. The best record of experience in operating on that basis is contained in the pamphlet, *4 Years of Network Broadcasting*, published by the National Advisory Council on Radio in Education. If it had been possible to cooperate with the industry on its terms, that organization would have succeeded in doing so. The retirement of Dr. Levering Tyson from the directorship of the Advisory Council³ is ample evidence that it simply can't be done.

What about organizations interested in radio but without broadcasting commitments? The principal ones are the Federal Radio Education Committee⁴ and the National Committee on Education by Radio.⁵ The latter is thoroly representative, each of its nine members being selected by one of the educational associations which constitute the committee. However, the National Committee has been so determined in its defense of the rights of education in radio that it is definitely not acceptable to certain groups whose cooperation will be needed in establishing impartial auspices.

The Federal Radio Education Committee is composed about equally of educators and commercial broadcasters. However, its members have been selected as individuals and represent officially only themselves. This committee has been subjected to the criticisms that it is too close to the government, that it has too much industry representation, and that its program does not inspire confidence. Perhaps all of these criticisms are unfounded. However, the committee has yet to prove its right to leadership.

Since no single organization now exists thru which to secure the cooperation of all parties involved and at the same time to guarantee protection to the public, a new organization seems to be needed. When such an organization is set up it must be noncommercial. The great educational and cultural agencies thruout the country must be represented upon it. Its membership must be appointed by these agencies and subject to no other control. It should have an educational home where it will have the same freedom as any college or university. It should be financed adequately to employ administrative officers and a staff of radio specialists capable of superior work in every phase of program preparation and production. It should have all the facilities of a radio workshop to select and train talent and to do experimental work.

Does all this sound Utopian? Probably it is. Certainly its full attainment can come only as the result of growth. However, it should be pointed out that until it does come or until provision is made for its growth, governmental regulation offers the only possibility of a broadcasting service in which we can have full confidence.

² *Education by Radio* 6:41-43, December 1936.

³ *Education by Radio* 7:8, February 1937.

⁴ *Education by Radio* 6:31, September 1936.

⁵ *Education by Radio* 6:29, September 1936.