

ASSOCIATION OF COLLEGE AND UNIVERSITY  
BROADCASTING STATIONS

B U L L E T I N

Office of the President  
Columbus, Ohio  
December, 1930

Many things are happening in the development of education by radio, and the space of this bulletin will be devoted to reporting the more important items that have come to our attention.

ASSOCIATION COMMITTEE MEETS

The National Advisory Council for Radio in Education made financially possible a meeting of a special committee including Prof. Beaird, of WNAD, Prof. Griffith, of WOI, Prof. Jensen, of WCAJ, Armstrong Perry, of the U. S. Office of Education, and your president, R. C. Higgy, of WEAQ. This group met in Chicago on December 10, and drafted recommendations to be included in a report to be sent to college presidents regarding the difficulties being experienced by college stations, and suggestions for overcoming these difficulties. More information will be given in a later bulletin when the report has been prepared.

FEDERAL RADIO COMMISSION GENERAL ORDER NO. 97

Many stations are having difficulty in meeting with the requirements of this Commission order which specifies a minimum of 75% modulation. While such action may be justified, from an engineering standpoint, the time limit of January 31, 1931 is rather severe on college stations as appropriations to purchase equipment require time to secure. It is to be hoped that the Commission will grant extensions of time to college stations showing the necessity for adequate time in order that they may maintain their power ratings and provide new equipment that will give better service. No definite rules will be followed by the Commission in determining 75% modulation, the final decision to be made by the opinion of the Commission's engineers. Prof. Jensen, of WCAJ, and Prof. Griffith, of WOI, may be able to give information in regard to the procedure to follow in making equipment changes to comply with this order.

THE COMMITTEE ON EDUCATION'S RIGHTS IN RADIO

This committee was established by the Chicago conference of October 13, 1930, and called by U. S. Commissioner Cooper. It will meet on December 30 for the first time in Washington. Your president will represent our Association. The two motions passed by this Chicago conference are here given for your information.

"The Conference on Radio and Education, meeting in Chicago, Monday, October 13, 1930, recommends that the Congress of the United States enact legislation which will permanently and exclusively assign to educational institutions and government educational agencies a minimum of fifteen (15) per cent of all radio broadcasting channels which are or may become available to the United States. The Conference believes that these channels should be so chosen as to provide satisfactory educational service to the general public."

"RESOLVED, That the meeting recommend the immediate organization of a committee, the members of which shall be duly accredited representatives of The Association of College and University Broadcasting Stations, the Land Grant College Association, the National University Extension Association, the National Association of State University Presidents, the National Education Association, the National Catholic Education Association, the Jesuit Education Association, the National Advisory Council on Radio in Education, the Payne Fund, and other similar groups, for the purpose of formulating definite plans and recommendations for protecting and promoting broadcasting originating in educational institutions, and broadcast by educational institutions, and for presenting the same, when advisable, to appropriate authorities and interested parties, and that the Federal Office of Education be given the responsibility for notifying the aforementioned groups of the deliberations and debate at Chicago on October 13, 1930, and for calling an organization meeting of this committee at the earliest possible moment. The committee shall give first consideration to the following resolution adopted at the meeting in Chicago on October 13, 1930. (See preceding page for resolution referred to)

#### ELECTION OF OFFICERS

The new constitution, adopted at the annual meeting in Columbus last July, specifies that the election be held at the annual meeting, to be held at the same time as the annual Institute for Radio in Education, set tentatively for June 15-20, 1931, at Ohio State University, Columbus.

#### THE NATIONAL ASSOCIATION OF BROADCASTERS

At the annual meeting last month passed many resolutions, most important of which to college stations was the recommendation of the abolishment of the zone system. Obviously to the great advantage of the membership, consisting for the most part of chain stations, a membership representing about one-fifth of the stations of the country. Does this suggest any action our Association should take?

#### QUESTIONS YOU SHOULD ANSWER

In order that more interesting information may be had for this bulletin it is requested that you immediately submit information as indicated by the questions.

1. Give a short description of several of your outstanding successful programs.
2. Do you have any definite plans announced for expansion of station, power or program service?
3. Do you believe that your audience is showing an increasing interest in lecture programs? Any definite information will be of great value.
4. Have you results of any listener surveys? They would be of considerable interest to other member stations.
5. Interesting happenings, such as the following: WOI found that Henry Field's station sold 2,000 copies of the book "A Lantern in Her Hand," being read serially, before the reading had been completed over WOI.

### SOLE SUCCESSFUL PROGRAMS

- WOI - Radio Book Club. \$3 membership fee entitled listener to 20 books, 2 weeks each. Average of 20 books per day mailed. Fine of 2 cents per day for overtime freely paid. Not a book lost since beginning, February, 1930. Printed bulletin of 30 pages, giving list of library of 400 volumes. Non-fiction keeps pace with fiction.
- WCAT - Conversations in physical science in which a faculty member is interviewed, being asked five questions of a popular technical nature.
- WNAD - High school debates of one half hour length have proven popular in creating local interest throughout the state in WNAD programs. County agent programs also successful along same idea, bringing each program a County agent and his friends before the microphone. Director Baird believes this type of program helps establish a large audience.

### NOTES

Prof. Bennett, of WHA, Wisconsin, gave an address on "Activities and Plans of the Lund Grant College Radio Stations," before the Annual meeting of the National Council of State Superintendents and Commissioners of Education at Milwaukee, December 9, 1930.

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WNAD, WERI, KFMX, WERO, WHA, WOI, KUOA, WKAR, WCAL, KFUP, KFKU, KUSD, WPSC, WSUI, WLB, WCAT, WHLD, KFDY, WEW, KOB, WBAI, KSAC, WHBY, WILL all had representatives at Commissioner Cooper's Chicago Conference on October 13. They are all college stations. Many other institutions were also represented that do not have their own stations.

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